

Advertisement schedule - Basic

With **Philo Media Manager**, there are several ways for the insertion of advertising breaks to suit your needs: can be inserted to time or observing the position indicated in the Clock or in the daily playlist.

The **Break** inserted at time will not be visible within the ladder but will be automatically loaded from the playout on the hour of programming.

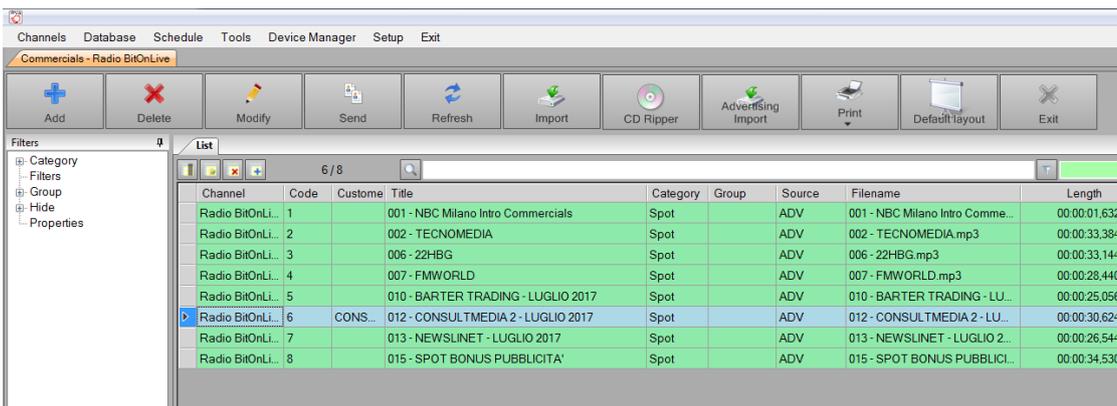
The **Break** positioned inside the clock or the playlist will be visible in the ladder of playout with the indication of their employment and will be played in sequential order dictated by the clock or from the palimpsest.

Whatever the mode of execution of the break is necessary to enter the programming of the break through the tab "Commercials Scheduling".

Planning of timetables

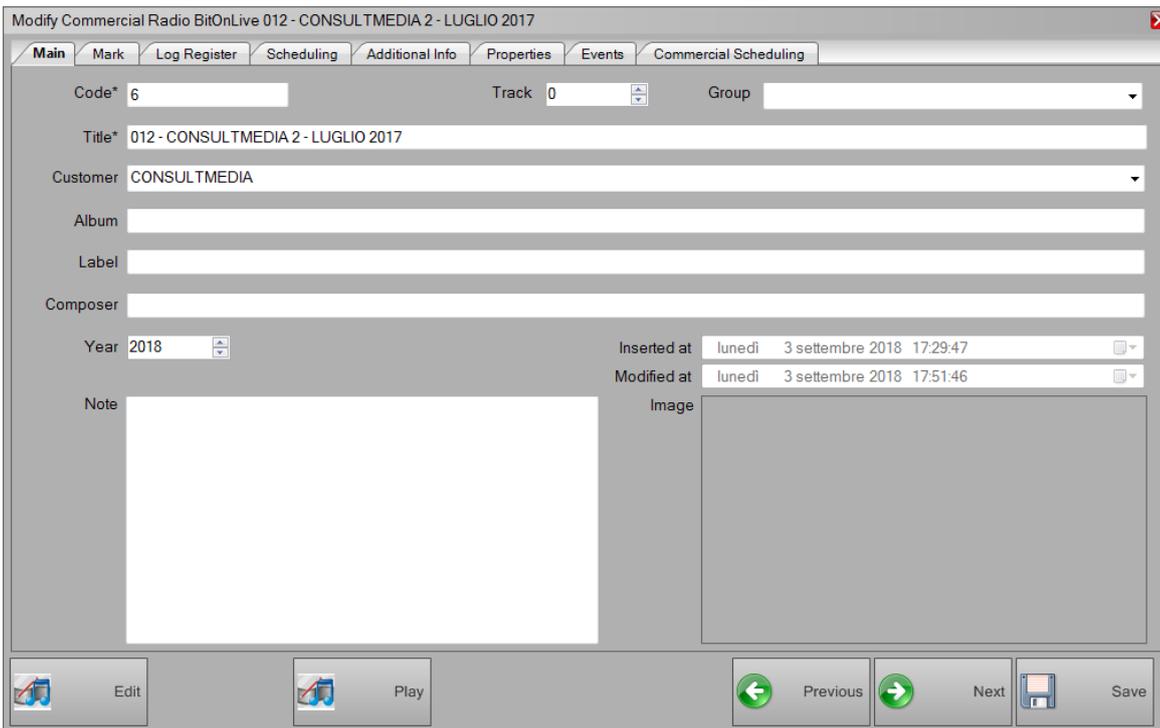
The Advertisement schedule in **Philo Media Manager** is carried out directly on the tabs of the table "Commercials".

Open **Database->Commercials** and click on **Add** to add new commercial elements.

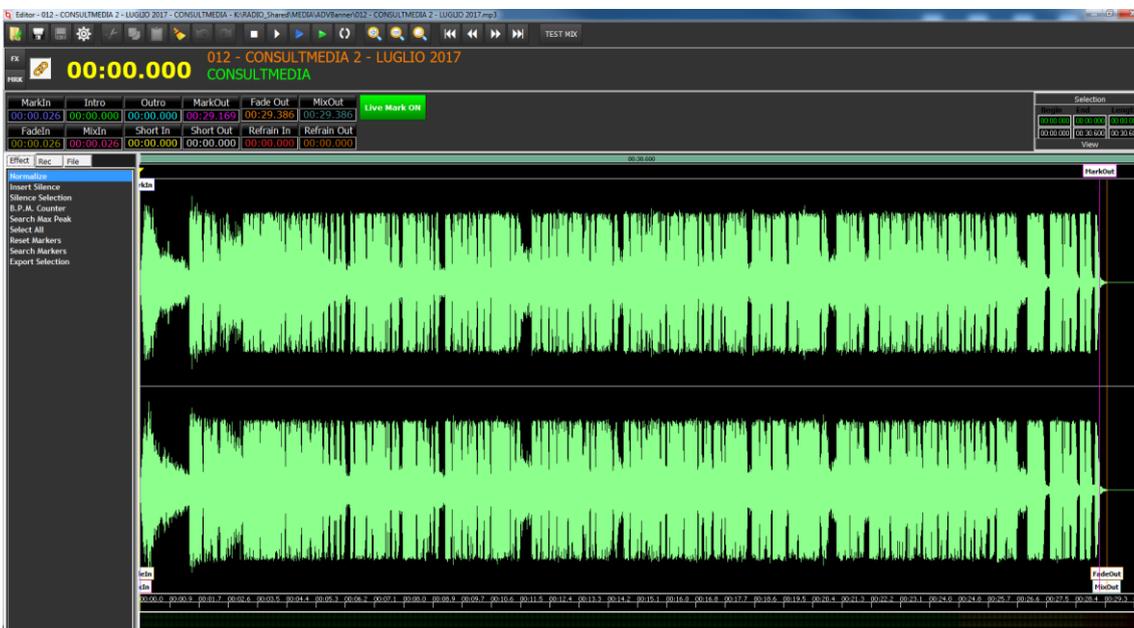


Channel	Code	Custome	Title	Category	Group	Source	Filename	Length
Radio BitOnLi...	1		001 - NBC Milano Intro Commercials	Spot		ADV	001 - NBC Milano Intro Comme...	00:00:01.632
Radio BitOnLi...	2		002 - TECNOMEDIA	Spot		ADV	002 - TECNOMEDIA.mp3	00:00:33.384
Radio BitOnLi...	3		006 - 22HBG	Spot		ADV	006 - 22HBG.mp3	00:00:33.144
Radio BitOnLi...	4		007 - FMWORLD	Spot		ADV	007 - FMWORLD.mp3	00:00:28.440
Radio BitOnLi...	5		010 - BARTER TRADING - LUGLIO 2017	Spot		ADV	010 - BARTER TRADING - LU...	00:00:25.056
Radio BitOnLi...	6	CONS...	012 - CONSULTMEDIA 2 - LUGLIO 2017	Spot		ADV	012 - CONSULTMEDIA 2 - LU...	00:00:30.624
Radio BitOnLi...	7		013 - NEWSLINET - LUGLIO 2017	Spot		ADV	013 - NEWSLINET - LUGLIO 2...	00:00:26.544
Radio BitOnLi...	8		015 - SPOT BONUS PUBBLICITA'	Spot		ADV	015 - SPOT BONUS PUBBLICL...	00:00:34.530

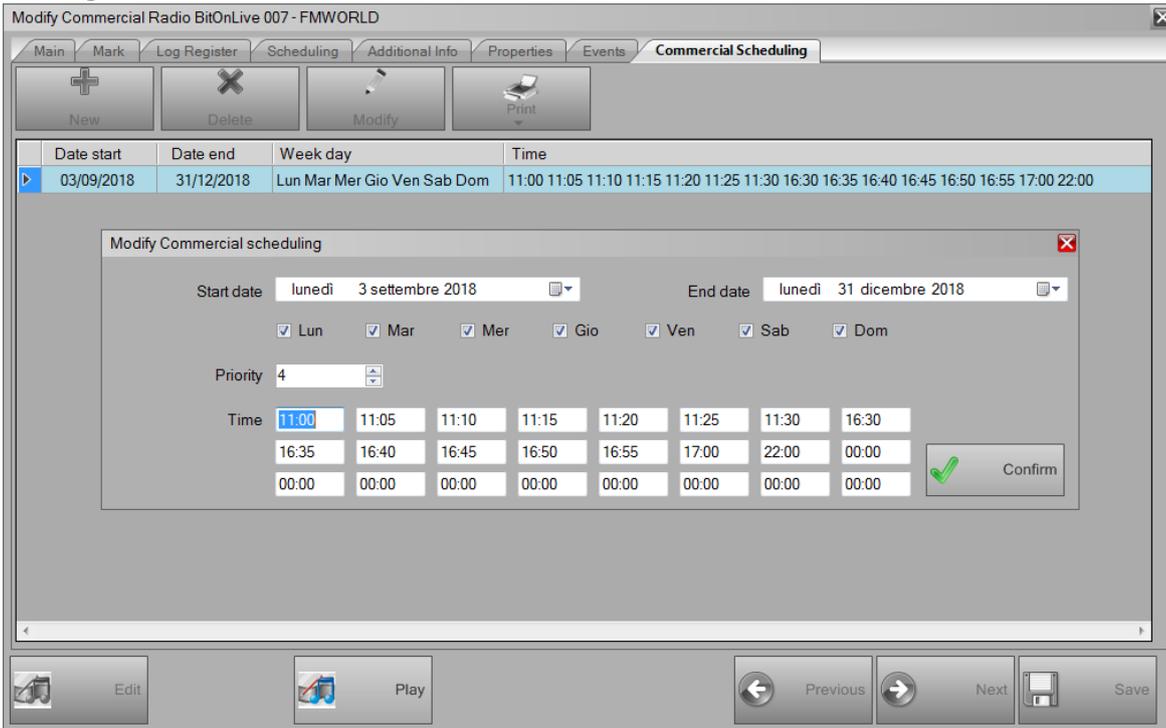
In this tab, you can enter the title of the spot and the name of the customer. It is also possible to assign a group or a category to the spot and this could be useful to identify the advertising campaigns.



Through the **Edit button**, you can set markers of the file.



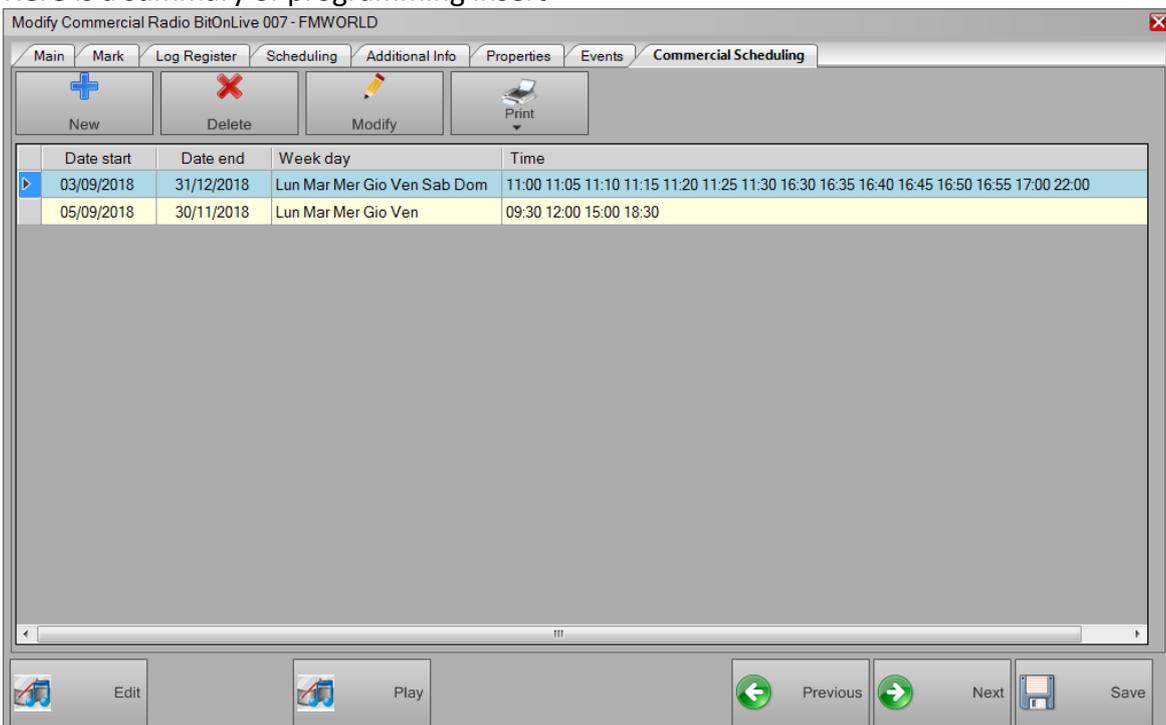
In the mask **advertising planning**, it is possible to add different schedules for each spot by clicking the **Add** button.



- **Start/End Date:** Enter the day start and end of programming
- **Days of week:** Enable the days in which the spot have to be played
- **Priority:** indicate the priority in the bar from 0 to 9, for determining the position with respect to the other commercials programmed with the same time.
- **Time:** Enter the hours of airing of the spot that you are planning.

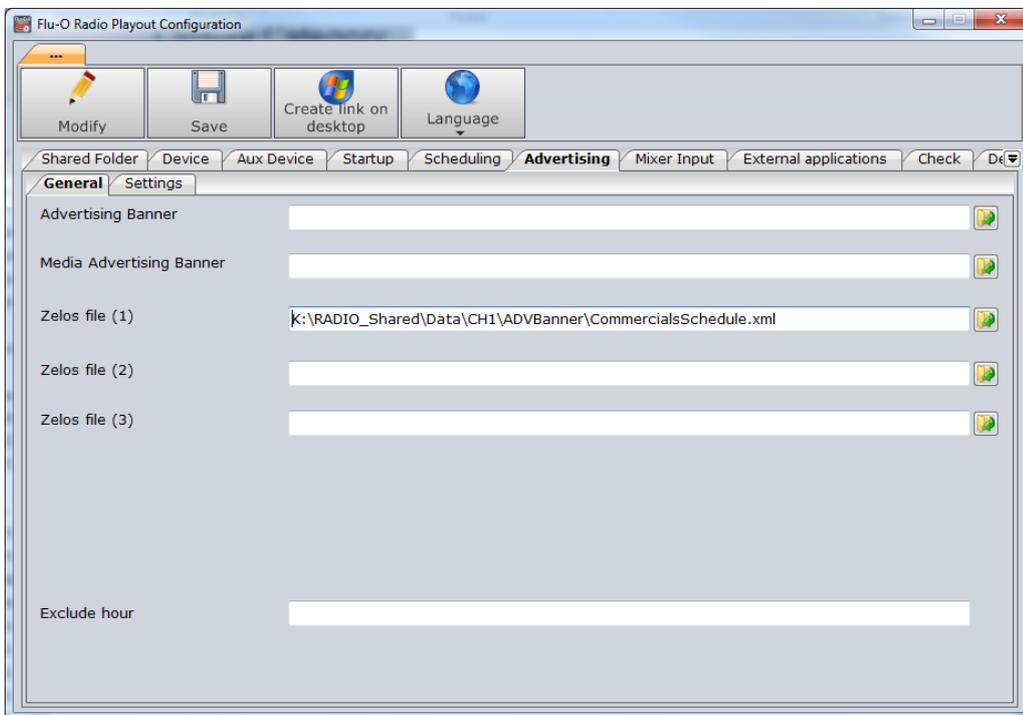
Timetables can be at most 24 for each programming but for each spot you can insert multiple schedules, even with the same period.

Here is a summary of programming insert



Time schedules - insertion part-time

To do so that the playout performs its Break thus programmed it is necessary to indicate in the **configuration of the playout** in the Mask **Advertising** what is the reference files for all schedules of the Estate.



The file of advertising is saved by default in the following location of the shared folder:

Shared\Data\Ch<n°>\AdvBanner\CommercialsSchedule.xml

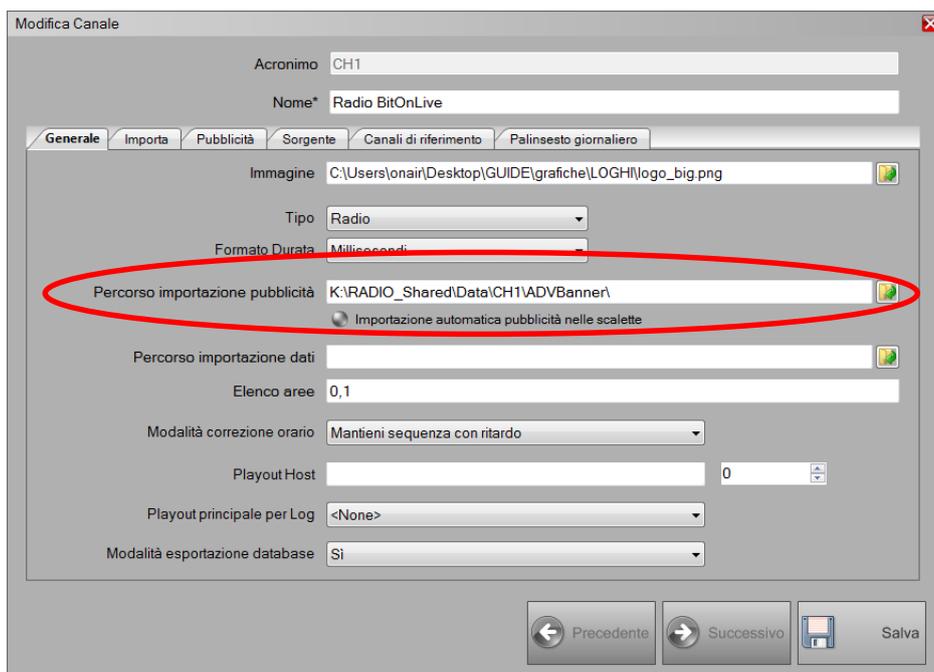
Doing the scheduling in this way the playout will load the break of advertising automatically at the scheduled time. The break will therefore not be visible inside the ladder and will not have any employment during generation of the palimpsest.

Time schedules - Insertion in the palimpsest

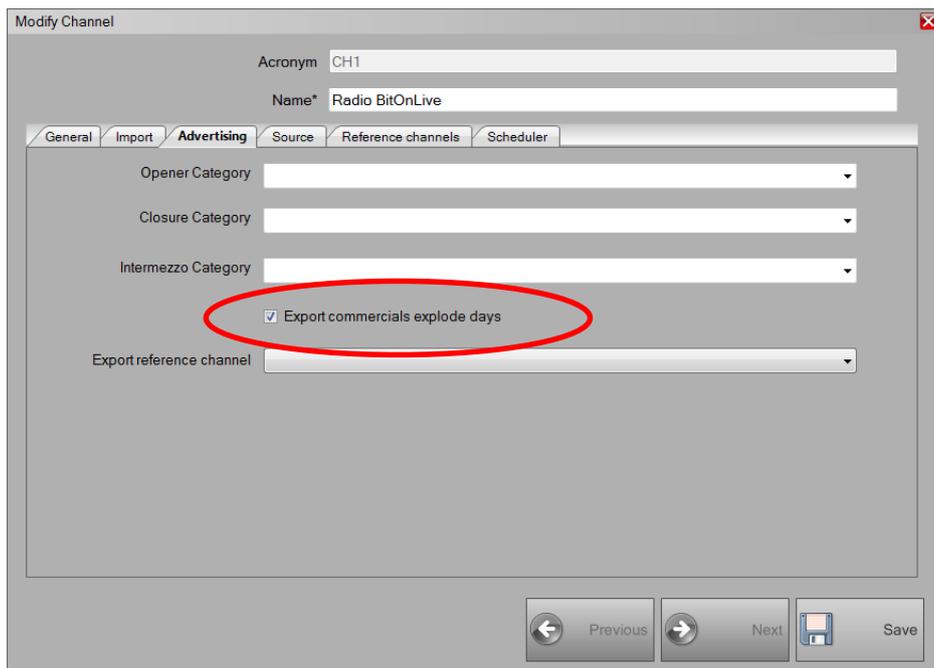
If you prefer to have the ability to upload advertising inside of the palimpsest, is necessary to add the checkmark "Export advertising explodes days" present in the **channel setup** of **Philo Media Manager**.

Click **Setup->Channels**, select with a double click the reference channel.

In the tab "**General**" enter "**import path advertising**" the default path where are stored the data of advertising: Shared\Data\Ch<n°>\AdvBanner\

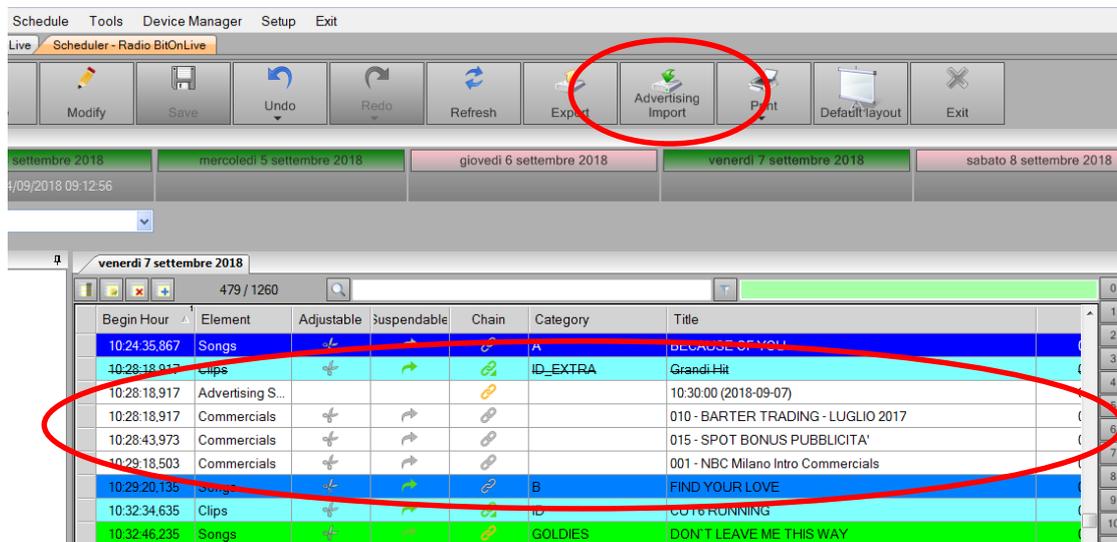


Next go to tab "**Advertising**". Add the tick to "**Export advertising explodes channel**" (in this case it is necessary to delete the reference to the file of advertising in the configuration of the Playout).



Once the setting will allow you to import the advertising within the daily schedule.

In **Schedule->Scheduler**, click **Advertising Import** to obtain display and the employment of various spots within the playlist.



To do so that the spots are instead inserted inside the ladder in specific positions of the clock must perform the planning of the Break.

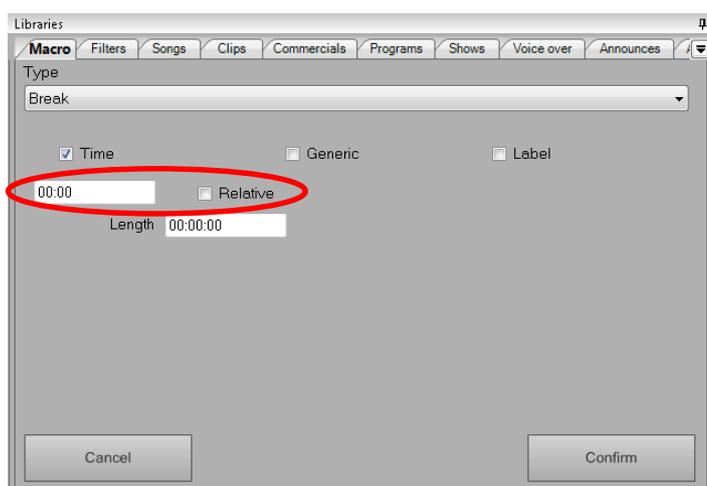
Planning of advertising Break

The Break are the containers of the various commercials scheduled, it is possible to insert them both inside the clock of the daily schedule in order to obtain their employment in the setlist.

Insert Break in Clock

To insert them into the Clock access **Schedule->Clock** and select the desired Clock.

Then select the point at which it must be inserted the advertising cluster and from the library on the right, select the tab "Macro".



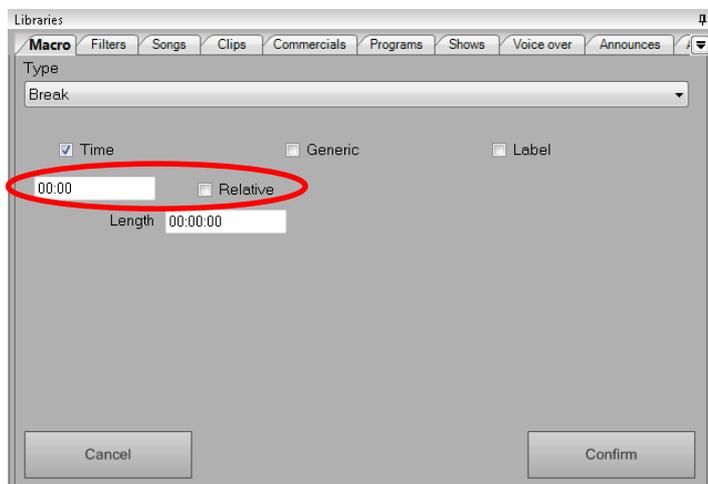
Choose **Break** in the field **type** and indicate the actual or relative time that will be programmed the break and click on confirm. You can also indicate a hypothetical duration that will give the employment of Break in scheduling phase.

00:18:41,559	Filters				Jingle	00:00:10,000
00:18:51,559	Filters				GOLD	00:03:47,000
00:22:38,559	Break				BREAK 00:20 R	00:00:00,000
00:22:38,559	Filters				Jingle	00:00:10,000
00:22:48,559	Filters				A	00:03:33,000
00:26:21,559	Filters				Jingle	00:00:10,000
00:26:31,559	Filters				B	00:03:33,000
00:30:04,559	Filters				Jingle	00:00:10,000
00:30:14,559	Filters				GOLD	00:03:47,000

In the step of generation of the palimpsest, all commercials that will have in their planning the time **equal** to that of the Break inserted will be grouped in the same break. The employment of the break is given by the sum of the durations of the planned spot.

Insert Break in the palimpsest

In the same way, it is possible to insert the Break directly inside of the palimpsest access **Schedule-> Scheduler**



Enter the actual time or relative to the time that will be programmed the clock, and then click Confirm.

12:18:39.996	Canzoni			B	SUNDAY	1	1		12
12:22:27.116	Clips			ID	CUTE CHIC	1	1		13
12:22:37.961	Break				BREAK 12:20 (2017-06-19)	0	0		14
12:22:37.961	Canzoni			GOLDIES	SAILING	1	1		15
12:26:34.801	Clips			ID_EXTRA	Radio Evoluzioni	1	1		16
12:26:42.736	Canzoni			A	STAND	1	2		17
12:29:53.816	Clips			ID_EXTRA	punto e a capo	1	1		18

Also in this way, all the commercials that will have in their planning the time **equal** to that of the Break inserted will be grouped in the same break.

Creating the Template Automations

It is possible to keep separate the advertisement schedule from music scheduling by creating a template adapted only to the insertion of the spots. To do this it is necessary to create specific clock to indicate the position of the Break.

Access **Schedule->Clock** and add a new item to insert the name and confirm.

As for the planning of the Break, enter the Macro Break indicating the actual time or relative to the time in which the clock will be inserted in the palimpsest.

Time from begin	Element	Adjustable	Suspendable	Chain	Title
00:00:00,000	Break				BREAK 00:00 R
00:00:00,000	Break				BREAK 00:20 R
00:00:00,000	Break				BREAK 00:45 R

Once you have created the advertising clock, add a new template by accessing **Schedule->Template**, enter the name and give the confirmation.

Insert, for each day of the week, the clock of advertising previously created and indicate for each clock the time in which it must be inserted in programming.

Select the Time field and enter the desired time to change it.

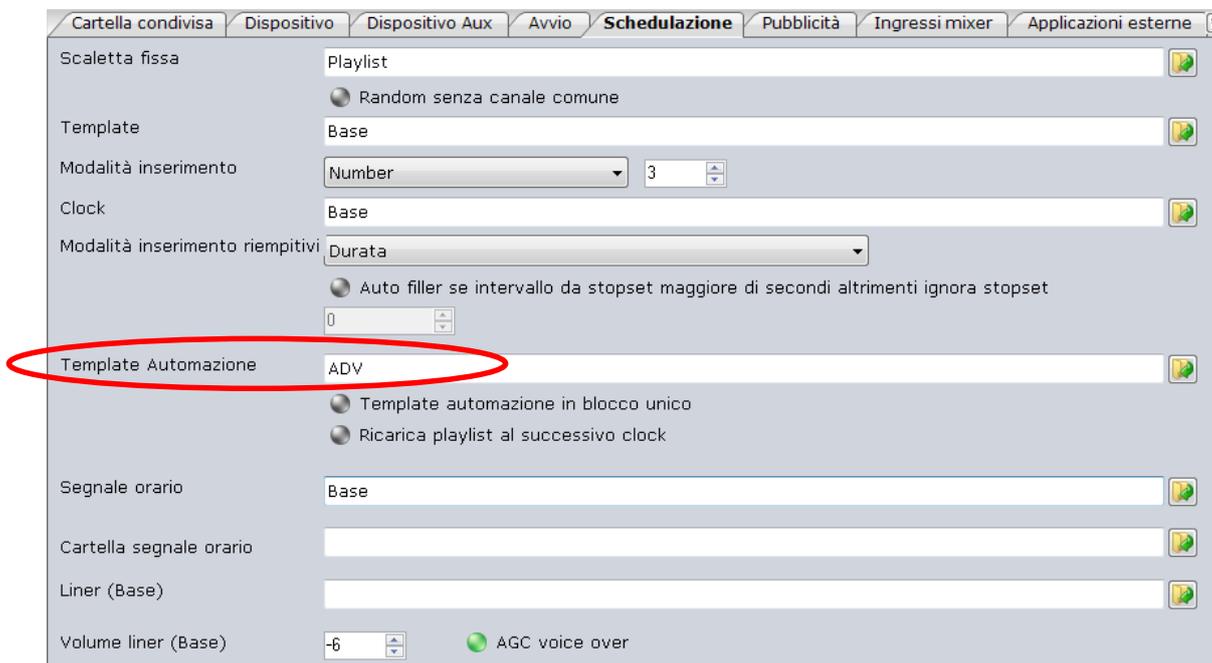
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Hour						
06:00:00	ADV					
07:00:00	ADV					
08:00:00	ADV					
09:00:00	ADV					
10:00:00	ADV					
11:00:00	ADV					
12:00:00	ADV					
13:00:00	ADV					
14:00:00	ADV					
15:00:00	ADV					
16:00:00	ADV					
17:00:00	ADV					
18:00:00	ADV					
19:00:00	ADV					
20:00:00	ADV					
21:00:00	ADV					

Once finished click on **Export**



Also in the latter case the break will be inserted in the playlist only at the time of scheduled breaks without creating employment within the playlist, unless you perform the import of advertising in **Philo Media Manager** on the screen of the daily schedule, as already explained in the previous paragraphs.

To ensure that the **playlist** takes into account the new automation template created, open the playlist configuration  and in the tab "scheduling" indicate in the field **Template Automazione** the name of the template you just created.



The screenshot shows the 'Schedulazione' (Scheduling) tab of a software interface. The 'Template Automazione' field is highlighted with a red circle and contains the text 'ADV'. Other fields include 'Scaletta fissa' (Playlist), 'Template' (Base), 'Modalità inserimento' (Number, 3), 'Clock' (Base), 'Modalità inserimento riempitivi' (Durata), 'Segnale orario' (Base), 'Cartella segnale orario', 'Liner (Base)', and 'Volume liner (Base)' (-6). There are also radio buttons for 'Random senza canale comune', 'Template automazione in blocco unico', and 'Ricarica playlist al successivo clock', and a checkbox for 'AGC voice over'.

Once terminated the configurations click **Save**.