

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 ele	ements.
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8															
Channels Dat	abase Sch	edul	le Tools De	vice Ma	anager S	etup Exit									
Commercials - Ra	Commercials - Radio BilOnLive														
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Add	Delete		Modify		Send	Refresh	Import	CD	Ripper	Import	5	Print	Default layout	Exit	
Filters	ņ		List												
Category Filters			x +	(6/8	Q								T	
B- Group			Channel	Code	Custome	Title			Category	Group	Source	Filename	3	Lengt	h
Hide			Radio BitOnLi	1		001 - NBC Milano Intro	Commercials		Spot		ADV	001 - NBC	Milano Intro Comme	00:00:01	1,632
Propentes			Radio BitOnLi	2		002 - TECNOMEDIA			Spot		ADV	002 - TEC	NOMEDIA.mp3	00:00:33	3,384
			Radio BitOnLi	3		006 - 22HBG			Spot		ADV	006 - 22H	BG.mp3	00:00:33	3,144
			Radio BitOnLi	4		007 - FMWORLD			Spot		ADV	007 - FMV	VORLD.mp3	00:00:28	3,440
			Radio BitOnLi	5		010 - BARTER TRAD	ING - LUGLIO 2017		Spot		ADV	010 - BAR	TER TRADING - LU	00:00:25	5,056
		₽	Radio BitOnLi	6	CONS	012 - CONSULTMEDI	A 2 - LUGLIO 2017		Spot		ADV	012 - CON	ISULTMEDIA 2 - LU	00:00:30	J,624
			Radio BitOnLi	7		013 - NEWSLINET - LI	UGLIO 2017		Spot		ADV	013 - NEV	VSLINET - LUGLIO 2	00:00:26	5,544
			Radio BitOnLi	8		015 - SPOT BONUS P	UBBLICITA'		Spot		ADV	015 - SPC	T BONUS PUBBLICI	00:00:34	4,530

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.

Modify Commercial Radio BitOnLive 012 - CONSULTMEDIA 2 - LUGLIO 2017										
Main Mark	Log Register	Scheduling	Additional Info	Properties	Events Comme	ercial Sched	uling			
Code*	6			Track 0		Group				•
Title*	012 - CONSULTME	DI <mark>A 2 - LUG</mark> L	IO 2017							
Customer	CONSULTMEDIA									•
Album										
Label										
Composer										
Year	2018 🚔				Inserted at	lunedì	3 settembre 2018	17:29:47		
					Modified at	lunedì	3 settembre 2018	17:51:46		
Note					Image					
E	dit	2	Play			C	Previous	Nex	t 📕	Save

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

G Editor - 012 - CONSULTMEDIA 2 - LUGUD 2017 - CONSULTMEDIA - KIRADIO_Shared MEDIAVADVBanner/012 - CONSULTMEDIA 2 - LUGUD 2017mp3	
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3. 00:00.000 012 - CONSULTMEDIA 2 - LUGLIO 2017 CONSULTMEDIA	
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FadeIn Mixin Short In Short Out Refrain In Refrain Out 000:00:026 00:00:029 00:00:000 00:00:000 00:00:000 00:00:000	00:00:000 00:00:000 00:00 00:00 View
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en 10000 pour pour pour pour pour pour pour pour	MixOut 20126-6 00127-5 00128-4 00129-3 0015

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

Mod	lify Commercia	I Radio BitOnLive (07 - FMWO	RLD									X
M	1ain Mark	Log Register	Scheduling	Additiona	al Info Pr	roperties E	vents C	ommercial Sc	heduling				
	ł	×		1									
	New	Delete		Modify		Print							
	Date start	Date end	Week day	/		Time							
►	03/09/2018	31/12/2018	Lun Mar M	er Gio Ven S	Sab Dom	11:00 11:05 1	11:10 11:15	11:20 11:25 1	1:30 16:30	16:35 16:40 1	6:45 16:50 1	6:55 17:00 22:00	
	Mod	lify Commercial sch	eduling									×	
		Start date	lunedì	3 settemb	re 2018			End date	lunedì	31 dicemb	ore 2018		
				Mar			- 7	Ven	Cab	Dom			
			⊻ Lun	V Mar	V IVIE	er 🗹 Gi	0 🗸	ven 🗸	Sap	Uom			
		Priority	4	* *									
		Time	11:00	11:05	11:10	11:15	11:20	11:25	11:30	16:30			
			16:35	16:40	16:45	16:50	16:55	17:00	22:00	00:00			
			00:00	00:00	00:00	00:00	00:00	00:00	00:00	00:00		Confirm	
Ľ		7			-								
A	Edit			Play				6	- Pre	evious		ext	Save

- 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

M	Modify Commercial Radio BitOnLive 007 - FMWORLD										
Z	Main Mark	Log Register	Scheduling Additional Info Pr	Properties Events Commercial Scheduling							
Γ	÷	×	1	<i>¥</i>							
	New	Delete	Modify	Print							
	Date start	Date end	Week day	Time							
	03/09/2018	31/12/2018	Lun Mar Mer Gio Ven Sab Dom	11:00 11:05 11:10 11:15 11:20 11:25 11:30 16:30 16:35 16:40 16:45 16:50 16:55 17:00 22:00							
	05/09/2018	30/11/2018	Lun Mar Mer Gio Ven	09:30 12:00 15:00 18:30							
Ľ				III	•						
7	-		7.2								
Z	💭 Edit		Play Play	Previous 🕑 Next 🗖 Sa	ave						

BitOnLive srl

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.

Flu-O Radio Playout Configuration		×
/	Create link on Language	
Modify Save	desktop	
Shared Folder Device Aux Device Aux Device	vice Startup Scheduling Advertising Mixer Input External applications Check	D€₹
Advertising Banner		
Media Advertising Banner		
Zelos file (1)	k:\RADIO_Shared\Data\CH1\ADVBanner\CommercialsSchedule.xml	
Zelos file (2)		
Zelos file (3)		
Exclude hour		

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\

Modifica Canale		×
Acronimo	CH1	
Nome*	Radio BitOnLive	
Generale Importa Pubblicità Sorgen	te Canali di riferimento Palinsesto giornaliero	
Immagine	C:\Users\onair\Desktop\GUIDE\grafiche\LOGHI\logo_big.png	
Tipo	Radio	
Formato Durata	Millisseendi	
Percorso importazione pubblicità	K:\RADIO_Shared\Data\CH1\ADVBanner\	
	Importazione automatica pubblicità nelle scalette	
Percorso importazione dati		
Elenco aree	0,1	
Modalità correzione orario	Mantieni sequenza con ritardo 🔹	
Playout Host	0	
Playout principale per Log	<none></none>	
Modalità esportazione database	Si 🔹	
	Precedente Successivo	ra

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

Modify Channel			×
	Acronym	CH1	
	Name*	Radio BitOnLive	
General Import Advertising	Source	Reference channels Scheduler	-
Opener Category	/	•	
Closure Category	1		
Closure category	, 		
Intermezzo Category	/	•	
$\langle \langle \rangle \rangle$	Expor	t commercials explode days	
Export reference channe	1		
		Previous Next	Save

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.

Schedule	Tools De	vice Manager Se	tup Exit								
Live Sch	neduler - Radio B	tOnLive									
. P	🥕 Modify	Save U) ido	Redo	🥏 Refresh	Explot Ad	vertising Pit Default layout Exit				
settembre 4/09/2018 0	Settembre 2018 mercoledi 5 settembre 2018 giovedi 6 settembre 2018 venerdi 7 settembre 2018 sabato 8 settembre 2018 09/2018 09:12:56										
4	venerdì 7 se	ttembre 2018									
	1 . × .	479 / 1260	Q				17	0			
	Begin Hou	r ∆ Element	Adjustable	Suspendable	Chain	Category	Title	<u> </u>			
	10:24:35,8	67 Songs	of-		ô			2			
	10:28:18.9						DECROSE C				
		- ciips	- Ar		Ĉ,	ID_EXTRA	Grandi Hit	3			
	10:28:18,9	117 Advertising S		~	C.	ID_EXTRA	Grandi Hit 10:30:00 (2018-09-07)	3			
	10:28:18,9 10:28:18,9	117 Advertising S 117 Commercials		* *	2 2 2	ID_EXTRA	Grandi Hit 10:30:00 (2018-09-07) 010 - BARTER TRADING - LUGLIO 2017	3			
	10:28:18,9 10:28:18,9 10:28:43,9	117 Advertising S 117 Commercials 173 Commercials		* *	I I I I I I I I I I I I I I I I I I I	IÐ_EXTRA	Grand: Hit 10:30:00 (2018-09-07) 010: BARTER TRADING - LUGLIO 2017 015 - SPOT BONUS PUBBLICITA'				
<	10:28:18,9 10:28:18,9 10:28:43,9 10:29:18,5	117 Advertising S 117 Commercials 173 Commercials 103 Commercials			82 89 89 89 89		Grand: Hit 10:30:00 (2018-09-07) 010- BARTER TRADING - LUGLIO 2017 015 - SPOT BONUS PUBBLICITA' 001 - NBC Milano Intro Commercials				
<	10:28:18,9 10:28:18,9 10:28:43,9 10:29:18,5 10:29:20,1	Clips Advertising S 117 Commercials 173 Commercials 103 Commercials 35 Songe		* * *	62 69 69 69 69 69 69	ID_EXTRA	Grand: Hit 10:30:00 (2018-09-07) 010 - BARTER TRADING - LUGLIO 2017 015 - SPOT BONUS PUBBLICITA' 001 - NBC Milano Intro Commercials FIND YOUR LOVE				
<	10:28:18,5 10:28:18,5 10:28:43,5 10:29:18,5 10:29:20,1 10:29:20,1	Clips Advertising S 117 Commercials 173 Commercials 173 Commercials 175 Song 135 Song 135 Clips		* * * * * * *	84 89 89 89 89 89 89 89 89 89 89 89 89 89	B	Grandi Hit 10:30:00 (2018-09-07) 010 - BARTER TRADING - LUGLIO 2017 015 - SPOT BONUS PUBBLICITA' 001 - NBC Milano Intro Commercials FIND YOUR LOVE COTE RUNNING				

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.

bitonlive 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".

Libraries			Д
Macro Filters Songs C	lips Commercials Program	ms Shows Voice over Announces	7
Туре			
Break			•
✓ Time	Generic	Label	
00.00			
00:00	elative		
Length 00:00:00	_		
Cancel		Confirm	

Choose **Break** in the field **type** and indicate the actual or relative time that will be programmed the breack 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	dje	(A)	0	Jingle	00:00:10,000
	00:18:51,559	Filters	el-	à	A	GOLD	00:03:47,000
4	00:22:38,559	Break			0	BREAK 00:20 R	00:00:00,000
	00:22:38,559	Filters	-	P	C	Jingle	00:00:10,000
	00:22:48,559	Filters	of	r de la companya de l	e	A	00:03:33,000
	00:26:21,559	Filters	de	e -	e,	Jingle	00:00:10,000
	00:26:31,559	Filters				В	00:03:33,000
	00:30:04,559	Filters	efer	~	e,	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.



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

Libraries			д
Macro Filters Songs Clips	Commercials Program	ns Shows Voice over	Announces
Туре			
Break			•
✓ Time	Generic	🗖 Label	
00.00			
Relat	ive		
Length 00:00:00			
Canaal			Confirm
Cancer			Coniim

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

12:18:39,996	Canzoni				в	SUNDAY	1	1	-	12
12:22:27.116	Clips	de	~	ø	ID.	CUTE CHIC	1	1	1	13
12:22:37,961	Break			Ð		BREAK 12:20 (2017-06-19)	0	0	I	14
12:22:37,961	Canzoni	-8-	~	Ċ	GOLDIES	SAILING	1	1		15
12:26:34,801	Clips	of	1	Ø	ID_EXTRA	Radio Evoluzioni	1	1	I	16
12:26:42,736	Canzoni	-f-	1	Ì	A	STAND	1	2		17
12:29:53,816	Clips	of	*	e.	ID EXTRA	punto e a capo	1	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.

L	(00:00:00) ADV					
	1 > × +					
	Time from begin	Element	Adjustable	3uspendable	Chain	Title
ĺ	00:00:00,000	Break			0	BREAK 00:00 R
	00:00:00,000	Break			Ð	BREAK 00:20 R
	00:00:00,000	Break			0	BREAK 00:45 R
I						
I						

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 Sur	iday
1 > × +		
Hour	Clock	Note
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	DV	
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 **playout** takes into account the new automation template created, open the playout configuration and in the tab "scheduling" indicate in the field **Template Automation** the name of the template you just created.

Scaletta fissa	Playlist
	Random senza canale comune
Template	Base
Modalità inserimento	Number 3
Clock	Base
Modalità inserimento riempitivi	Durata 🔹
	Auto filler se intervallo da stopset maggiore di secondi altrimenti ignora stopset
Template Automazione	ADV
	Template automazione in blocco unico
	Picarica playlist al successivo clock
Segnale orario	Base
Segnale orario Cartella segnale orario	Base
Segnale orario Cartella segnale orario Liner (Base)	Base

Once terminated the configurations click **Save**.