



IDRA USER MANUAL

bitonlive

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Idra

Idra is the system of management of advertising split.

The system comprises **Adv Payout** that reproduces separately the different areas of splitting, **Adv Filler**, which manages the fillers of the areas.

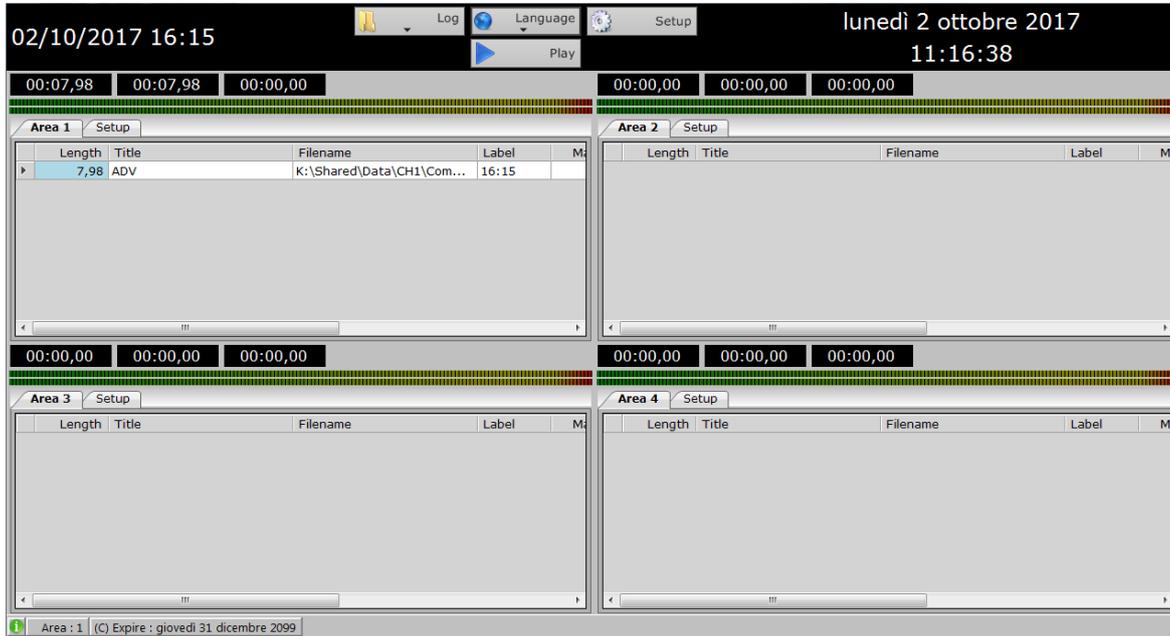
Idra allows diversifying the advertising programming of the various areas. Manages the fillers, and sends commands to change the audio lines of the device and activate playback diversified of advertising on different areas.

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Idra Adv Payout

Overview



The main window of **Idra Payout** has a status bar where are indicated (starting from the top to the left):

- Date and time of the next break
- Function keys in the application (see table)
- The current date and time



- View the application log
- Change the language of the program
- Opens the general configuration
- Puts in manual play playlists of all areas

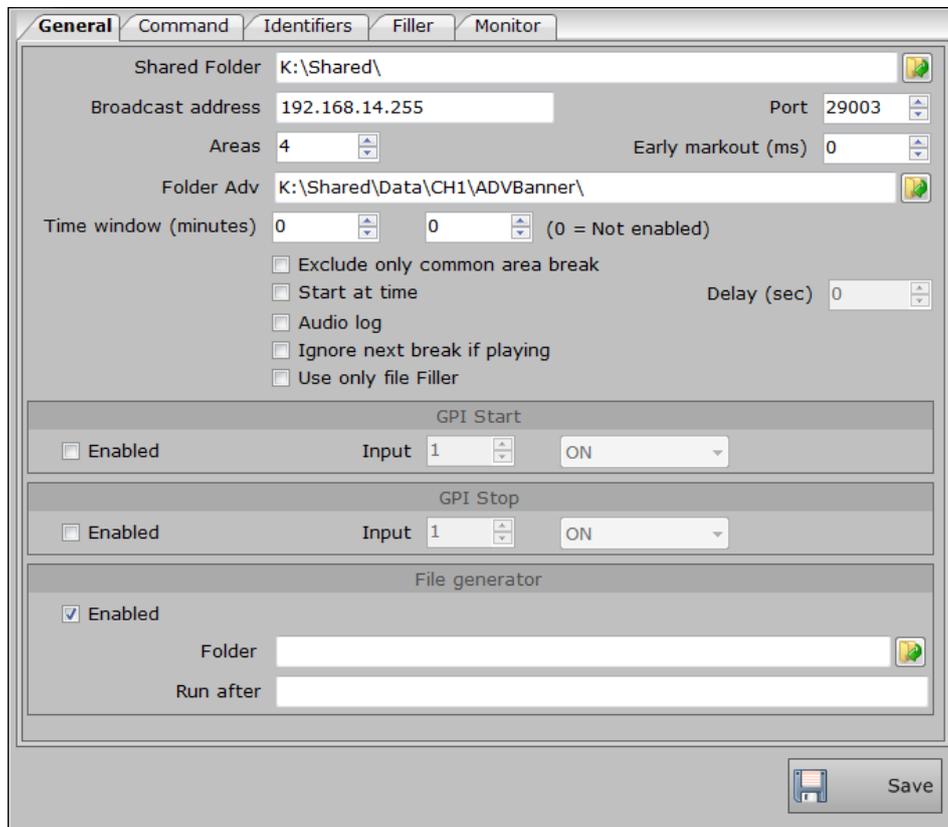
In the section below are listed the different areas of splitting and for each are indicated:

- Time remaining at the end of the advertisement block
- The overall duration of the advertising block
- Time remaining at the end of the single onair spot
- List of the individual spot programed with indication of duration and title

Playout Configuration

Open the general configuration of **Idra Playout** by clicking on the  button

General



- **Shared Folder:** indicate the shared folder (You can also select it by clicking on )
- **Broadcast address:** Enter the address of the LAN network
- **Port:** indicate the communication port
- **Areas:** indicate the number of areas of the splitting
- **Early markout:** advance of markout in milliseconds to synchronize the split to main channel
- **Folder Adv:** indicate the exported files folder of advertising programming
- **Time window:** enables a time window within which can be sent to play the split
- **Exclude only common area break:** Enable or disable playback of common spots to all areas
- **Star at time:** Starts the split at the programming time of the break
- **Audio log:** enables writing logs of playback audio files for all areas
- **Ignore next break if playing:** Discard the next break if at the time of the break is still playing the previous one
- **Use only files Filler:** uses only the files that comprise the compensations

GPI Start/Stop

- **Enabled:** Enables or disables the GPI card
- **Input:** Select the Input tab and set the status of the input (On/Off)

File Generator

- **Enable:** Enables the generation of a wav file that includes all the content of the block advertisement by disabling the audio output.
- **Folder:** Select the destination folder of files generated
- **Run After:** Enter a file to execute after the generation of the file

Command

If configured through the **Device Manager** it is possible to send commands to the device at the beginning and at the end of the block of advertising.

General **Command** Identifiers Filler Monitor

Device Manager DEMOTV-2016 [29002] (192.168.14.105)

Start Command <None>
<None>
<Custom>
test 1in1 2in2
test 3in1 4in2

Stop Command test 1in1 2in2

Delay start 0

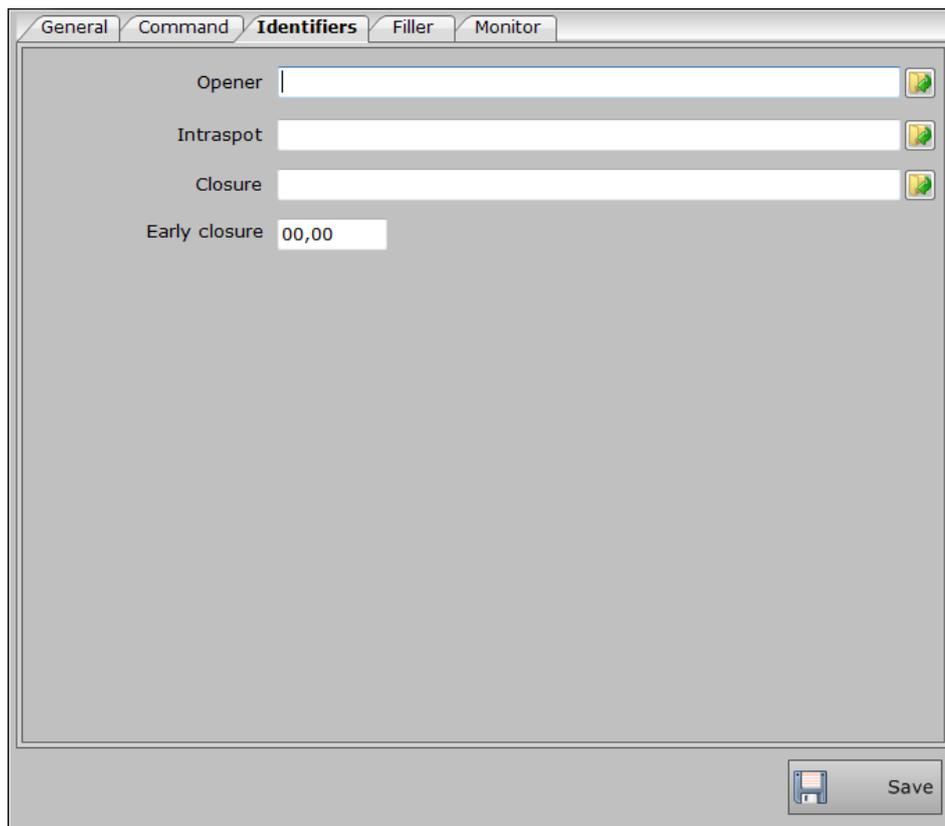
Delay stop 0

Save

- **Device Manager:** Select the computer on which is installed the Device Manager
- **Start command:** Select the command to execute the departure of advertising block
- **Stop command:** Select the command to run at the end of the advertising block
- **Delay Start:** Delay in the execution of the start command
- **Delay Stop:** Delay in the execution of the stop command

Identifier

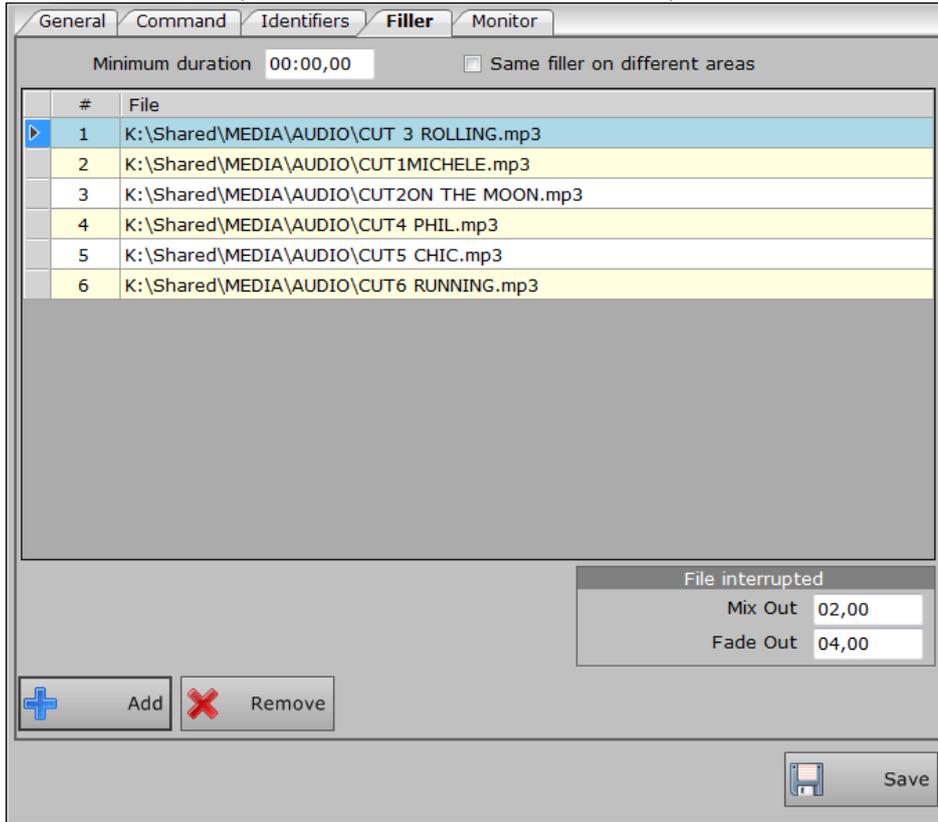
In this tab, you can select the audio file identifiers of advertising.



- **Opening:** Select the audio file on the opening of the advertising block
- **Intraspot:** Select the audio file to insert between the different spots
- **Closing:** Select the audio file for closing the advertising block
- **Early closing:** indicate the advance time of closure

Filler

In the **Fillers** tab, it is possible to insert the audio files of compensation between the various splitted areas



Click **Add** to open the search window through which select the audio file of the filler

Click **Remove** to remove the selected file from the list.

File Interrupted

- **Mix Out:** indicate the time of the mix out to apply to fillers
- **Fade Out:** indicate the time of the fade out to apply to fillers

Monitor

If Monitor was installed in one of the PCS on the Network, you can enable the control of the **Adv Payout** execution.

The screenshot shows the 'Monitor' configuration window. It has a tabbed interface with 'Monitor' selected. The main area contains the following settings:

- Enabled
- Address: 192.168.1.12
- Port: 29005
- Interval (ms): 1000
- String to send: ADV PLAYOUT|

Below the main settings is a section titled 'Missing file' with the following options:

- Enabled
- Start check at minute: 0
- Length (min): 60

A 'Save' button is located at the bottom right of the window.

- **Enable:** Enables the monitoring of the application
- **Address:** Enter the address of the computer on which you installed the **Monitor**
- **Port:** enter the communication port with the **Monitor**
- **Interval:** Time in milliseconds of the cycle we control the application operation
- **String to send:** string to be sent to the **Monitor** in the event of operational errors

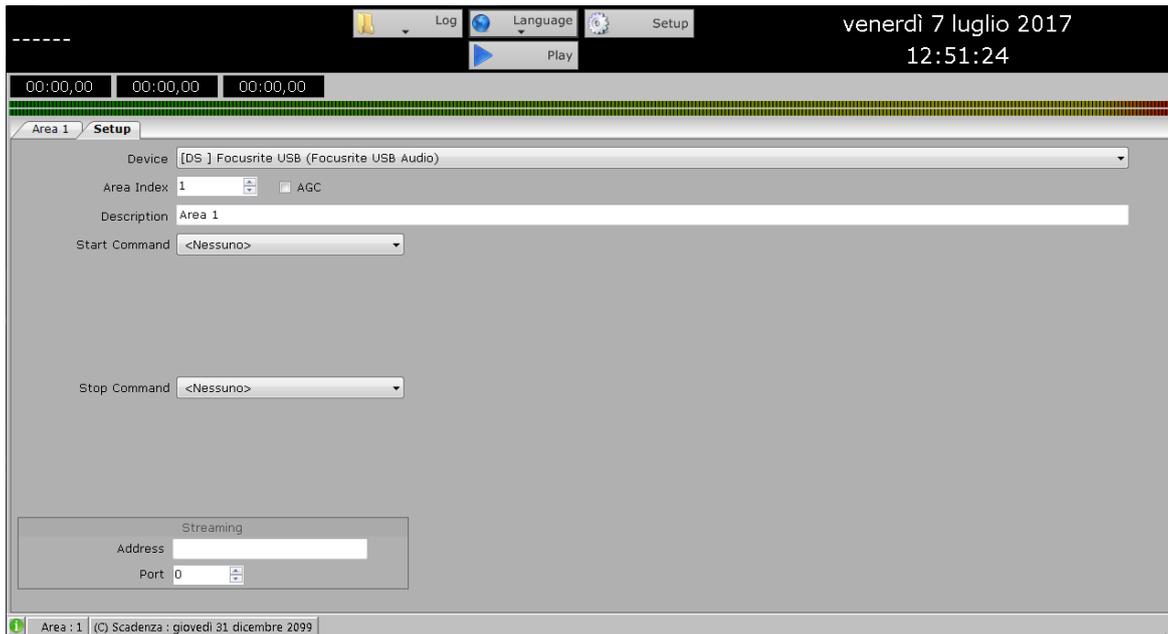
Missing Files

- **Enable:** Enables or disables sending errors for missing files
- **Start check at minute:** indicate the minute at which to control the existence of programed file
- **Duration:** Time in minutes of the duration of the file existence control

At the end of the configurations Click **Save** to commit all the changes.

Setup Area

To configure the outputs of several areas entered select the **Setup tab**



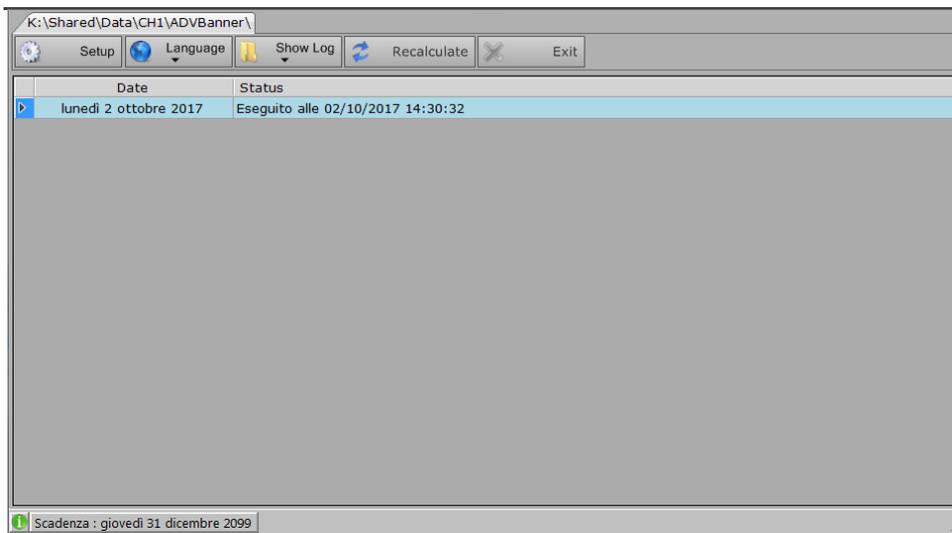
- **Device:** Select the audio output device for each individual area
- **Area Index:** indicate the ID of the area
- **AGC:** Enable or disable the AGC on the split
- **Description:** The identification name of the area
- **Start Command:** initial command to send to the device selected in the main configuration
- **Stop Command:** final command to send to the device selected in the main configuration

Streaming

- **Address:** Address of the machine to which you send direct streaming
- **Port:** communication port for streaming of the area

Adv Filler

Overview



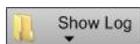
Setup

Opens the configuration of the Filler



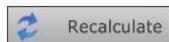
Language

Change the language of the program



Show Log

Show Application Logs



Recalculate

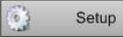
Recalculate the compensations of all areas



Exit

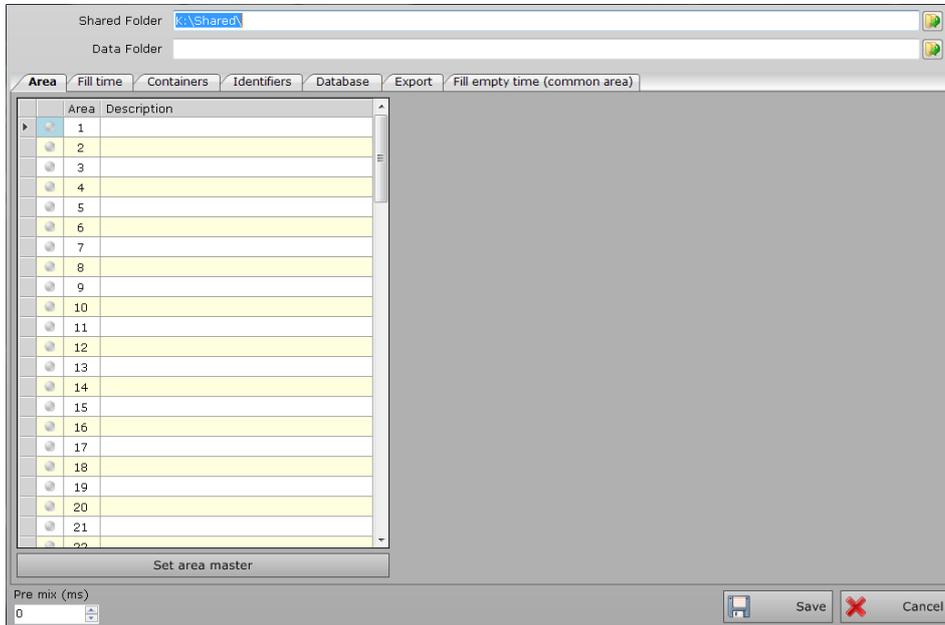
Close the application

Setup Filler

Click the  button to open the configuration of **Adv Filler**.

Area

In this section are listed the areas configured on **Adv Payout**.

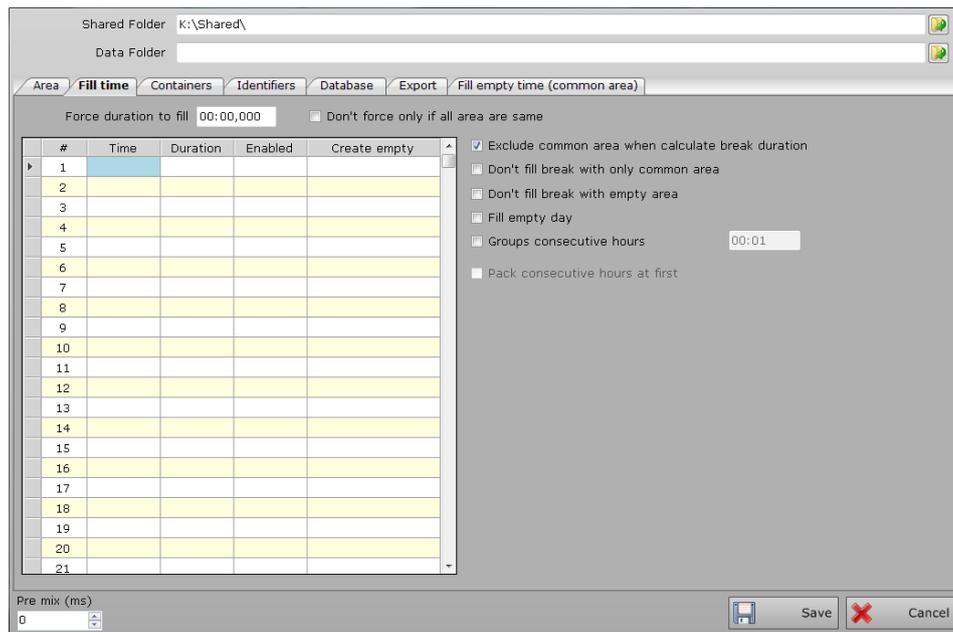


- **Shared Folder:** indicate the shared folder (You can also select it by clicking on )
- **The Data folder:** indicate the folder where there are the compensation files

In the first column of the table you can enable or disable the filler for the various areas

- **Area:** the identification number of the area
- **Description:** Enter the name of the area
- **Set area master:** Enable the function of main area for the selected area in the list
- **Pre mix:** Time in milliseconds of advance of the mix of advertising elements

Fill Time



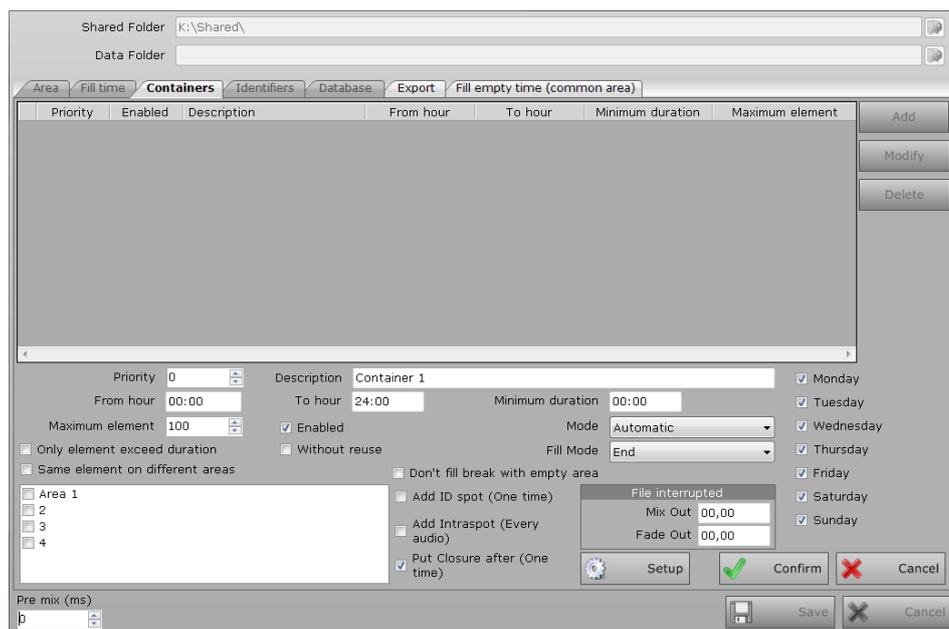
- **Force duration to fill:** duration that must have all times of all areas
- **Do not force only if all the areas are the same:** Enables or disables the forcing in the case in which areas have the same duration
- **Excludes common area when calculates duration break:** considered in the break duration of the areas also the duration of the common area
- **Don't fill break with only common area:** does not perform compensation in cases in which it is present only in the common area
- **Don't fill break with empty area:** do not compensations in the case in which there is no element in no area
- **Fill empty day:** performs the compensation even for days without programed advertising
- **Group consecutive times:** group timetables spaced of minutes set
- **Compact the consecutive times:** considers the timetables grouped together as a single item in the playlist

Inside the table, it is possible to indicate:

- **Time.** Time of the advertising break
- **Duration:** duration of advertising break
- **Enabled:** check to activate or not the duration of the specified break
- **Create Empty:** tick to enable the creation of block even without programming

Containers

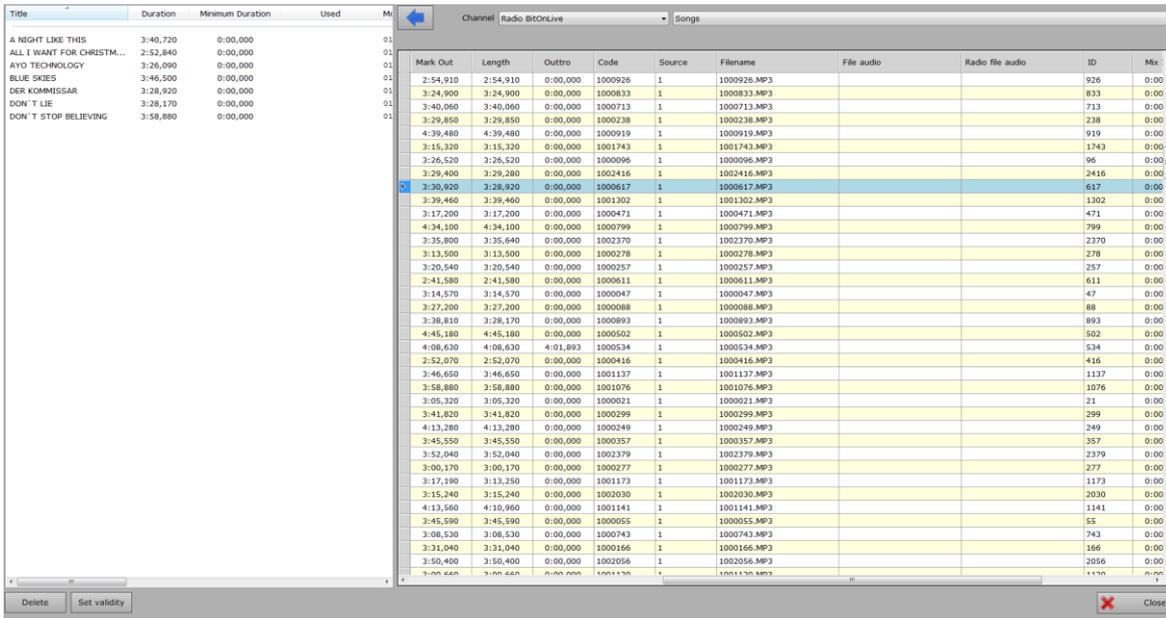
From containers tab, select **Add** to enter a new container of fillers



- **Priority:** priority of the selection of the container
- **Description:** Identification Name of the container
- **From/To:** Time of validity of the container
- **Minimum Duration:** minimum length of time to compensate for validating the container
- **Maximum elements:** Maximum number of elements of the container to be able to insert in the same compensation
- **Mode:** mode of execution of the fillers (Automatic, Force whole, Force interruption)
- **Only element exceed duration:** inserts only items that exceed the duration of the compensation (will then be interrupted)
- **Fill Mode:** mode of insertion of the compensations within the break (first, alternate, end, Last)
- **Same element on different areas:** allow the use of one and the same element in different areas
- **Don't fill break with empty area:** does not fill the break not programd
- **Add ID spot/intraspot/Closing:** Add to the files of compensation the identification of advertising
- **Mixout/Fadeout:** times setting of the mix and fade for the fillers
- **Days of week:** indicates the validity of the container within the week

Insert elements in the container

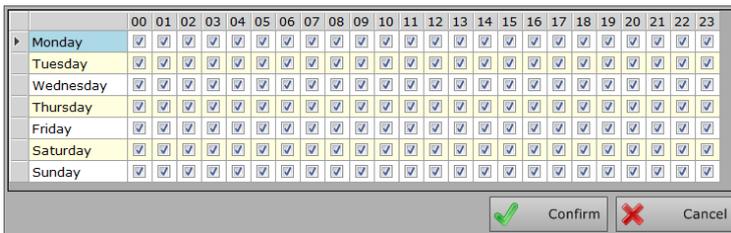
To select the items to be included in the container select  key



- **Channel:** Select the channel of reference
- **Table:** Select the table of elements of the archive to be used for the selection of the fillers

In the right part of the window will be shown a list of the elements present in the archive of **Philo Media Manager**. Select one or more items to insert into the container and insert it in the list on the left using the key  or by dragging them with the mouse.

For each element engaged, it is possible to set a period of validity by selecting the desired item and press **set validity**



Through the checks enable or disable the days and the hours of validity of the selected item.

Identifiers

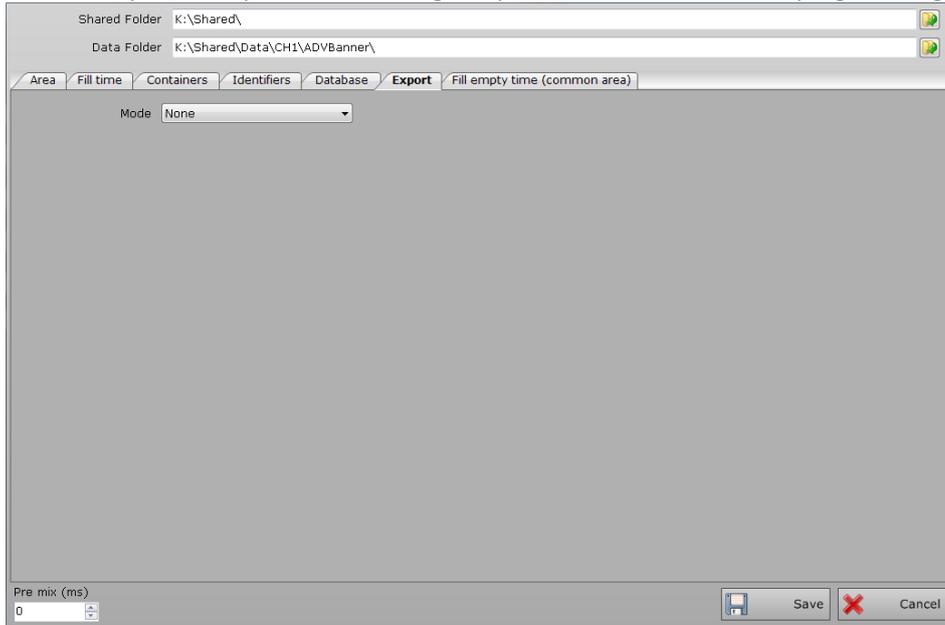
- **ID spot/Intraspot/Closing:** Enter the name and path of the file to insert as intraspot, opening or closure of the advertising break
- **Mark In/Mark Out/Mix Out/Fade Out:** set the markings of the various elements.

Database

- **Type:** Select the type of database (Philo/external)
- **Server:** enter the name or IP address of the server where the database resides.
- **Schema:** Enter the name of the database schema
- **User:** Enter the user name for logging on to the database
- **Password:** Enter the password for authentication
- **Prefix:** Enter the prefix of the database
- **Timeout:** The time of expiry of the connection
- **Port:** The port for connection to access the database.

Export

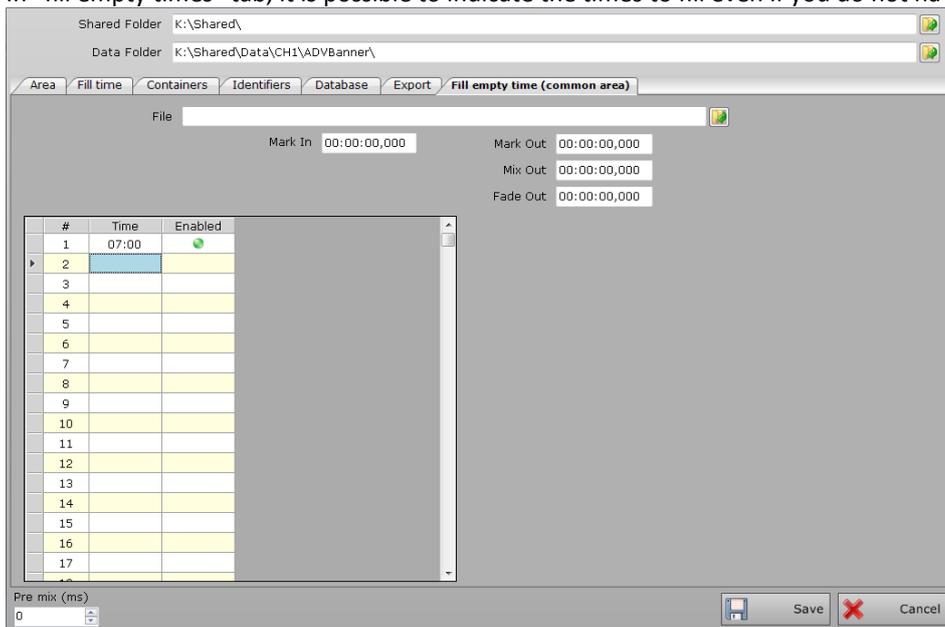
In this tab, you can export files including compensations for use in other programming software.



- **Mode:** Select the type of export by run

Fill empty time

In “fill empty times” tab, it is possible to indicate the times to fill even if you do not have any advertising programming



- **File:** the name and path of the file to be used for compensation
- **Mark In/Mark Out/Mix Out/Fade Out:** set the markings of the various elements.

In the table, it is possible to define the timetables and the enabling of timetables for filling with the file of compensation referred.