Instructions on scheduling to

Digital Broadcast's Media Bank (MB)

with Power-Link Software

*Media Bank is a copyright and product of Digital Broadcast Inc. Gainesville, FL

Purpose: this document is to supplement the Media Bank user's understanding for scheduling and reconciliation.

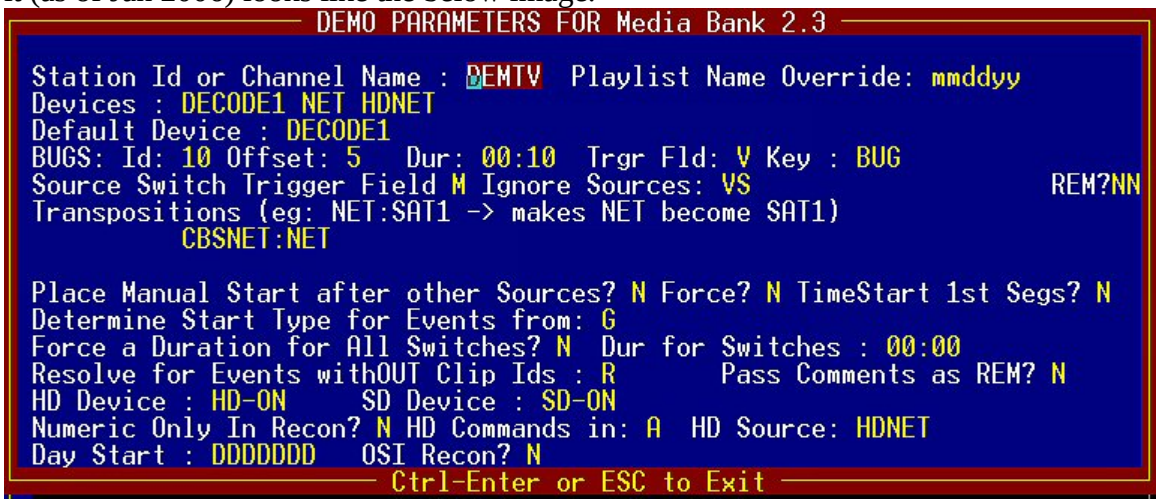
The general user's manual for Power-Link is found at:
http://www.power-link.com/PL-manual.pdf

This document is not traffic system specific but will address the different traffic systems as necessary when needed. Text in blue is quoted directly from Digital Broadcast's Document for Traffic & Billing Systems Protocol circa 2004.

Table of contents for this document :

Introduction:

Most of the items discussed in this document pertain to the area in Power-Link's station configuration labeled "Media Bank Config". With just a few parameters filled in it (as of Jan 2006) looks like the below image.



Remember, as you tab through the fields, the bottom line will give you further assistance as to the functionality of the field that your cursor is in.

Schedule Playlist Naming: Firstly all playlist for the Media Bank have an extension of ".sch" therefore the parameter to change that is not available. The standard naming scheme is compliant to the CCMS file naming described by Digital Broadcast as :

File Name: MDDIIIII.

M - position #1
month for airing
values: 1-C
January = 1 ... December = C

DD - position #2-3
day of month for airing
values: 01-31

IIIII - position #4-8
Station ID or Channel Name
Values: 01-99999

However, if it is preferred to override this naming the next field can be used to specify a preferred name for the schedule file only, the reconcile verify file will still use the first field in its naming convention. In the name override field upper case characters will be static and the lower case characters of w, m, d, and y will produce the date.

"w" = Day of Week EG: www creates MON for Monday, TUE for Tuesday etc
"m" = Month Number EG: mm creates 01 for January, and 12 for December.

"d" = Day Number EG: dd creates a 2 digit number 01, 20 etc..
"y" = Year Number EG: yy creates a 2 digit number of the year 06, 99, etc.

EG: using "KXYZmmdd" produces a playlist name for Jan 6 of KXYZ0106.DB
The above example in the image produces 010606.DB for Jan 6, 2006. Without the override inn place the playlist will be named 106DEMTV.DB as it will use the naming scheme proposed by MB.

Warning; when using this naming override, you may require assistance from Digital Broadcast to set up the MB side to expect to see this name as it is not the default.

Setting Up Devices: For Power-Link to function properly it needs a complete list of all of the Devices that are created in the MB. This list is used to verify that all of the devices called for in the log are truly legal named as per the MB. The devices can be listed with simply a space between them and are not case sensitive.

Default Device: This is the device that is allocated to events on the log that do not specify a device or an override of the device. Typically this is the device for the commercials and elements from PathFire as they will be played from the MB server. Typical vales for this are DECODE1 or DECODE2 depending on which server, this station in PL is scheduling to.

Bugs : Pl allow the traffic system to call one preconfigured BUG from the mere presence of a key word like BUG for instance in a predetermined field. The simple presence of the predefined word will trigger the logo device with a pre designated offset, bug number and duration. Technically in the MB, this produces a SECondary event following the event that contained the key word.

Bug: ID This is the ID of the Logo to be used (the example used # 10)

Bug: OffSet This is the amount of time that the Logo will wait before going on screen. (the above example would have a 5 second delay)

Bug: Dur This is the amount of time the Logo will stay on the screen. (the above example would have a 10 second duration)

Bug: Trgr Fld This is the field that PL should look for the Key Word. (the above example would look to the Video field)

Bug: Key This is the "Key Word" that if found, in the Video field will produce the secondary Logo event according to these settings (in the above example the word BUG is the key word).

Source Switch Trigger Field : This is the field from traffic that PL looks to for the video source. If none is present then the default device is used, else, if something is found in this field it is first checked against the Transpositions (see below) then

checked against the list of legal devices to be processed correctly and without visual error. Possible values are: V = Video Field, A = Audio Field, S = Source Field, M = Miscellaneous Field (a field controlled by PL in a conditional and highly configurable manner from the area called "setUp Cart Changes/Recon" from PL's main menu), S

Ignore Sources : List any sources that might need to be ignored in the conversion process to MB. This is helpful when converting over to the MB, from another system that may have required a certain source be present which may not be applicable to the MB. Also, when 2 different unlike automation systems are being scheduled to from the same log, this allows the MB to NOT see what is NOT applicable to it.

Rem? This applies to the above ability to ignore certain specified sources. *Be careful at this point as there are 2 questions being posed here side by side. Watch the help prompt at the bottom of the page to assure that you are answering the intended questions correctly*.
The first Y/N question to the right of Rem? is asking if the events found with the ignored sources are to be converted to REMarks in the MB system. Leaving the answer set to No will simply strip the ignored source leaving that event to inherit the configured default Device.
The second or right hand Y/N question is asking if the events will need to have a listed "ignored source" to be qualified for the transfer, which if set to Yes will delete events that do not contain an ignored source.

Transpositions : This is a handy tool for changing the name of devices when the device or source name on the log may be incorrect. Many times in new installations or when two unlike automation systems may be getting scheduled by one log, this comes in handy to derive the correct device name from a certain preexisting value on the log. IN the above example, anytime PL finds a source name of CBSNET on the log, it will be changed to NET. The syntax is simply OLDNAME:NEWNAME . There are two 60 character long lines for the changes to be configured.

Place Manual Start after other Sources? PL has several methods of "pattering" where the produced playlist will stop and start. This was one of the first methods produced and has been somewhat outdated by more recent innovations. This effectively attempts to put a Manual start on the first (locally played) event after a change to a source that is not the default. **Force?** will override other (preferable, program by program specified) methods that might be in place to perform the same task.

Time Start 1st Segs? If turned to Yes will change all playable first segments of all programs to a time start events using the TOD event type of the MB. *If you use this make sure that the time given by traffic on these events is truly the time it is to begin*.

Determine Start Type for Events from? This lays the groundwork of how PL will determine which events get a CUE (manual start or an event that begins

playing when triggered by a manual initiation or a GPI input.) or a DUR (An event that begins playing directly after a previous event. This code cannot be used as the code for the first event in a break.)

The rule set by this parameter can be overridden on a program by program basis described below.

Unless a single start type is desired the default of G for time (G)aps allows PL to seek gaps of time between scheduled events. If a measured gap (*from the end of one event to the beginning of the next*) exceeds PL's current "Grouping Interval" (set in the previous Station Configuration screen in PL) then PL will place a CUE start because of the sensed time gap. Otherwise if there is no gap or the gap is less than the current grouping interval then the evens are played consecutively without stopping using the DUR play command. Other values for this parameter are:
T = TOD Time Start ALL events
C = CUE Start ALL events
D = DUR Run all events without stopping as they will be started at the end of the prior event.

Force a duration on ALL Switches? If this is turned to (N)o then PL will use the events duration from Traffic. IF it is desired to force a certain preset duration on all switches then this can be used to do so. The next Field "Dur for Switches :" is the Duration that will be given to Switches if the question is turned to (Y)es.

Resolve for Events without Clip Ids: What is PL to do with events, that are not comments, but have no house number? The possible solutions are to (N)o Send (do not send them at all to MB), (R)em turn them to REMarks, or (P)ass them as playable events but without a Clip ID.

Pass Comments As REM? Concerning only traffic Comment type events, should PL pass them as REMark type events to MB?

HD Device : Indicate the name of the High Def device.

SD Device : Indicate the name of the Standard Def Device (when switching back from Hi Def)

Numeric Only in Reconcile? Is PL to accept only ALL NUMBERIC events in reconcile?

HD Commands in: PL will require the user to place *HD to indicate to it that the program or segment that has this *HD is running the in the High Definition Mode. This question is to tell PL which traffic field PL can expect to find the *HD command. Possible values are: (V)ideo, (A)udio, (S)ource, Video (E)ffects or Audio e(F)fects.

HD Source: This is to be a valid (listed above) Device or Source that when used is to always get HD commands placed.

Day Start : This allows the user to specify what type of event (DUR, CUE or TOD) that the very first playable event in a playlist will receive for the corresponding day. *NOTE: There are 7 possible values for each day of the week, look to the bottom line of the screen to make sure of the day you are modifying.*

OSI Recon? PL loads the MB playlist with secondary information so that when reconciling, we can be more certain as to the origin of the played events. IF OSI traffic is to reconcile the log, turn this to yes so that the correct traffic line number information is found in the log for their processes.

End of MB Configuration

Program Overrides for Event Starts and Creating House Numbers for Segments :

This feature, unique to PL, allows the user to select a field in the traffic system (see below for each traffic system's instructions) to specify to PL how that program will be handled. This is an override to the previously mentioned parameter.

In all traffic systems to use the –NS (non-stop mode) and -QAS (que after source switch) simply place these hyphenated acronyms in the traffic system's "AUDIO" field of the program that spans the time to be affected. This is a great way to convey to PL with certainty what kind of segue (stop / start) patterning is desired for that particular program.

Columbine using Spooled Logs:

We use a program line that also has a second line of the description. When PL sees a program line (which will tell the title, begin time and the duration of the overall program) it will also look anywhere on the line (the audio field is typically used) for the word MBNK (an acronym for Media Bank). Upon finding the MBNK PL then reads the next line of the spooled file and looks for * (an asterisk) to precede a value that will be used to construct the house number for the subsequent segments of that particular program.

This shows the program of Captain Planet correctly formatted to produce house numbers shown below (see "final product")

```
                **ID**
          P006    STATION ID                    5
7:31              CAPTAIN PLANET #123           30:00          MBNK
                  *CPL123# -NS
                  SEGMENT
                  **BREAK**
          0874    AA CENTRAL ALA/PSA            30     PSA
          6073    DR. PERSHING-CHIRO            30
                  SEGMENT
                  **BREAK**
          0327    CICI'S PIZZA                  30     CICI2953
          7073    CHECK N GO/ADD VALUE          30     CNGDOGPH
                                                       0501
          3041    AMNTV/PROSPECT PERFOR         60     $8.00
                  SEGMENT
                  **BREAK**
          0769    LESTER SPENCER/PSA            30     # 5
```

When creating these house numbers it is very facilitating to have the ability for PL to automate the placement of the segment numbers which will eliminate the need to visit each and every segment to change the values. (with this system all that needs changing to update the house number is this single field in the program event. To use the automatic incrementing system simply place on the second line a value like *WOF-1234# (where the # will be replaced by the automatic incrementing segment number, using rules in Power-link's Columbine configuration for both a prefix and the number of desired digits). This image shows a configuration calling for a prefix (what to place in front of the Segment Number) of a hyphen (-) and a segment number of 2 digits

```
                    Spool Log Reading Setting

 Location of House #: 22 Length: 4 Log File Extension: LOG
 Location of Schedule Time : 2   Mask:   hh:mm     Seq Time : 91
 Location of Description : 28 Duration: 62   Type: 83  Cont:   102 ISCI: 68
 Segment ID String:**POS     Segment Number Prefix: -
 Segment # Digits: 2    Dur to Apply to Segments: 60
 Program Line is just a declaration? Y


                          Esc to Exit
```

The final product of the segment number processing is shown below.

```
07:31  CPL123-01 SEG: CAPTAIN PLANET #123-01                    S
07:35  0874      AA CENTRAL ALA/PSA         PSA                 PS
07:35  6073      DR. PERSHING-CHIRO                             CM
07:35  CPL123-02 SEG: CAPTAIN PLANET #123-02                    S
07:45  0327      CICI'S PIZZA               CICI2953            CM
07:45  7073      CHECK N GO/ADD VALUE       CNGDOGPH            CM
07:45  3041      AMNTV/PROSPECT PERFOR      $8.00               CM
07:45  CPL123-03 SEG: CAPTAIN PLANET #123-03                    S
07:50  0769      LESTER SPENCER/PSA         # 5                 CM
07:50  9298      LARRY PUCKETT/NEW CAR      LPC25045            CM
07:50  CPL123-04 SEG: CAPTAIN PLANET #123-04                    S
```

Marketron Traffic System: If configured to do so, Marketron (MKTN) using the TV file looks for a Segment media value in the program event Media Code plus the Media Number, combining the two.
In the Media Process Area of the Marketron TV config in Power-Link.

Actually **all** of these last several questions all can potentially benefit the scheduling to the MB system.

If one desires to not use the typical source field using the top question, it is possible to use values [in square brackets] to populate the Misc field and then with the MB configuration set to look at the Misc field, it would serve as the source or device override. Look for TimeStarts? Allows the placement of %TS (TimeStrart THIS event) or %TSN (Time Start NEXT Event) in either the audio field of an event or in the comment area of a comment event (in the event that one desires to time start whatever element that will follow that comment).

If "Look for Media Numbers In Audio Field First? Is turned to (Y)es then PL will check the Audio Field of all types if events before it looks to the User1 or standard Media (Media Code & Media Number) fields. This should be thought of as a "media override within the MKTN system. The remaining fields are similar functionality as posed in the Columbine configuration.

OSI & Enterprise Traffic systems: Both of these systems use the BMI file in PL and therefore use the same configuration parameters.

The questions here that pertain to the Media Bank the fourth line from the bottom. "Get House Numbers from Program: House #" will use the Program's house number as the shared and dynamic numbering system for the subsequent segments. If Title is checked then PL will look to find " EP: " (without quotes) and take what it finds immediately following that as the shared & dynamic house number for subsequent segments. Seg # Len is the number of Digits to use for the segment number.

Last edited 1-9-2006 rhr