The Radiohost manual

Easy Spot

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Change history

The list shows changes made to this document.

Date	Updated chapter name	Description for the update
2009-08-18	Manually change spot order	New functionality.
2009-08-18	Auto numbering of spot id	New functionality.
2006-10-10	All.	Initial document.

How to read this manual

This manual is intended for first time users of the Radiohost system and will guide you through the setup and use of the system.

The Radiohost system is a comprehensive system and this manual and the system itself might seem overwhelming for first time users of the system. We hope you will take the time to read this manual carefully to understand the many extra features a mature radio automation system, can offer compared to smaller and simpler systems.

Before reading this manual you should read the information pages on www.radiohost.com, where the modules are explained shortly. The reader of this manual are expected to know the different modules in the Radiohost system briefly.

In this manual we use the following format conventions:

Named keys on the keyboard are simply capitalized, e.g., Enter, Shift, Ctrl. The space bar key is shown as \{space\}. When we wish you to use a letter, symbol or number key, they are shown in parens, e.g. (s)(+), or (2). All letter keys used as commands are lower case.

When a sequence of keys must be pressed at the same time, we represent this sequence by the key name and the plus (+) symbol. For example:Ctrl+Alt+Delete, Shift+(n)

Particular names of files are listed in upper case italic type, e.g. FILENAME

The names of Windows\\\\ file folders, are shown in lower case in brackets, e.g. [file], [window], while various file folders and commands appearing on pop-up menus in the Radiohost, Broadcast, Communicator, and Heavy Rotation software applications are shown by means of upper case names in brackets, e.g. [PREFERENCES-SETUP], [GET FROM FILE].

Named icons and buttons are simply shown in bold capitals, e.g. OK, START

When you are asked to type something without pressing the Enter key, you are directed to "type" the information.

When you are directed to type the information and press the Enter key, you will be directed to "enter" the information.

"Highlight" or Highlighting a file, means to move the cursor to a file shown in a list, and left-clicking on the mouse. The display will change, "highlighting" the file you select.

When you need to make a selection of a particular command shown on the screen, you will be directed to "select" or "click" on that information by moving the cursor to an icon or "button" and clicking the left mouse button (left-click).

When asked to select an item from the mouse menu, it means right clicking the mouse to bring up a menu and select the item requested.

Windows, Windows95, Windows98, Windows NT, Windows 2000 and Windows XP are \\\\ Microsoft Corp.

Radiohost, Broadcast, Communicator, Heavy Rotation, Easy Spot, and Data Server are \\\\ Radiohost ApS

Introduction

Easy Spot is the module for commercial booking and customer management.

The document is written for users who are familiar with the basics of the Radiohost system. For more information on the basics of the Radiohost system, please referee to the manuals found at www.radiohost.com.

User log in

When you start Easy Spot you will be prompted to enter your log in code. If the system has not been set up for different codes, the default code is (1). A typical installation would have one code for the system administrator, and one or more codes for the operational staff. The supervisor's code (or the default code) when entered will bring up a special menu that provides access to the system and allows control of properties such as screen fonts, colors and window size, as well as several utility functions. Once setup, the codes for the operational staff will bring up the Easy Spot main screen.

Log in

1. Be sure that the Data Server module is running.
2. From the Windows start button, or desktop shortcut, start the Easy Spot module.
3. Type in your log in code and click on [Ok].

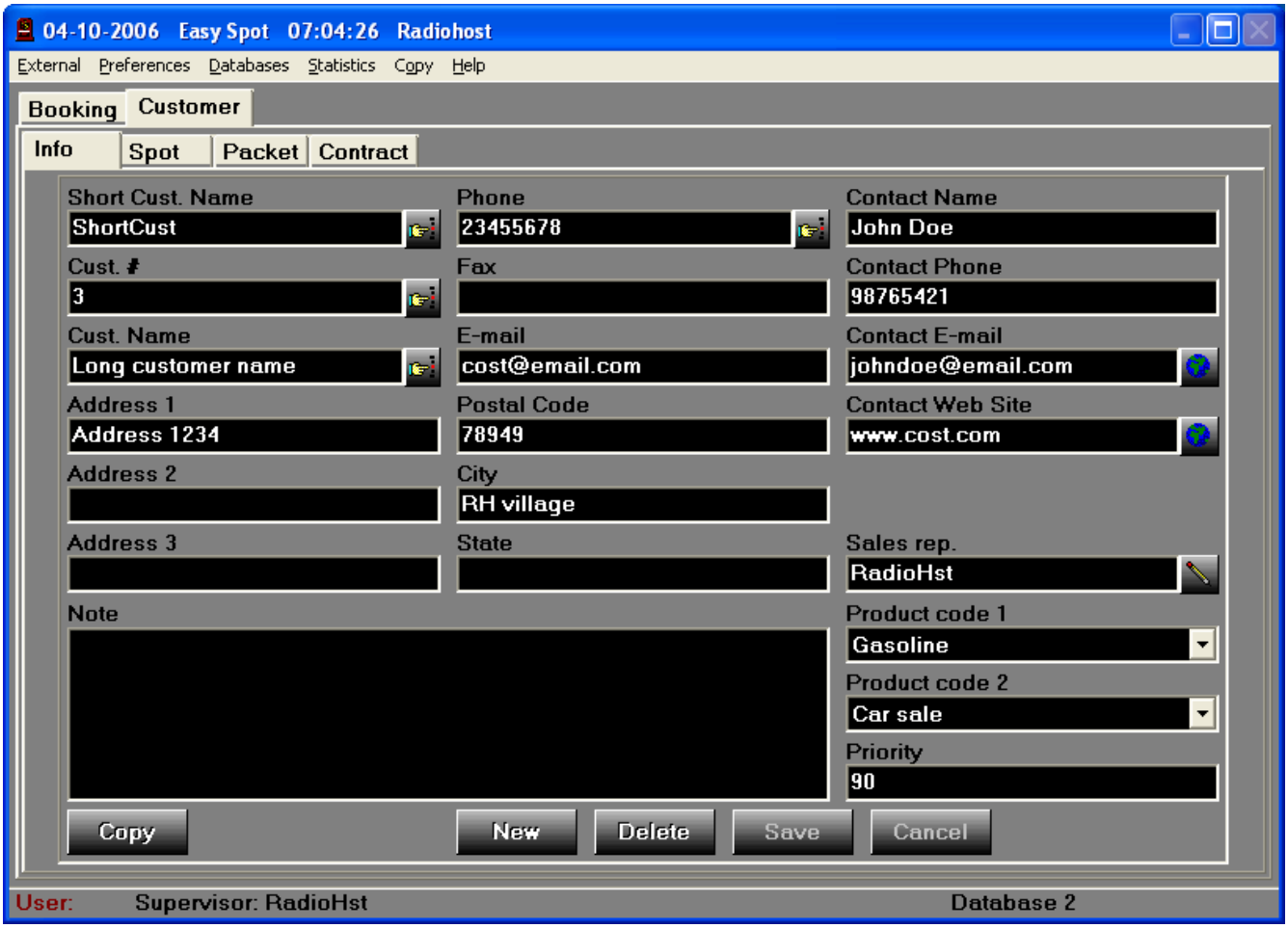
Note: When Easy Spot is first installed the default log in code is "1".

A booking example

In this example the week view has been setup with the correct commercial block. The example shows a process of creating a costumer, a commercial for the costumer, and a booking packet to make the booking available. Next the process of the booking itself is explained.

Creating a customer

Go to tab CUSTOMER – INFO and click NEW. Here you store the basic data of your customers. You can locate a customer from his SHORT NAME, CUSTOM NUMBER, CUSTOMERS NAME and his PHONE NUMBER.



Short Cust. Name

An abbreviation or another code for fast identification of the customer

Cust.

Customer number. You can have customer numbers generated automatically as Easy Spot will increment the numbers if you follow a few guidelines.

1. Decide the max. number of digits you will use in the customer numbers
2. Enter the customer number with pretyped "0´s" up to the number of digits
3. Click NEW to generate a new cust#

Example: If you will use up to 9999 customer numbers you will type the first customer number as "0001". When you click NEW the custom number will be "0002" default. You can change this to "0022". When you click NEW the number will be "0023".

If you accidentally type the number "9" all new custom numbers will be generated as "10". To correct this situation you need to change the customer number to "0009" and the incrementation will work properly again.

Cust. Name

Customer´s name

Address 1,2,3

Address information

Phone

Customer´s phone number

Fax

Customer´s fax number

E-mail

Customer´s e-mail address

Postal code

Customer´s postal code

City

Customer´s city

State

Customer´s state

Contact name

Contact person at the customer

Contact phone

Contact person´s direct phone number

Contact E-mail

Contact person´s E-mail address

Contact Web site

Contact person´s Web address

Sales rep.

Sales person at your station. Click the pencil icon to choose a person from the list. The persons listed are the users the system administrator has legalized to Easy Spot.

Note

Special comments about the customer

Product code 1

Used as the default product code in the spot section. The product code is used for separation purposes when booking the spots. You would not like a commercial with two gasoline stations next to each other in a commercial block.

Product code 2

A secondary product code for the customer.

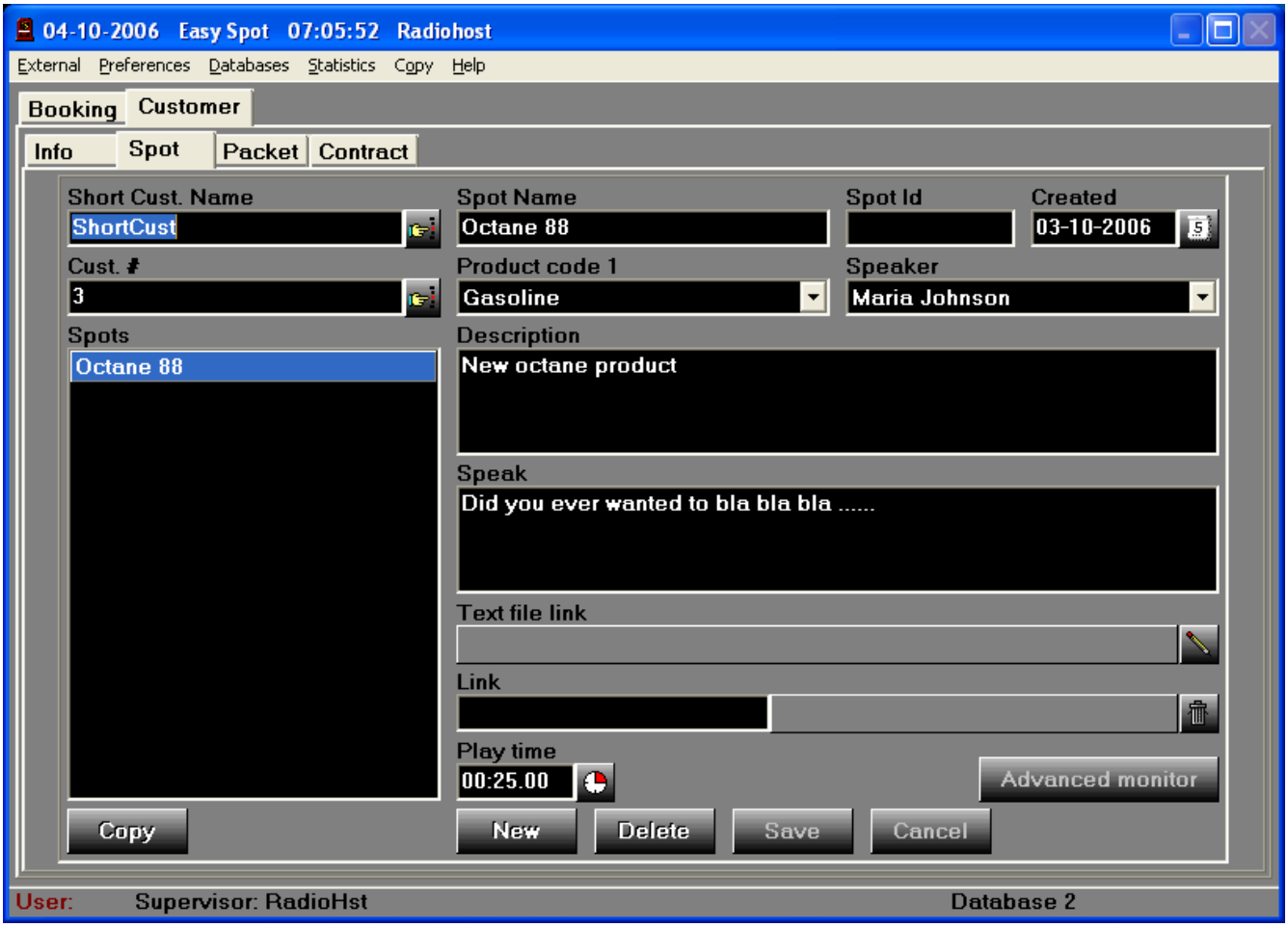
Priority

Used as the default priority value in the packet section.

Creating a spot

Go to tab CUSTOMER – SPOT and click NEW.

Here you add new spots into the system. A spot is always linked to a customer. You can see the information entered here in Communicator. The producer will probably use Communicator and he can see the spots he need to produce as well as the information needed to produce the spot.



Short cust. name

An abbreviation or another code for fast identification of the customer.

Cust.

Customer number

Spot Name

The name you will use to identify the spot, not only from Easy Spot but also from Communicator and Broadcast

Spot ID

The spot ID is used for exporting a spot schedule to third part automation systems like the BSI / Wavestation, the Dalet system, ImediaTouch and Bass. The field is 20 characters, but when you export to the Dalet system only the first 8 characters will be used. See the Export topic and the Error: Reference source not found topic for more information.

Product code 1

The product code 1 for this spot. The product code is used for separation purposes when booking the spots. You would not like a commercial with two gasoline stations next to each other in a commercial block.

Date of creation

The date you create the spot record in Easy Spot

Speaker

The speaker you want to use for this spot. The speaker is used for separation purposes when booking the spots. You would not like a commercial with the same speaker in two succeeding spots.

Description

Information to the producer of the spot like music, sounds, etc.

Speak

The text the speaker should use in the spot.

Text file link

A link to a text file with detailed information about the packet. This file is for information only.

In the link field, Right click the mouse and choose EDIT TEXT FILE LINK. Select the file and click OK.

Launch the text file with the associated text file editor by clicking the pencil icon at the right.

Link

A link to the "spot-file" on the hard drive or network drive.

1. In the link field, Right click the mouse and choose Edit link.

2. Select the directory link at the top left.
3. Select the directory where the file is located.
4. Select the file and click OK.

Play time
The duration of the "spot-file".

Spots
All the spots owned by the selected customer.

Advanced monitor
Monitor and edit the "spot-file".

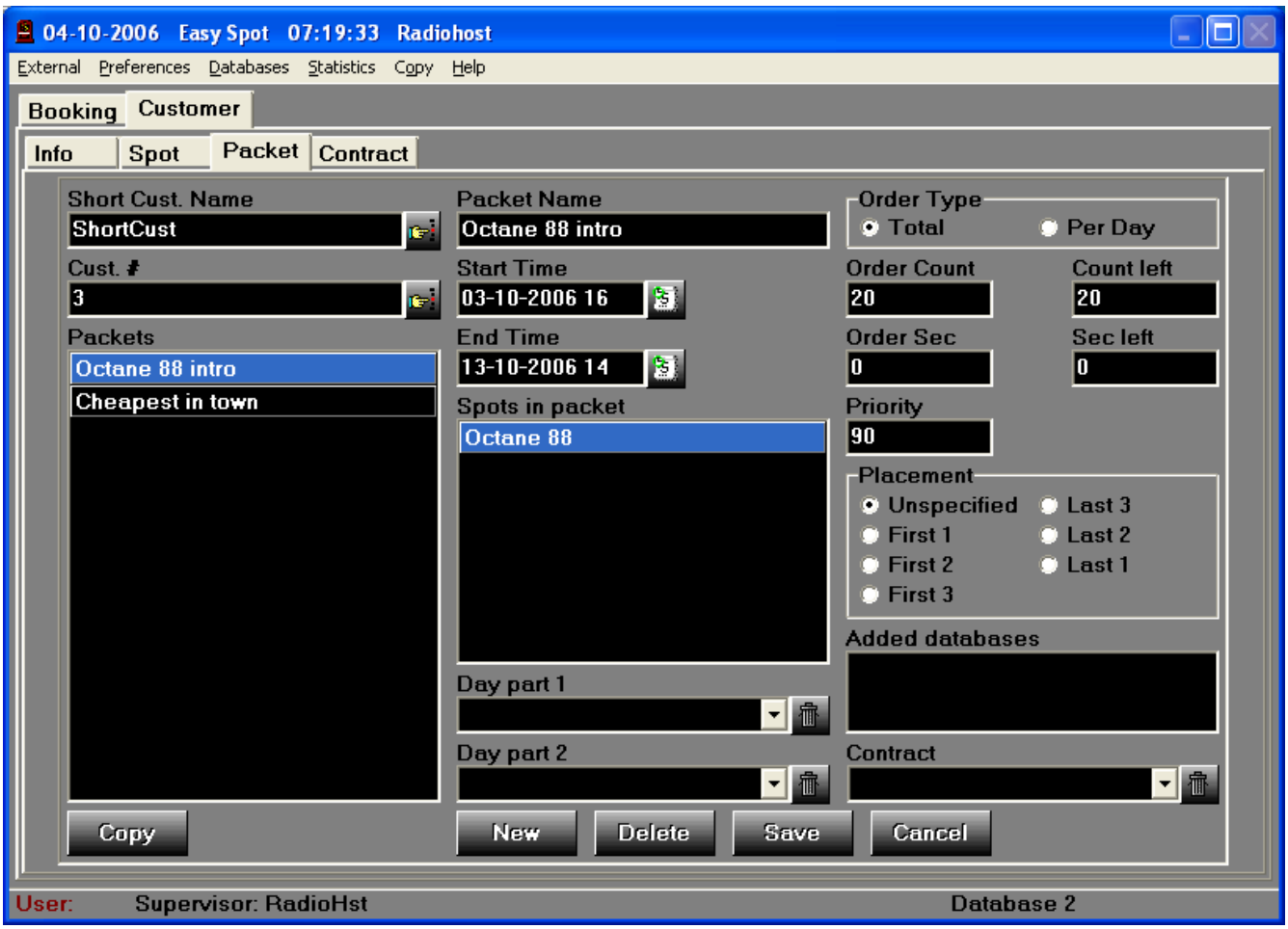
While copying you can choose the menu [Copy] to see the copy progress.

Customer packet

A packet is the definition of the booking itself. What spots to use, how many spots to book, when to book the spots, etc.

Go to tab CUSTOMER – PACKET and click NEW.

Locate the customer by searching the SHORT CUST. NAME or the CUST. #.



Packet Name

The name you use to identify the packet.

Packets

A list of the packet owned by the selected customer. From the right click mouse menu the package list can be sorted by name and start time.

Start time

The time where you want the packet to start

1. Right click the mouse over the [Start time] edit field
2. Choose [Edit start time]
3. Select the date and time from the calendar

End time

The time where you want the packet to end

Spots in packet

Add spots to the packet

1. Right click the mouse
2. Select Insert spot or Add spot to add a spot before or after the selected spot
3. Select Delete to remove a spot from the list

A packet is a group of spots you want to book in conjunction. If more spots is added to the spot list the spots will rotate, starting with the spot at the top. In this way you can have an huge number of spots rotating.

If you use three or more spots you can make a lot of rotating patterns. For example 1,2,1,3. Easy Spot will then book the spots like this: 1,2,1,3,1,2,1,3,1,2,1,3....

Order Count

The number of spots you want to book with this packet. When exceeded you will be given a warning but you can still overbook the packet.

Count left (information only – not editable)

When you make a booking, the number of spots used in the booking is registered. COUNT LEFT shows you the number of spots you still need to book. If you overbook the packet the number will be negative.

Order Sec

The number of seconds you want to book with this packet. This is for information only.

Sec left (information only – not editable)

When you make a booking, the time of the spots used in the booking is registered. Sec. left shows you the number of seconds you still need to book. If you overbook the packet the number will be negative.

Priority

Priority is only used when there is a conflict in the PLACEMENT. For example, if you will book a [First 1] packet and there is a [First 1] packet in the block. Then the packet with lowest number in the priority will be booked in the first position. The spot from the packet with the highest number will be moved to position 2.

Placement

If you want the spots in the packet to be in a specific position in the commercial block, you can use the placement.

- Unspecified will simply place the spot at a random position.

- FIRST 1 will place the spots at the first position.
- FIRST 2 will place the spots in the position after FIRST 1.
- FIRST 3 after FIRST 2.

- LAST 1 will book the spots in the last position, LAST 2 will book in the second last position, etc.

Of cause, if you have booked a packet as [First 2] and you don´t book a [First 1], the spots from [First 2] packet is aired as the first commercial in the commercial block.

You can use the Placement property to book Special 5´s or other position critical commercials.

Day part 1 & 2

Select the day part restriction for the packet. If you want the packet to be booked in a special part of the day, you can choose a day part.

When a DAY PART 1 and no DAY PART 2 is applied, all weeks will be using the same day part definition. With two different day parts in DAY PART 1 and DAY PART 2, DAY PART 1 is used for bookings in the first, third, fifth, etc. week of the packet booking while DAY PART 2 is used in the second, fourth, sixth, etc. week of the booking.

See setting up the definitions for day parts in another topic.

Contract

You can select a contract for the packet. A contract keeps track of the bookings of several packets. An example: a customer order 10.000 seconds to be booked during the next 6 month. Every time you create a packet for that customer you add the contract to the packets

and see when the 10.000 seconds is used.

See the topic Customer contract for more information.

Booking

To book a packet you need to follow the simple procedure

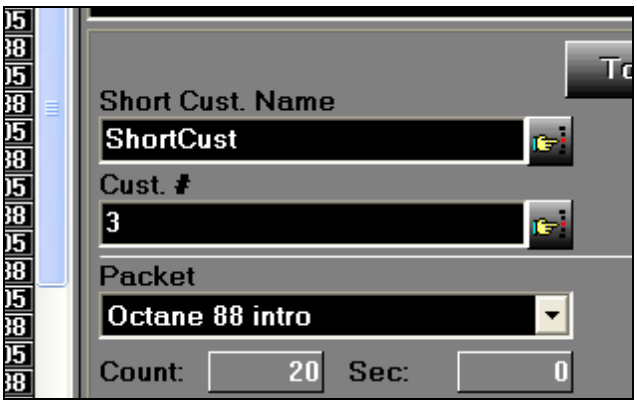
1. Select the packet you want to book.
2. Select the blocks where to book the packet.
3. Book the packet into the selected blocks.

Of cause there are several ways and tools to help you through the booking process, but the tree step procedure is all there is to it.

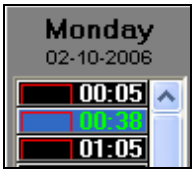
Go to the tab BOOKING.

Find the package

Search and select the “ShortCust” customer from the right panel. Make sure the package “Octane 88 intro” is selected as well. Below the selections a some status values from the package is shown. In the example “Count: 20” shows we still need to book 20 spot positions. The other status values are 0 (zero) as they where not entered in the package.



Select blocks



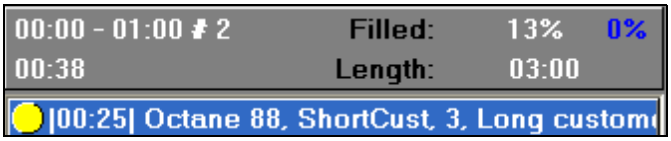
Now select a commercial block in the week view by highlighting it and right click the mouse to change the time indication to light green. In the bottom right panel you'll find a status for the selections. In this case 1 block is selected with a total booking duration of 25 seconds as the spots is 25 seconds found from the spot definition.

Book the spots

To book the spots click the green arrow icon “Book spots in selected” and click OK. A warning is given as the numbers of seconds is exceeded. Of cause when 0 seconds is entered in the packet any booking will exceed the number of seconds. Click OK to the warning to book the spot.

Now the block changes into dark green to indicate a booking has been made. Next to the time indication for the block a progress bar shows the filled percentage for the block.

Selecting the block by highlighting it with the left mouse button will show the content of the block in the top right panel. You'll see the commercials in the block, the length of the block here 3 minutes, the filled percentage of the block here 13%, the time for the block start here 38 minutes passed midnight, the hour for the block here between 00:00 and 01:00, and the block number in the hour here number 2.



The commercial is now booked and can be imported into Broadcast if you are using the Radiohost system or the commercial can be exported to another system.

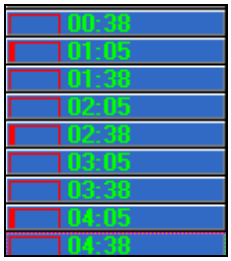
More to booking

Unbook spots manually

You can manually unbook a number of spots from a specific package.

1. Click the “Unselect all” icon to remove all selections.
2. Select the packet “Octane 88 intro”.
3. Highlight the blocks (light green) from where the spots from the selected package should be unbooked.
4. Click the UNBOOK button above the week view.

Tip!: If you want all spots from a specific package removed from a week, simply select the package in the BOOKING window and highlight all blocks every day of the week in step 2.



Unbook using “Selected booked”

If you want to unbook all the spots from a package including past, present and coming weeks, use the icon “Select booked” like this.

1. Select the packet “Octane 88 intro”.
2. Click the icon “Select booked” to select all blocks where “Octane 88 intro” is booked.
3. Click the “Unbook spots from selected” icon above the week view.

Warning! : Please notice that you can see only one week in the Week view. There might be bookings from the same PACKAGE in other weeks and these will be unbooked as well using the “Unbook spots from selected” method.

Booking using Auto select

You can have *Easy Spot* selecting the blocks for you.

1. Click the “Auto select” icon at the top of the week view.
2. Change the booking properties if you need to.
3. Click OK to auto select the required number of blocks.
4. Manually move the selections in some of the blocks if required.
5. Click the icon “Book spots in selected”.

re 2) “Auto select” will copy the booking properties from the definition of the packet. If you change the properties in an Auto select session it will NOT affect the original definition of the packet. Only number of booked spots and number of booked seconds are updated.

NOTE ! Selected blocks with no restriction are marked as **light green**. Restricted blocks are marked as **dark green**. *Easy Spot* will try to select non restricted blocks. Only if it is impossible to select non-restricted blocks, some restricted blocks will be selected too. A restricted block is a block where some criterias are violated. For example there might be spots with same product code being placed next to each other (separation).

When Easy Spot is violating the restrictions in order to enforce a selection of the requested number of blocks it will violate the blocks in the order shown in the list bellow. The restrictions at the top are the strongest restriction, that is Easy Spot will violate a lower restriction in order to fulfill the higher restriction. For example, if you have a lot of Packets with a FIRST 1 restriction, Easy Spot might need to violate the separation restriction in order to place the spots at the first placement.

1. Day part
2. Same spot in the same block
3. Placement (First 1, First 2...)
4. Separation (Speaker, Branch and Ad hoc)
5. Block length (The max. number of minutes for a commercial block)
6. Same spot 1 day and 1 week (The same spot in a block at the same time, but one day/week apart)

Select non-restricted

If your blocks are nearly 100% filled with spots, it can be difficult to see where to book a packet manually. The Select non-restricted function will select all blocks that does not meet the restrictions made in the setup (Speaker separation etc.). In this way you can see the "legal" blocks for the selected packet.

1. Select the packet.
2. Click the Select NON RESTRICTED button above the week view.

Manually change spot order

In the tab [BOOKING] you see the booked spots for the selected block in the upper right corner.

To change order for the booked spots select a spot and use the arrows to the right of the box to move spots up or down.

A violation of separation definitions (see Separation topic) will result in a high lighted spot line. Right click the mouse to see a list of the RESTRICTION ERROR of the selected spot.

More to Easy Spot

Selecting a packet

By customer

You can work with any packet present in the system. To find a packet

1. Locate the customer from short customer name or customer number
2. Select the packet from the drop down list

Note! Just under the packet drop down list you see the remaining number of spots and the remaining number of seconds in the packet.

By unfinished tasks

Very often you are interested in the packets which are to be booked in the nearest future. *Easy Spot* can show you the packets that are to be booked.

1. Click the to [ToDo] button.
2. Right click the mouse and select a way of sorting the list.
3. Select a packet and click [Ok].

The informations in the ToDo list are

Time start, Time end, Packet name, Short customer name, Customer number, Customer name, remaining number of spots, remaining number of seconds

Seeking

When you are searching for at specific record or some specific records in a list, you will use the Seek function.

All fields where you can seek have a Seek button just to the right.

The Seek button will show a window with a edit field and a result list.

1. Enter the first or all characters in the record(s) you are seeking for.
2. Select the record in the result list.
3. Click [Ok].

Current sales rep. only

Checking this box will show only the customers associated to the current user(the user currently logged in). See the topic Customer info for more information on how to associate a sales rep. to a customer.

Seek sub-string

Normally a search is done on the first characters in the items list. Checking the Seek sub-string will make the search find any item containing the string in the search field.

Managing Data

You have direct access to enter, update and manipulate your basic records.

New

Clear all editable fields in the window. You can now enter the data for the record.

Delete

Ask you if you want to delete the selected record.

Save

Save the edited fields.

Cancel

Discharge the changes and read the original data for the record, if any.

Copy

Starts a new record (like New) but relevant fields will be copied from the source record.

Pop up edit menu

In most fields you can right click the mouse to get an menu to cut, edit, past, etc.

Time and date fields

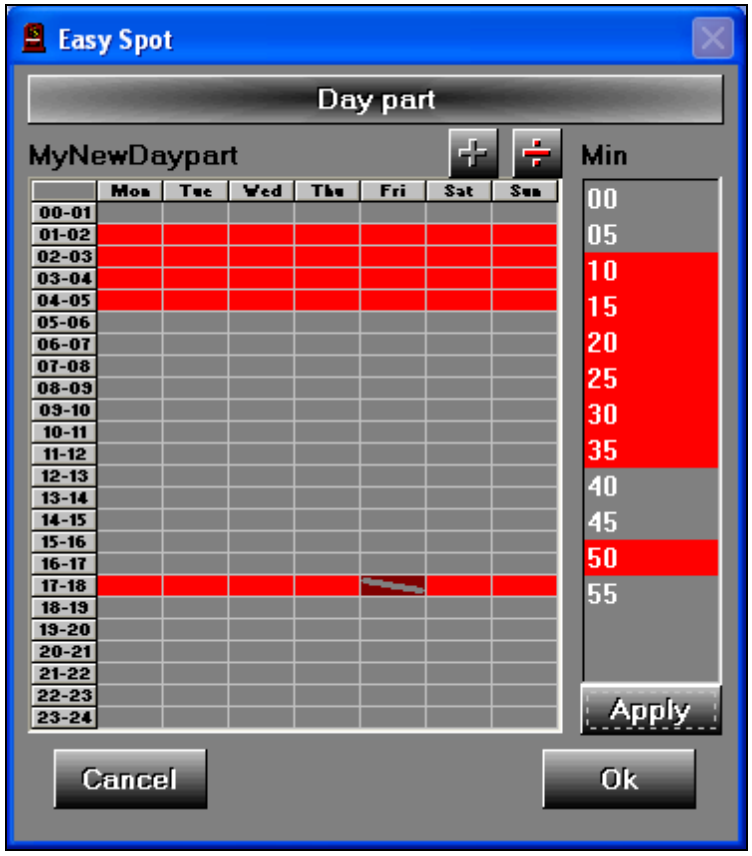
To edit a time and date field, click the calendar icon to the right and pick the date and time.

Day part

The day part feature will allow you to force booking to certain hours and minutes of the day.

Setting up day parts

To use a day part first you have to define the day part as a template to use in the package. Select the menu PREFERENCES – SETUP – DAYPART. Click NEW to add a new day part template. Name the day part “MyNewDaypart”. Next click the button [Edit day part contents]. In the week scheme you can select the hours and minutes to make the restricted time periods.



In the example commercials will not be booked in the time span 01:00-05:00 and 17:00-18:00, except for Friday where 17:00-17:10, 17:40-17:50, and 17:55-18:00 is open for bookings.

Use the mouse with the [Shift] and [Ctrl] key to select hours. Click the [+] and [-] button to restrict and free an hour, and use the [Apply] button to restrict minutes within an hour.

Using day parts in a package

In a package one or two day parts can be applied. When applying only one day part this day part will be used every week when using the AUTO SELECT booking.

If two day parts is applied the DAY PART 1 is used the first week of the auto select, DAY PART 2 is used the second week, then DAY PART 1 the third week, etc.

Note if booking is made as an auto select per week only DAY PART 1 will be used as the auto select will initialize the day part selection.

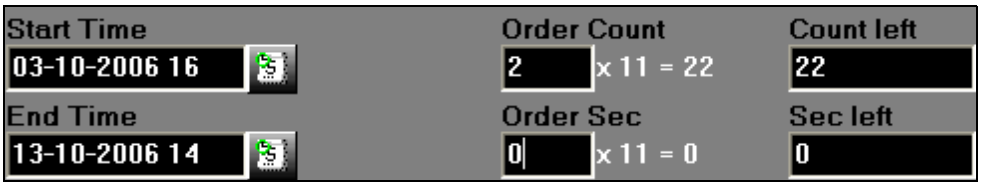
As an example an auto select is used for week 43 and booking is made using DAY PART 1. Then later auto select is used for week 44 and DAY PART 1 is used again as the auto select will start using DAY PART 1. However, if week 43 and week 44 is booked using auto select, DAY PART 1 is used in week 43 and DAY PART 2 is used in week 44.

Per day booking

The per day booking will force a certain number of commercials to every day when possible.

In a package you chose ORDER TYPE: TOTAL or ORDER TYPE: PER DAY.

TOTAL will auto select a best fit for the commercials trying to use an equal distance between the commercials. This means you can have 3 commercials in one day but 2 commercials in the next day.

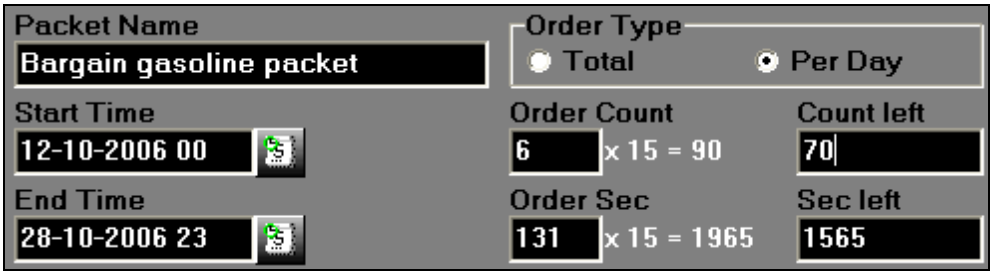


If PER DAY booking is used Easy Spot will force a certain number of commercials per day.

In the example 2 commercials per day will be auto selected giving a total number of selections of 22 as the package is defined for 11 days.

Please notice that Easy Spot will always auto select an equal number of bookings per day. This means is you ask Easy Spot to 10 spots per day every day of the week a total of 70 spots, but one day there are only 9 blocks available due to a day part definition, Easy Spot will round down the number per day to 9 for all days giving a total number of 63 spots.

Likewise, if spots have been booked from the package in a previous booking the COUNT LEFT will show a lower number than ORDER COUNT and Easy Spot will round down to the nearest total with an equal number of spots per day.



In the example an existing package have been modified. You enter 6 PER DAY but as a previous booking of 20 spots have been made the COUNT LEFT is only 70. Easy Spot will on auto select say 70 spots/15 days equals 4,666 spots per day. Round down to 4 spots per day giving a total of 60 spots.

Customer Contract

A contract keeps track of the bookings of several packets. An example: a customer order 10.000 seconds to be booked during the next 6 month. Every time you create a packet for that customer you add the contract to the packets and see when the 10.000 seconds is used.

You need to associate a contract with one or more packets. See the topic "Customer packet" for more information.

Short cust. name

An abbreviation or another code for fast identification of the customer.

Cust. #

Customer number

Contract Name

The name you will use to identify the contract.

Contracts

A list of the contracts owned by the selected customer

Start date

The date where you want the contract to start

1. Right click the mouse over the start date edit field
2. Choose Edit start date
3. Select the date from the calendar

End date

The date where you want the packet to end

Order count

The number of spots you want to book within this contract. This is for information only. You can overbook the contract if you want to.

Count left

When you make a booking, the number of spots used in the booking is registered. Count left shows you the number of spots you still need to book. If you overbook the contract the

number will be negative.

Order sec.

The number of seconds you want to book with this packet. This is for information only. You can overbook the contract if you want to.

Sec. left

When you make a booking, the time of the spots used in the booking is registered. Sec. left shows you the number of seconds you still need to book. If you overbook the contract the number will be negative.

Note

Special comments about the contract.

Preferences setup

Menu PREFERENCES – SETUP.

In your work with Easy Spot you can sometimes choose a property from a list.

Product code 1

The list of product code 1´s to choose from in Easy Spot.

Speaker

The list of Speakers to choose from in Easy Spot.

Product code 2

The list of product code 2´s to choose from in Easy Spot.

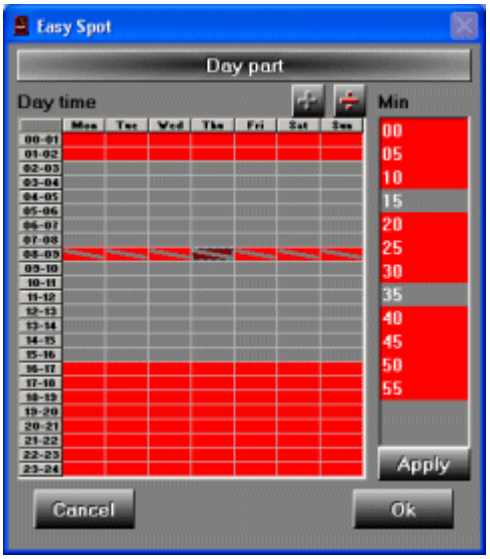
Day part

A Day part is a restriction for the AUTO SELECT feature. When a package is applied a Day part, the AUTO SELECT will only select commercial blocks within the allowed hours and minutes of the day. A Day part is applied at the definition of a package or when using the AUTO SELECT feature.

Create a Day part by clicking the NEW button and provide a name for the Day part.

Next, click the button EDIT DAY PART CONTENTS to define the day part.

The table shows all hours in a week. To enable a full hour click the PLUS icon and the disable a full hour click the MINUS icon. A red hour shows that there is a restriction in the hour.



To exclude the auto select from a part of the hour, select the minutes at the right of the window and click APPLY. In the example shown commercial blocks can be selected all days from 02.00.00 to 15.59.59. For the hour 08.00-09.00 the only minutes available for selection is 08.15.00-08.19.59 and 08.35.00-08.39.59.

Color and fonts

You can setup the color and fonts for different objects in Easy Spot. Changing color and fonts will only affect the current user.

1. Menu PREFERENCES - COLOR.
2. Menu PREFERENCES – FONT.

Multi station selection

The Radiohost system enables you to run different stations using different database setups for each station. The actual station setup definition has to made in Data Server, but from this Radiohost module you can select the database setup required for the different stations.

Selecting a station

To select a station select the menu [DATABASES - DATABASE SETUP] to show the window Database setup. Then highlight a station and click OK. You will shortly see a progress bar when the databases for the selected station is loaded.

To the right in the status bar in bottom of the main window you can see the active station.

Important!: Please notice that it is important to select the correct station when broadcasting. If an incorrect station has been selected you will probably mess up your music log and find that the play lists in the week view will be incorrect.

Tip!: As Broadcast is making the selected station the default station on log out you can define separate users for each station and then change user when you want to change station.

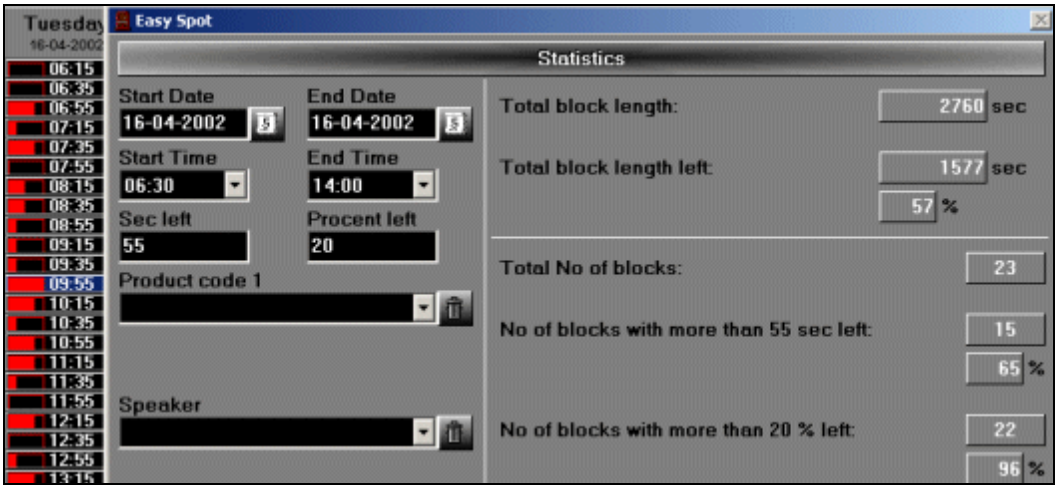
Statistics

Statistics is to locate free booking opportunities and to evaluate the booking percentage. The functionality of Statistic is best show using some examples of how to use the function.

Basic example

In this example you run the statistics on a part of a single day.

As you see you first enter START DATE, END DATE, START TIME and END TIME.



These are the four basic parameters that are mandatory to run the statistic function.

To start the function click the STATISTICS button in the left bottom of the window. You will then see a progress bar while the statistics is running. When Easy Spot have made the statistics, you will see the result in the right part of the window.

TOTAL BLOCK LENGTH: Is the total length in seconds for all the blocks in the defined period.

TOTAL BLOCK LENGTH LEFT: Is the seconds still free for booking in the period. Just under the seconds a percentage of the free seconds is show.

TOTAL NUMBER OF BLOCKS: Is the total number of commercial blocks in the period.

Seconds left

The parameter SEC LEFT is this case 55. The statistic for this parameter is shown in the right side where the label NO OF BLOCKS WITH MORE THAN 55 SEC. LEFT: shows the number of blocks having more than 55 free seconds available for booking. A percentage relative to the total number of blocks is also shown.

Percentage left

The parameter PERCENTAGE LEFT work similar to SEC LEFT, with the only difference that is shows the number of blocks with more than the specified percentage of available space for booking.

Filtering

In some situations you might want to look at the statistics for a specific PRODUCT CODE. For example you want to know the number of seconds booked for Product code "Airlines" in a period of time. Here you just select "Airlines" from the PRODUCT CODE 1 and/or PRODUCT CODE 2, if you want to include the statistics for both product codes. Also, check the THIS check box to run the statistics on the selected product code. Hitting the STATISTICS button will show you the TOTAL BLOCK LENGTH and TOTAL BLOCK LENGTH LEFT. The number of seconds booked by the "Airline" product code is TOTAL BLOCK LENGTH - TOTAL BLOCK LENGTH LEFT.

Filtering can be applied for PRODUCT CODE 1, PRODUCT CODE 2 and SPEAKER.

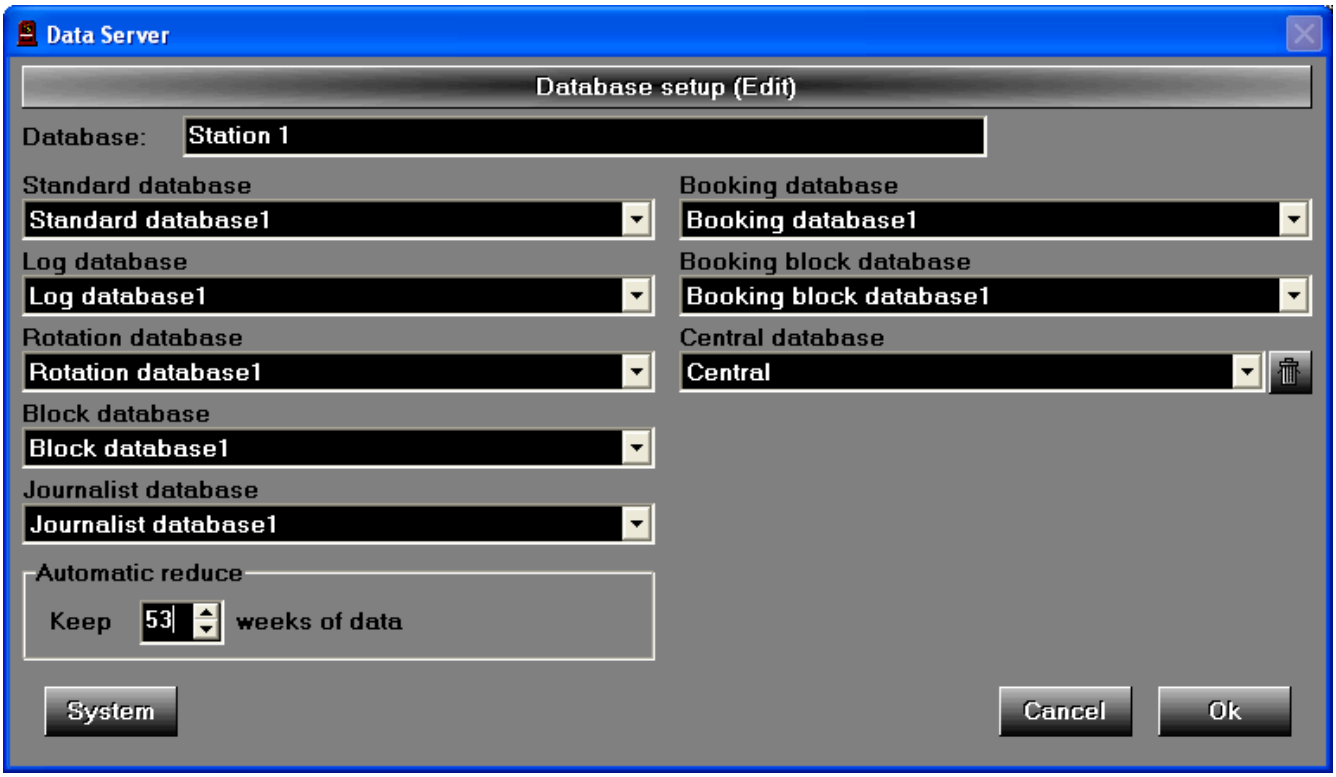
Multi station booking

Using the Multi station booking feature Easy Spot can schedule commercials for several stations in one working process.

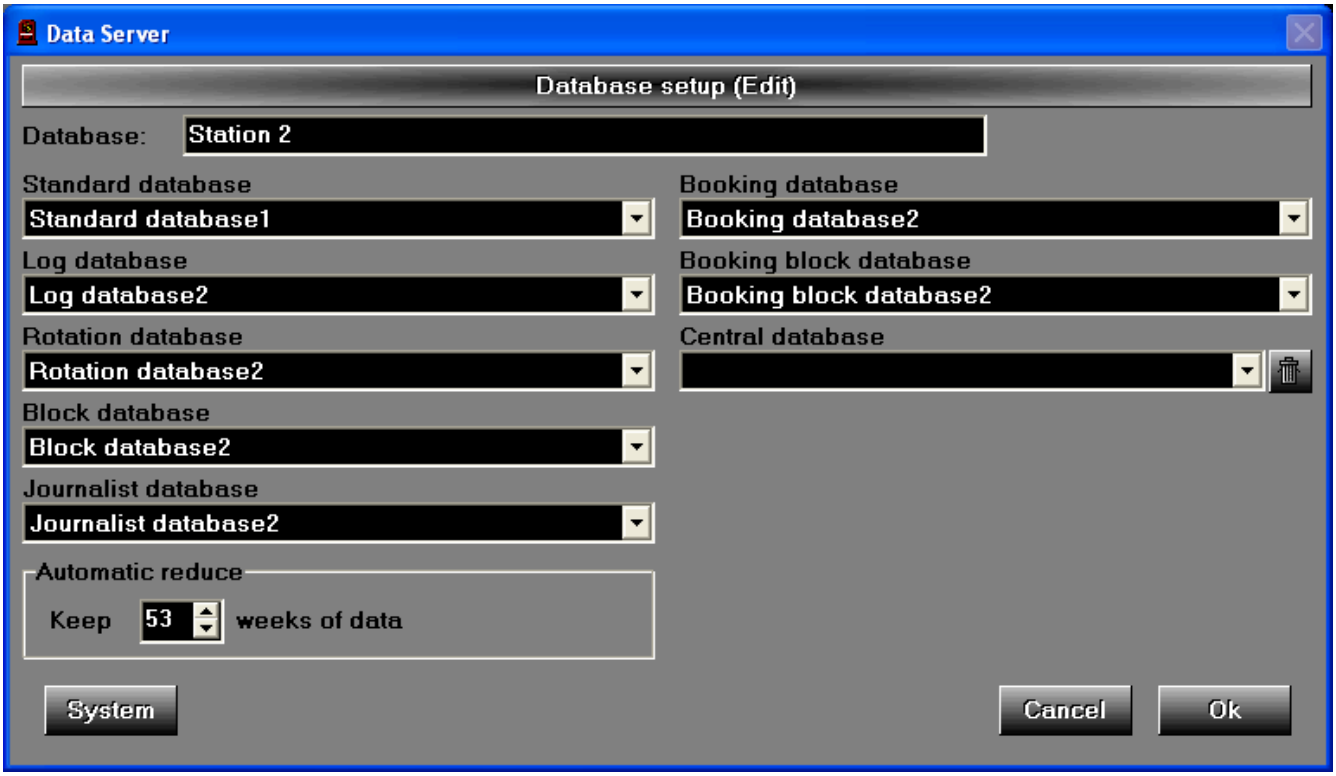
Enabling Multi station booking

To enable Multi station booking the database definition has to be set up properly.

Before working with the Multi station booking be sure the Data Server has at least two stations defined with at least two different booking block in the database definition. For example for Station 1 you have chosen BOOKING BLOCK DATABASE1 and for Station 2 to you have chosen BOOKING BLOCK DATABASE2.

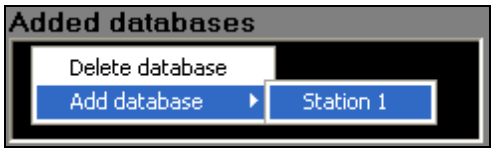


Also, make sure the stations have the same booking database. For example you have chosen BOOKING DATABASE1 for both Station 1 and Station 2.



Defining a package for Multi station booking

Choose any customer and create a normal package. In the ADDED DATABASES section, right click the mouse and select Station 1. Choose from the list of stations any other station that you wish to include in the booking. In this case choose Station 2. Please notice that the station you are working on is shown at the right bottom of the screen. The list of stations does not include the station you are working on as this station is the owner and is therefore already included in the package.



Manual booking in several stations

After a package has been defined for more than one station it is possible to book commercials from the package in the stations defined. Entering the booking view You can select some blocks where the package should be booked. Now, from the database menu select DATABASE SETUP. In the DATABASE SETUP window select the other station (Station 2) added for the package. The booking view will now change to show the commercial blocks for the other station (Station 2). Also, for this station select a few commercial blocks.

Switching stations using the DATABASE SETUP window shows you which blocks has been selected for each station. To book the commercials hit the BOOK SPOTS IN SELECTED button and the commercials are booked in both stations. You can verify this by switching stations and look at the content of the commercial blocks.

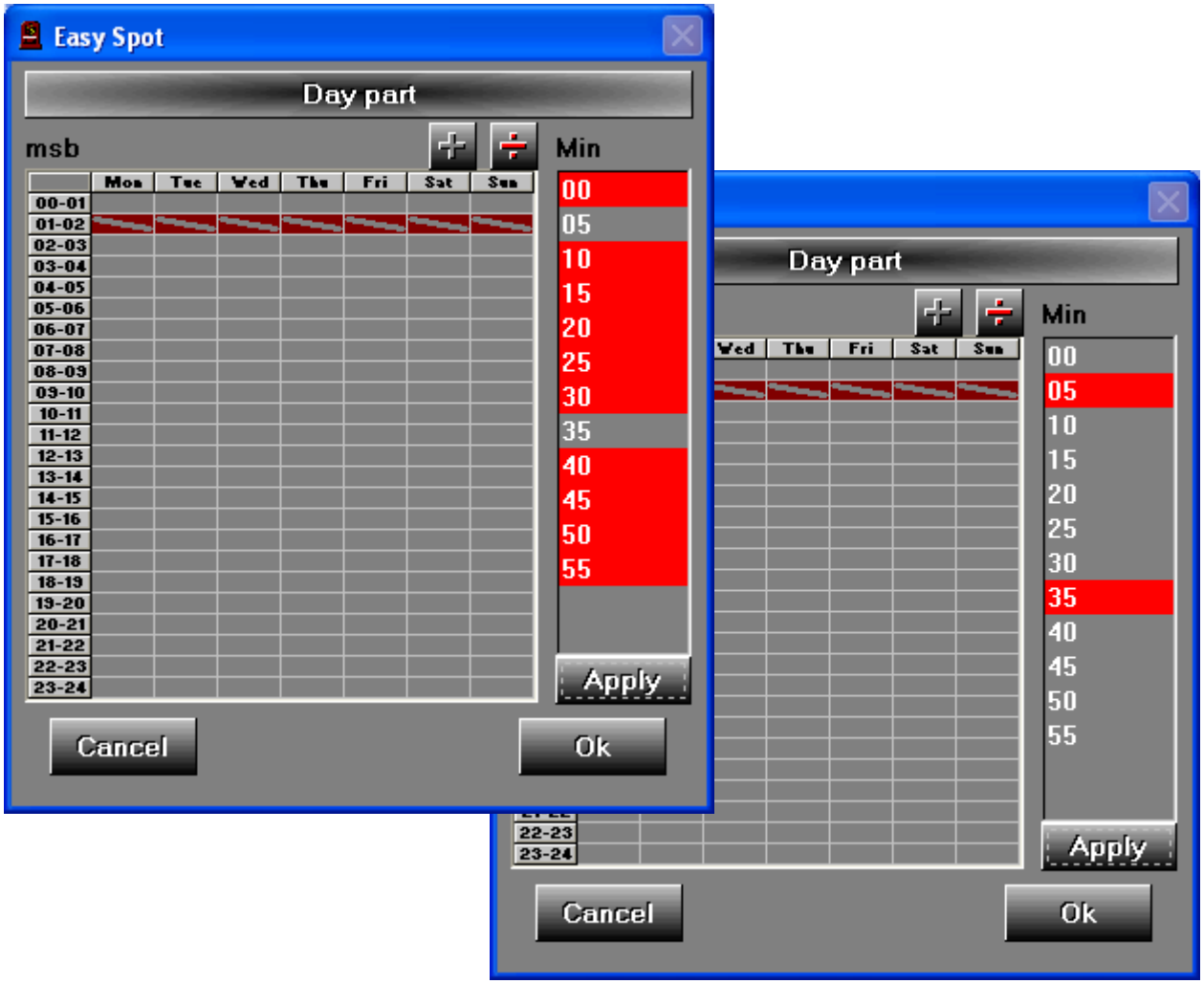
Automatic booking in several stations

Most of the process in automatic multi station booking lies in the definition of the package.

First define a package as described above. In the Booking view select the package and click the AUTO SELECT button. Fill out the properties for the auto select and click OK. You can immediately see the selected blocks for the selected station and by switching to the other station using the DATABASE SETUP menu, you can see the selected blocks for the other station. Now, simply click the BOOK SPOTS IN SELECTED button and the commercials has been booked for both stations.

Shared and localized commercials

Some stations only want to book commercials from the same package in some specified blocks. Normally this is because some of the commercial blocks are for station specific commercials while other blocks are for shared commercials. To make the multi station booking select only shared commercial blocks, use the Day part feature to setup some day parts for the shared commercials. Also, define other day parts for the station specific commercial blocks.



In the examples the SHARED BLOCKS day part will book only from 01.05.00-01.09.59 and 01.35.00-01.39.59 while the LOCALIZED BLOCKS will not book from 01.05.00-01.09.59 and 01.35.00-01.39.59.

Please read the topic Central commercials for an alternative way to book shared commercials.

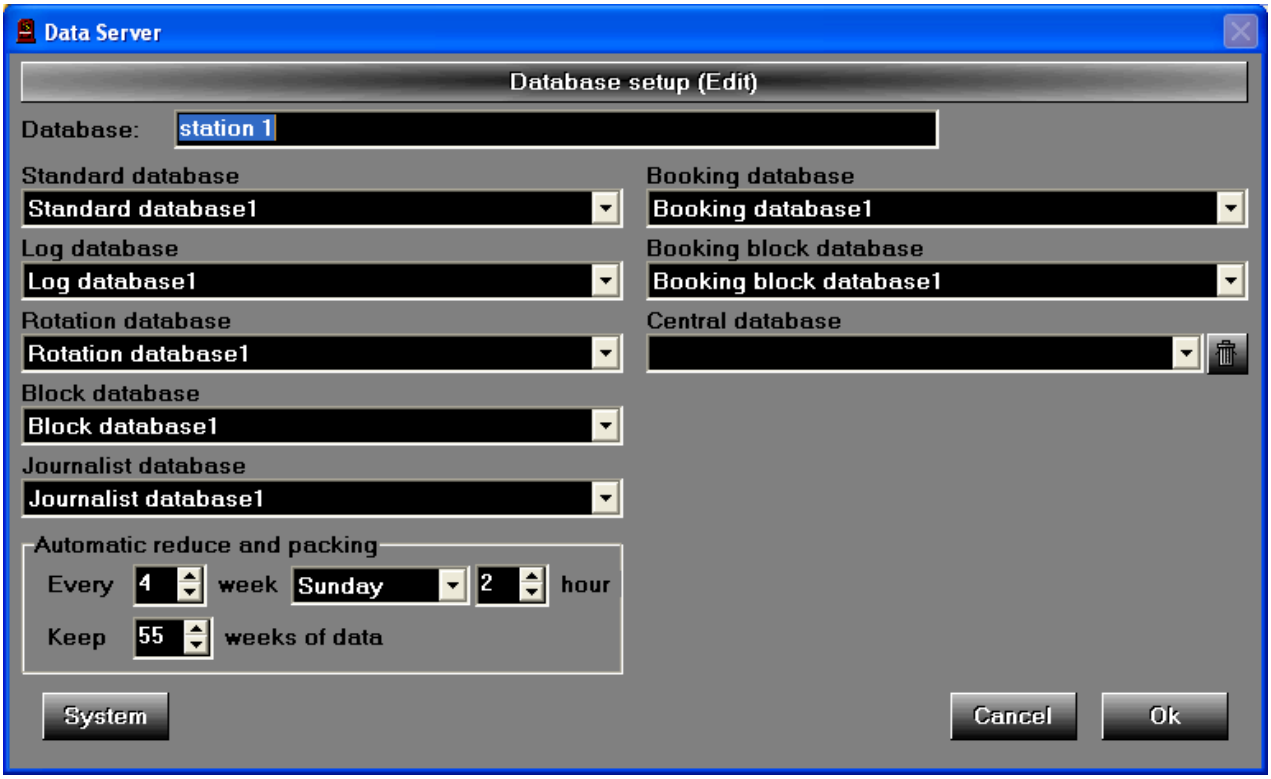
Central commercials

Station networks often have some commercial blocks with commercials targeted for the local market and other blocks of commercials targeted for all or at least several stations.

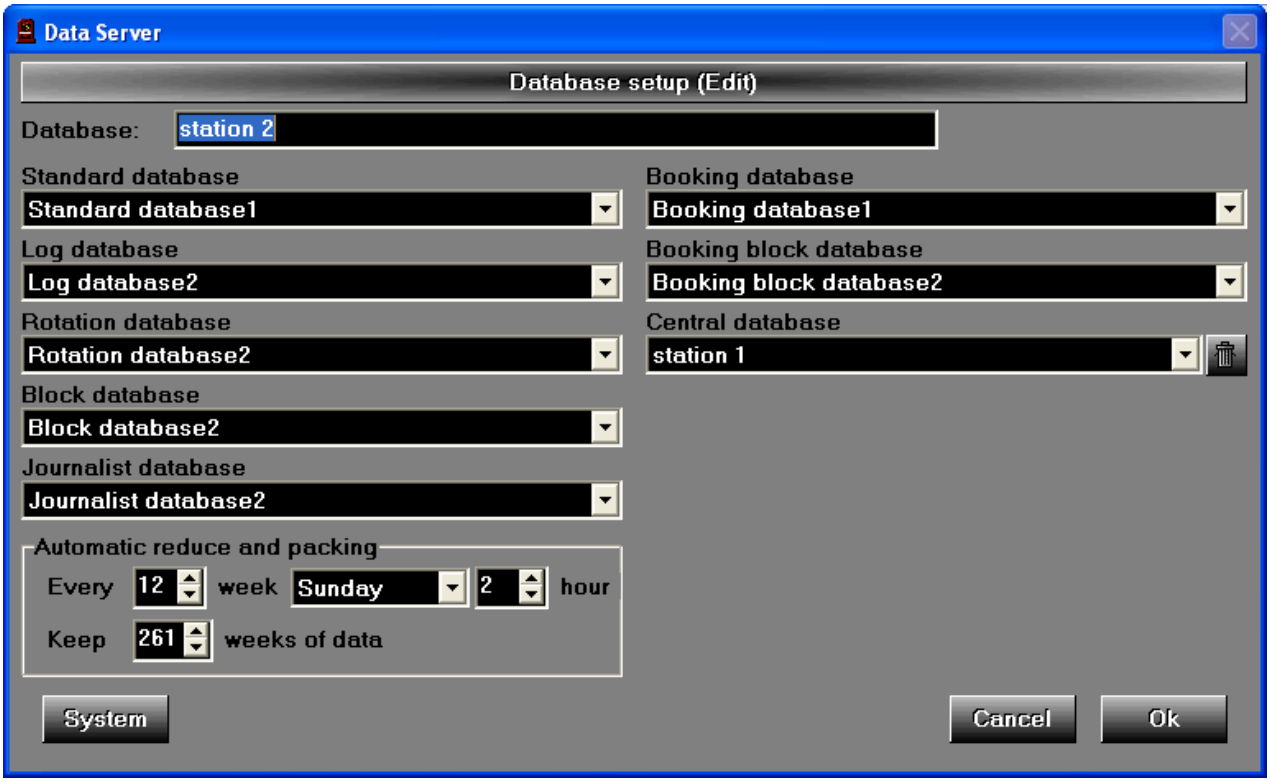
In the Radiohost system it is possible to define a central commercial block where commercials are taken from another station. The functionality of this feature is shown by an example where one station is taking some commercial blocks from another station.

Data Server definition of the central station

The first thing you have to do is to setup the database definition for the local stations defining which station the local station will get the central commercials from.



Station 1 uses all the database1 files in the setup. The CENTRAL database entry field is left empty as Station 1 is the central station from where Station 2 will get it's central commercials.



Station 2 uses the database2 files except for 3 databases.

The STANDARD database is database1 as station 1 and station 2 share the music database. Music entered into station 1 is available at station 2 and vice versa.

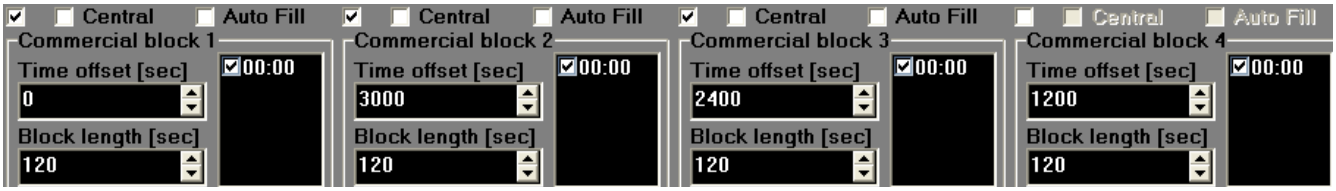
The BOOKING database is database1 as station 1 and station 2 share the client database. Clients, spots, packages and contracts entered into Easy Spot at station 1 is available at station 2 and vice versa.

The CENTRAL database is station 1. This means that when commercial blocks is defined as central in the week view setup for station 2 the central commercial blocks gets the commercials from station 1.

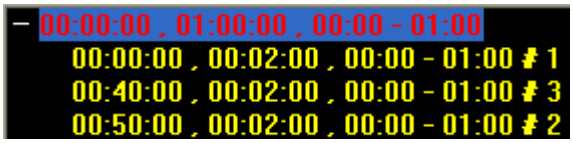
Creating the commercial blocks

After setting up the databases for the station definitions in Data Server you will create the commercial blocks.

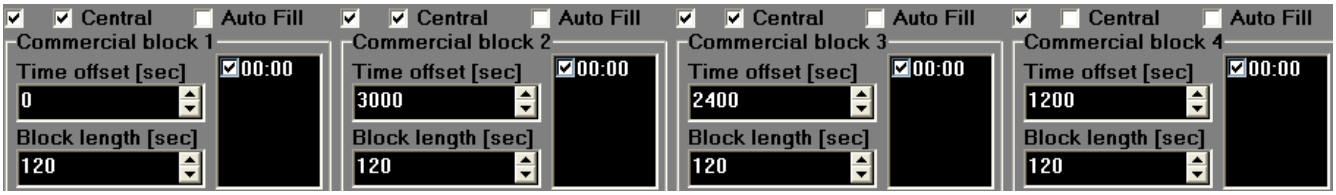
The commercial blocks for station 1 is created as shown.



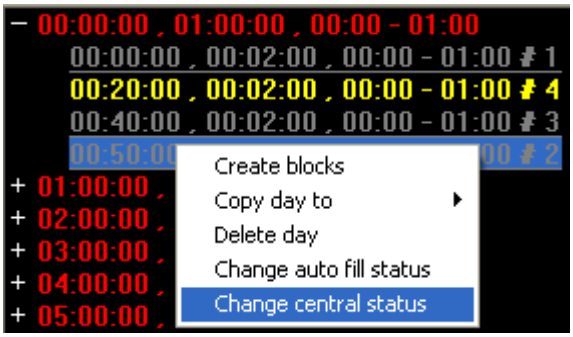
Station 1 has 3 commercial blocks running at xx:00, xx:40 and xx:50. None of the commercial blocks are defined as central and central means that commercials for the block will be taken from another station. As station 1 will deliver the central block to the other station station 1 will not define any central blocks.



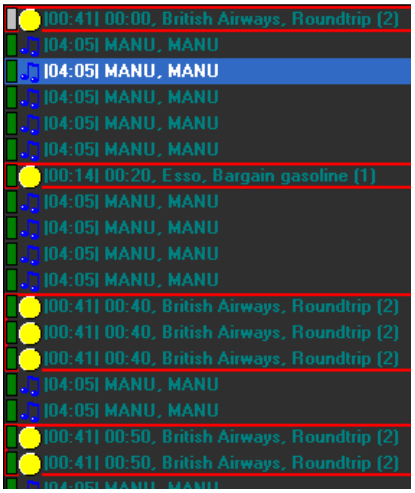
The commercial blocks for station 2 is created like this.



There are 4 commercial blocks where block#1, block#2 and block#3 are defined as CENTRAL. In the WEEK VIEW central blocks are indicated by gray letters. You can toggle the central status for a block from the mouse menu.



Please notice that commercial blocks# are not in succeeding orders. The block# are positioned just as they where created. This gives a flexibility for arranging the central blocks for station 2 in a different order than station 1.



When the blocks have been properly created you can begin to book commercials. At station 1 we book one B.A. commercial in 00:00 block#1, two B.A. commercials in 00:50 block#2 and three B.A. commercials in 00:40 block#3. At station 2 we book an ESSO commercial in 00:20 block#4. Now, in Broadcast you see that the central and local blocks are positioned by their block#.

Fillers

Fillers is used to fill a commercial block to it´s defined duration. This function is useful when it is important to the timing of the play list, that the commercial blocks have an exact duration.

A filler is a sound file used to add some extra time to a commercial block. Fillers are typical stations IDs, stingers, flashes or alike. Also, most fillers have a short duration.

For example, you have a commercial block of a total of 120 seconds. In the block there is booked only 89 seconds of commercials. Using the filler function the block will be filled up to 120 seconds by filler files.

Setup

The fillers are taken from a specified directory. Select the directory from the MAIN SETUP under the tab FILL FUNCTION. The directory should contain a number of files of different duration. When Easy Spot is selecting fillers the most suitable files are selected.

Note! Fillers should not have overlaps. Overlaps are ignored when calculating seconds for the block and the calculation will not be correct if a filler has an overlap.

Fill a commercial block

Select one or more blocks in the Booking window. Then click the icon Book fillers in selected. A progress bar will run as the filling is processed.

UnFill a commercial block

If one or more blocks have been filled with fillers before the booking of commercials has finished, you need to unbook the fillers to make space for the commercials. To unbook the fillers select one or more blocks and click the Unbook fillers from selected button.

Auto fillers

When a specific block must always have fillers the block can be defined as an auto filler block. An auto fillers block will automatically be populated with fillers when one or more commercials are booked in the block. Auto fillers blocks are shown with a blue border in the BOOKING VIEW.

Please referee to the WEEK VIEW SETUP topic for more information on how to define auto filler blocks.

Reports

Print spot list of customer

The report shows the total bookings of one or more packets.

1. Click the PRINT BOOKED SPOTS
2. Check the SPOT LIST OF CUSTOMER and click Ok
3. Select one or more packets using the [ctrl] and [shift] and click Ok
4. Select a printer and click OK to see a print preview
5. Click PRINT to send the report to the printer

Print spot list of block(s) selected

1. Mark one or more commercial blocks. (marking will make the background blue, not to be mistaken with select)
2. Click the PRINT BOOKED SPOTS
3. Check the PRINT SPOT LIST OF BLOCK(S) SELECTED and click Ok
4. Select a printer and click OK to see a print preview
5. Click PRINT to send the report to the printer

Import of external bookings or traffic files

Easy Spot can import commercial bookings from an external traffic file. The external bookings are imported into Easy Spot almost as the bookings where scheduled using Easy Spot where the statistic and other accounts are maintained.

Setup

The imported commercials are imported into the existing commercial blocks. The first thing to do is to consider if you want to be able to book some additional commercials in the same commercial blocks or if the imported commercials should have a dedicated commercial block where no additional bookings are allowed.

Please have a look at the following examples. We referee to the chapter Central Commercials for documentation of how to setup a central station.

No bookings are allowed in the same commercial block as the import

No additional bookings are allowed in the commercial block where the imported commercials are placed.

Station 1	Station 2	Station 3
Song 1	Song 4	Song 7
Song 2	Song 5	Song 8
Import commercial 1	Import commercial 1	Import commercial 1
Import commercial 2	Import commercial 2	Import commercial 2
Import commercial 3	Import commercial 3	Import commercial 3
Song 3	Song 6	Song 9

With this setup the recommendation is to add a dedicated station in the Data Server setup where the import commercials are managed. Station 1, 2 and 3 will define the commercial blocks for the imported commercials as CENTRAL where the central station is the station that manage the imported commercials.

Separate additional bookings for each station

Additional bookings are allowed separately for each station.

Station 1	Station 2	Station 3
Song 1	Song 4	Song 7
Song 2	Song 5	Song 8
Import commercial 1	Import commercial 1	Import commercial 1
Import commercial 2	Import commercial 2	Import commercial 2
Import commercial 3	Import commercial 3	Import commercial 3
Station 1 commercial 1	Station 2 commercial 1	Station 3 commercial 1
Station 1 commercial 2	Station 2 commercial 2	Station 3 commercial 2
Song 3	Song 6	Song 9

The recommendation is to import into each station separately not using a central station.

Additional bookings using the same commercials for each station are allowed

After the imported commercials some additional commercial can be booked where the additional commercials are the same for all stations.

Station 1	Station 2	Station 3
Song 1	Song 4	Song 7
Song 2	Song 5	Song 8
Import commercial 1	Import commercial 1	Import commercial 1
Import commercial 2	Import commercial 2	Import commercial 2
Import commercial 3	Import commercial 3	Import commercial 3
Station central commercial 1	Station central commercial 1	Station central commercial 1
Station central commercial 2	Station central commercial 2	Station central commercial 2
Song 3	Song 6	Song 9

With this setup the recommendation is to add a dedicated station in the Data Server setup where the import commercials are managed. Station 1, 2 and 3 will define the commercial blocks for the imported commercials as CENTRAL where the central station is the station that manage the imported commercials. The additional bookings are made in the central station.

File format for import file

The import files is a text file with extension .asc and is defined by a separate line of 81 characters for each booking. An example file is found in the installation folder of Easy Spot.

Position 1-2 is the hour where the commercials will be imported.

Position 4-5 is the minute where the commercials will be imported.

Position 7-8 is the second where the commercials will be imported. The seconds are defining the position of the commercial and does not have to be the correct second. The value itself is ignored in the import.

Position 10-39 is the name of the commercial.

Position 40-70 is the customer of the commercials name.

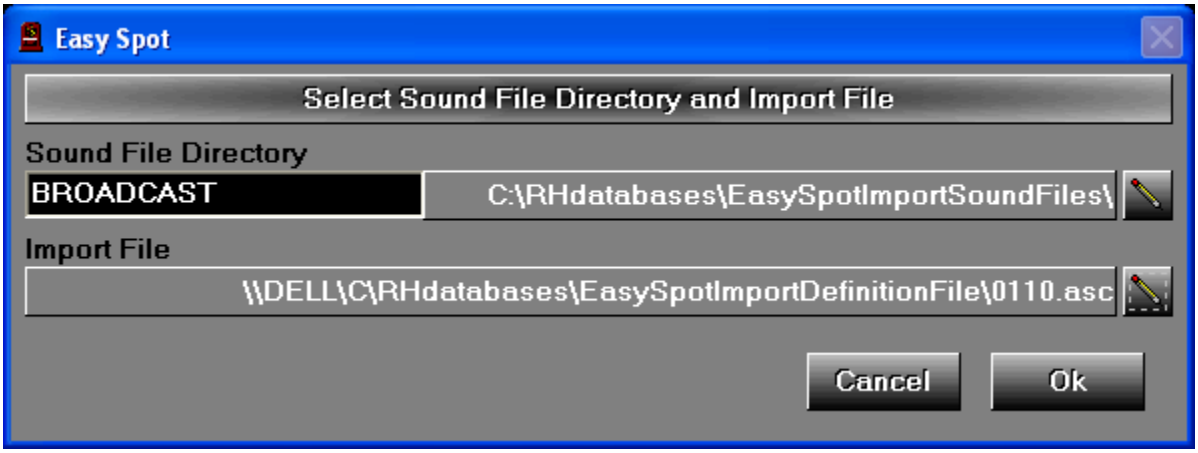
Position 71-78 is the name of the sound file for the commercial. The extension have to be *.mp3.

Position 80-81 is the duration of the commercial in seconds. This value is ignored in the import as the duration of the import sound files are taken from the *.mp3 file.

Making the import

After the setup is made, the actual import is fairly straight forward. Simply follow these steps:

1. Make sure the correct station for the import is selected at DATABASES – DATABASE SETUP.
2. Select any commercial block for the day to where the import should be made.
3. Select menu EXTERNAL – IMPORT.
4. Select the folder where the import sound files are located. (Access for the folders are provided at the USERS – DIR setup).
5. Select the folder where the import definition file are located. Click OK to begin the import.



6. A notification window presenting source and target data is asking for an OK to continue the import.
7. A test run of the import is processed and if the import contains any errors they are presented in a status window and another OK is required to make the actual import.

The commercials are now imported and can be viewed as any other commercial in the week view. Also, a customer CIYYYY where YYYY is the present year has been created. A packet for the customer CIYYYY named IMPORT YYYY-MM-DD is created containing all spots for the import.

As the imported commercials are created with customers, spots and packages it is possible to use the ordinary tools in Easy Spot, like unbook etc., like any other administration of commercials.

All imported commercials are placed as a FIRST 1 type which means they are placed at the beginning of a commercial block. Please notice that this generates a violation and all imported commercials than the first in every block are red, indicating the violation.

Exporting traffic files

Dalet export

You can export the scheduled spots directly into the Dalet system.

To do an export you need to give all the spots a Spot ID or reference to let the Dalet system find the spot file on the hard disk. See the Customer spot topic for more information on this point.

Exporting to Dalet

1. Highlight the blocks you want to export. Normally you will highlight all the blocks in a day.
2. Select the menu: External - Export - Dalet
3. Select the directory where you want to save the export file and click Ok.

You can now import the scheduled spots into the Dalet system, using the generated file.

Please note that breakers will not be exported in this export, but fillers will.

Bass export

To make an export to the BASS system

1. Highlight the blocks you want to export. Normally you will highlight all the blocks in a day.
2. Select the menu: External - Export - Bass
3. Select the directory where you want to save the export file and click Ok.

Please note that breakers will not be exported in this export, but fillers will.

BSI / Wavestation export

1. Highlight the blocks you want to export. Normally you will highlight all the blocks in a day.
2. Select the menu: External - Export - Bass
3. Select the directory where you want to save the export file and click Ok.

Please note that breakers will not be exported in this export, but fillers will.

ImediaTouch export

1. Highlight the blocks you want to export. Normally you will highlight all the blocks in a day.
2. Select the menu: External - Export - ImediaTouch
3. Select the directory where you want to save the export file and click Ok.

Please note that breakers will not be exported in this export, but fillers will.

Setup general settings in Easy Spot

The administrator can setup some basic rules for Easy Spot. To enter the general setups log in as administrator and click [Setup] in the SUPERVISOR SETUP window and click the tabs to navigate.

Please referrer to the manual Radiohostsetup.pdf for more information on how to setup the USER settings.

Separation

Here you setup the separation properties for the Auto Select function. For example you don´t want the same voice in two following commercials. Select the number of spots you want to separate the spots from the same separation type (e.g. Speaker). Selecting a block will prevent the same separation type in a block.

Product code 1

This is the primary product code. It is linked to the customer´s spots to keep separation to spots with an equal product code.

Product code 2

The secondary product code is used to identify customers in similar businesses. For example two gas stations both with a burger bar in the same building. If the gas stations is running an spot where it´s customers gets a discount on a burger from the partner burger bar, you want to separate one these gas stations from burger bars.

The product code 2 is linked directly to the customer.

Speaker

This is used to separate the same voice in different commercials or spots.

Block length

Even if you defined the block length in the block setup, you might want to use a general restriction for the block length or the number of spots in a commercial block.

Defined in blocks

The length of the commercial block is the length defined in the block setup.

Max count

Each commercial block will contain the maximum number of spots defined.

Max sec

Each commercial block will contain the maximum number of seconds defined.

Auto function

Randomized selection

When you use the Auto select function, the selected blocks will have an equal number of blocks separating them, if possible. If you check the Randomized selection the selected blocks will have a random number of blocks separating them.

Unbook spots not linked to package

The normal way to unbook some commercials is to select the package and hit the unbook selected icon. However, if you delete a package without unbooking the commercials first, you have some "free" commercials booked and you can not choose the package to unbook the spots. The UNBOOK SPOTS NOT LINKED TO PACKAGE will unbook all commercials not linked to a package. That is, commercials coming from a packaged that have now been deleted. Use this function to clean up all commercials belonging to no package.

NOTE!: Please make sure you want to remove ALL commercials not linked to a package before using this function.

Breakers

A breaker is a small sound file used to separate the spots from other spots or as an intro or outro to a commercial block.

Editing the breakers

Right click the mouse to see a menu for adding, inserting and removing the breakers.

First breakers

The breakers in this list are used as an intro to the commercial block. If more files are added to the list, the files will rotate. In this way you can use different introductions in succeeding commercial blocks.

Last breakers

The breakers in this list are used as an ending of the commercial block. If more files are added to the list, the files will rotate. In this way you can use different endings in succeeding commercial blocks.

Separation breaker

This file will separate the spots.

First included

Checking this box will add a SEPARATION BREAKER between the FIRST BREAKER and the first commercial spot.

Last included

Checking this box will add a SEPARATION BREAKER between the last commercial spot and the LAST BREAKER.

Sound card

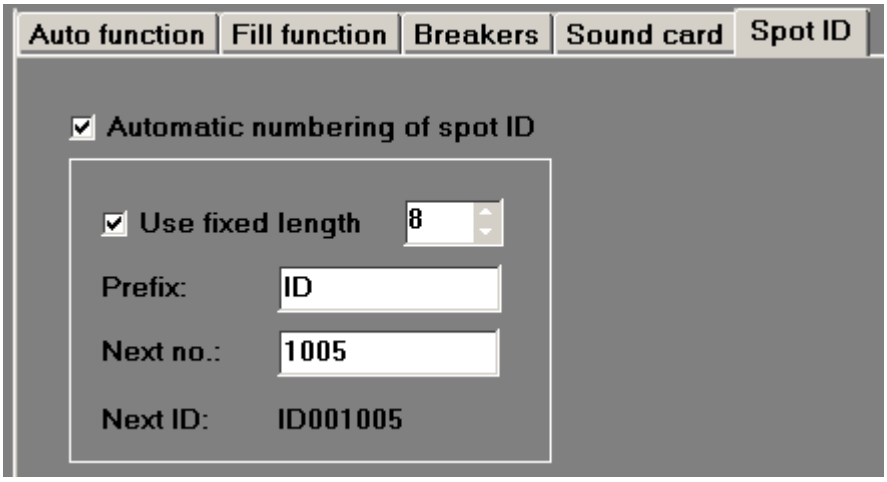
In this field, you decide what sound cards are to be used for the Advanced monitor in Easy Spot.

Delay

Some sound cards have a slow reaction to changes. When several files are linked together, part of the second file may be missed when it starts. Increase the delay time to avoid this. However, increasing the delay time will slow down the system.

Auto numbering of spot id

A spot id in the Spot tab can be entered manually or automatically.



To set up auto numbering of the spot id go to the [SUPERVISOR SETUP – SETUP – SPOT ID] tab.

Here you activate the AUTOMATIC NUMBERING OF SPOT ID.

Use the USE FIXED LENGTH to force the spot id to a specific number of characters.

PREFIX is the start of the name of the spot id and the NEXT NO. is the next numbering value of the spot id.

The NEXT ID shows what the next spot id will be.

Restrictions

Enter from the Supervisor setup window, buttons [User] – [setup] -[Restrictions].

Here you enable the user to access different functions and functionality.

Can´t book or unbook spots

Checking this mark will unable the user to book or unbook spots. If the user try to book or unbook a packet an error message will be displayed.