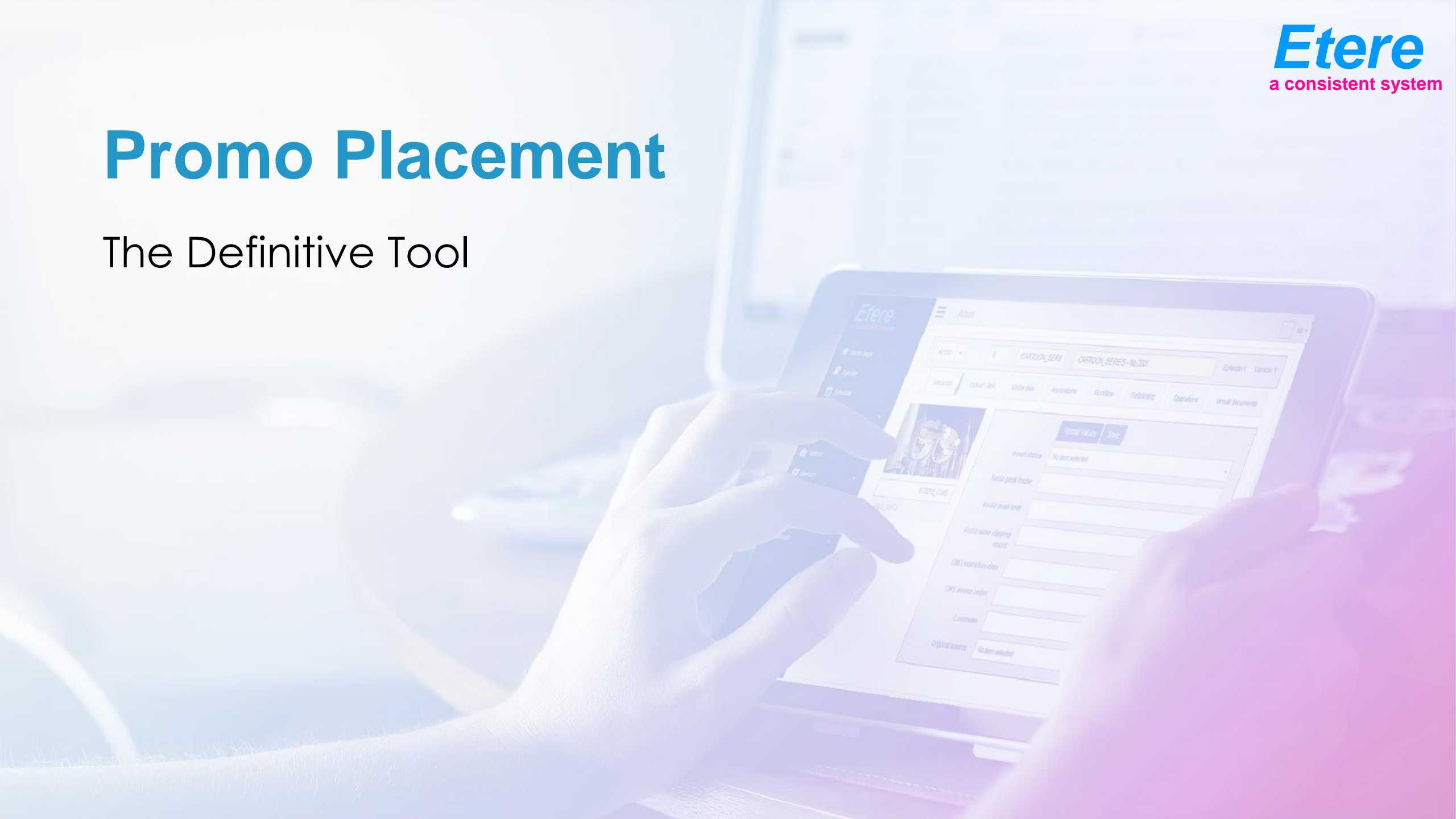
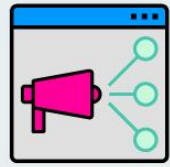


Promo Placement

The Definitive Tool



An Integrated Management of Promos



New Campaign



Select a Program



Strategic promo planning with rules and rights management

Media Library



Easy program scheduling and adjustments

Promo Scheduler



Valuable insights to maximise revenue

Revenue and audience reports



Tapeless



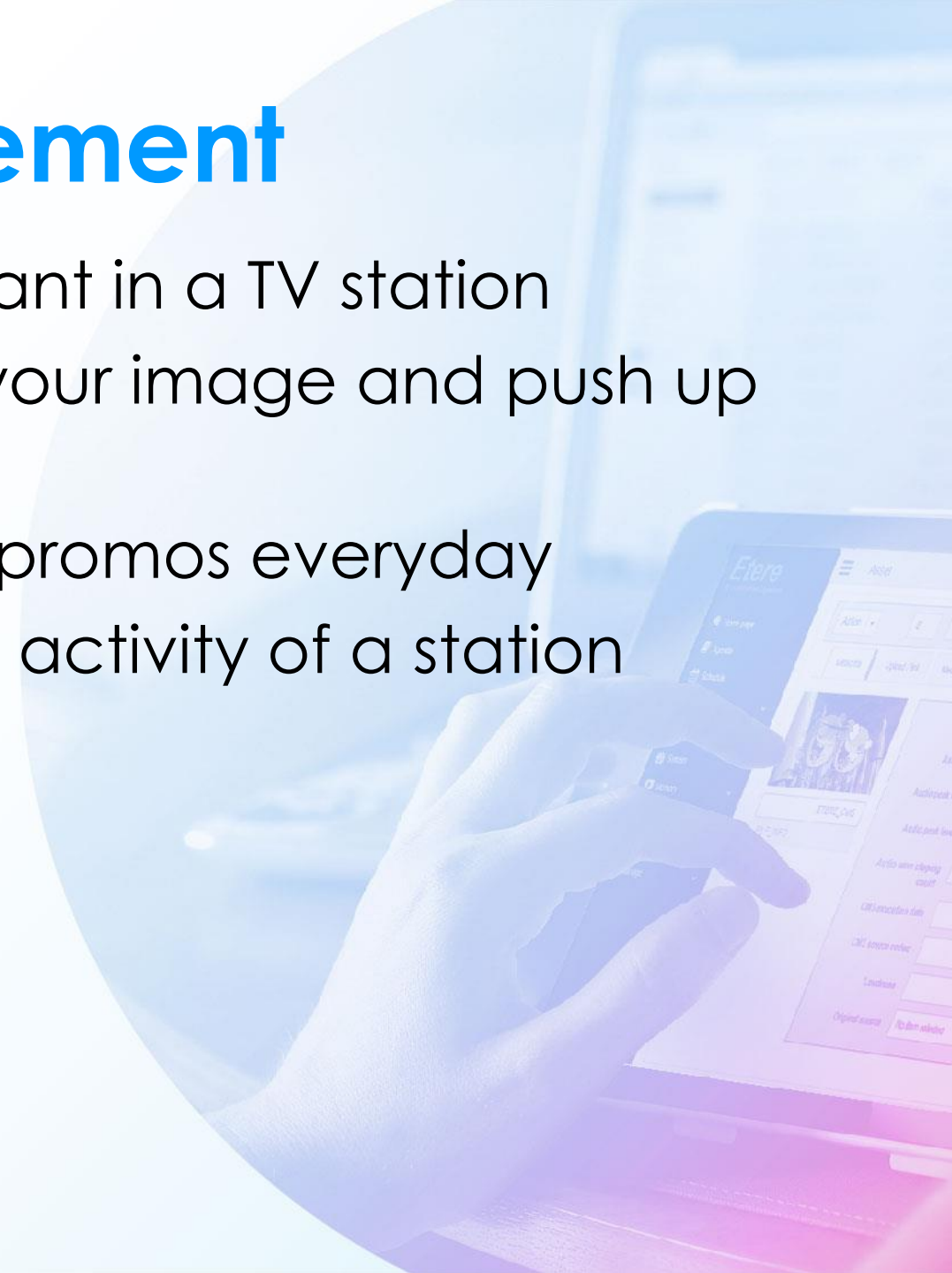
Ingest



NLE Integration

Promo Placement

- The promo activity is very important in a TV station
- Using promo you can enhance your image and push up the audience
- Every TV broadcast hundreds of promos everyday
- After Advertising it's the heaviest activity of a station

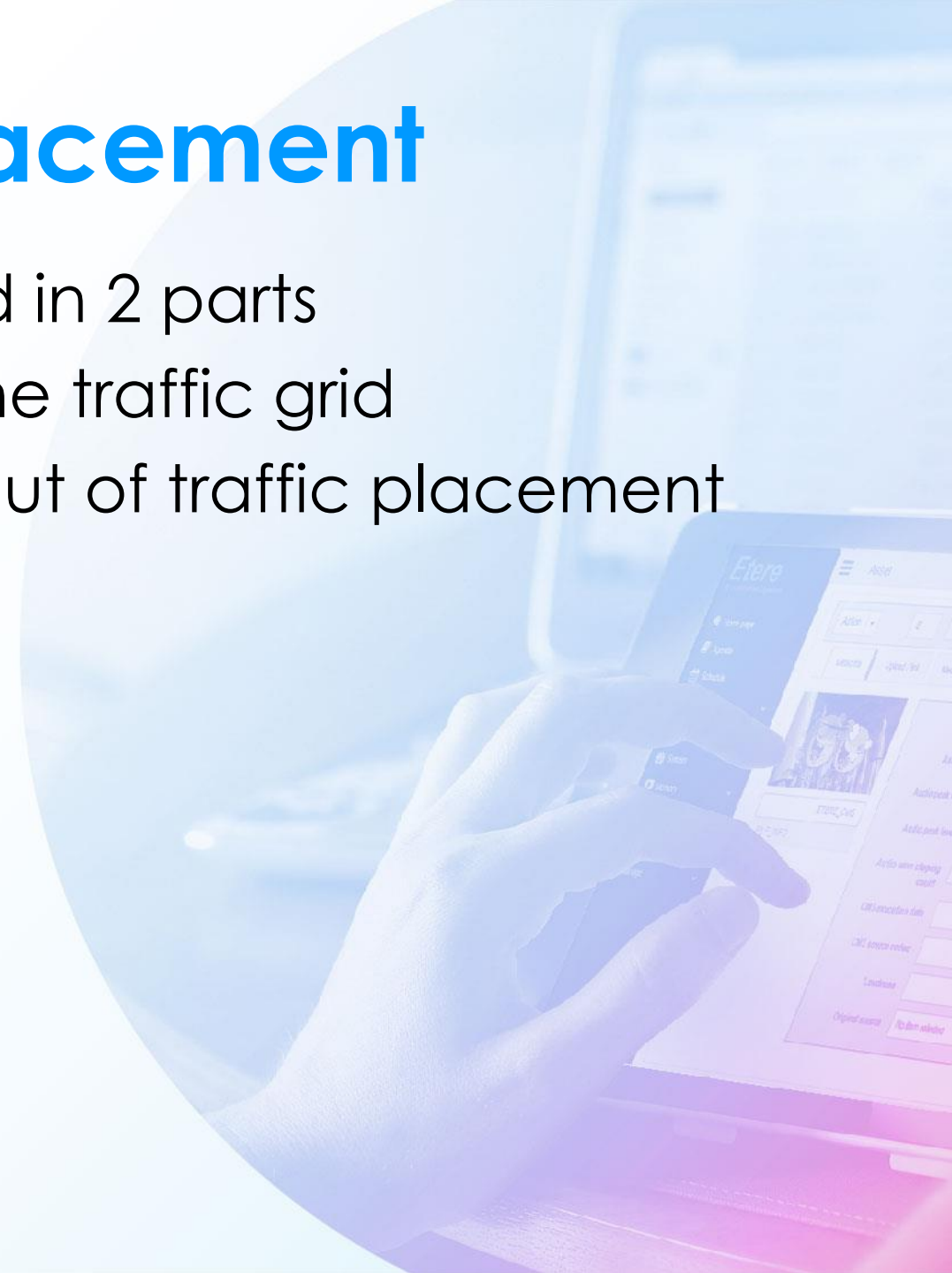


Promo Problems

- A collection of promo must be produced for every program or every series
- Promos can have special programming rules as:
 - Next Monday
 - This evening
 - Tomorrow
- Also promo space must be shared, giving the correct balance among them
- Some promo can have some Parental Guidance rule that forbid to broadcast in some time slots

Etere Promo Placement

- Etere promo placement is divided in 2 parts
- One inside Etere traffic that use the traffic grid
- One part of Executive Editor for Out of traffic placement



Create Promo

- Promo is created from the program asset
- The creation is Also the work order to the promo editors to create it
- The editor can upload directly using tapeless reception
- The promos can be placed before their video exist
- New video is automatically linked as soon as it's shipped via tapeless reception



Create Promo

Create Promo

The screenshot shows a software interface titled "Media Library". The "Tools" menu is open, listing various actions. The "Create promo" option is highlighted in yellow. The main interface displays the asset "2001: A Space Odyssey" with a version of 1. A thumbnail of the asset is visible, showing the text "2001: OMBERTA NELLO SPAZIO". Below the thumbnail, there is a "Stations Enabled" section with a list of channels: "1 CHANNEL 1", "2 CHANNEL 2 LITE", and "3 CHANNEL 3", each with a checked checkbox. The background of the image shows a person's hands using a tablet device.

Station	Enabled
1 CHANNEL 1	<input checked="" type="checkbox"/>
2 CHANNEL 2 LITE	<input checked="" type="checkbox"/>
3 CHANNEL 3	<input checked="" type="checkbox"/>

How to Create a Promo

The screenshot displays the 'Media Library' interface for 'CHANNEL 1'. The main window shows details for a media item with ID 1, Code 2001, and Title '2001: A Space Odyssey'. A 'Create promo' dialog box is open in the foreground, containing the following fields:

- Type: J PROMO
- Code: 2082
- Title: 2082_Promotion
- Duration: 00:00:25:00
- Validity start date: 01/01/2016 00:00:00
- Expiry Date: 31/03/2016 00:00:00
- CL: 0 Prohibition free
- CAD Approval: 2364
- Person in charge: Salesman John
- Supplier: ASSOCIATED PRESS
- Scheduled Arrival: 12/12/2015
- Notes: (empty text area)

Callouts on the left side of the dialog box point to the following fields:

- Type
- Code
- Title
- Duration
- Validity start date
- Expiry date
- CL
- CAD approval

Callouts on the right side of the dialog box point to the following fields:

- Person in charge
- Supplier
- Scheduled Arrival
- Notes

The background interface includes a menu bar (File, Tools, Show Utilities), a toolbar, and a 'Stations Enabled' list on the right showing CHANNEL 1, CHANNEL 2 LITE, and CHANNEL 3.

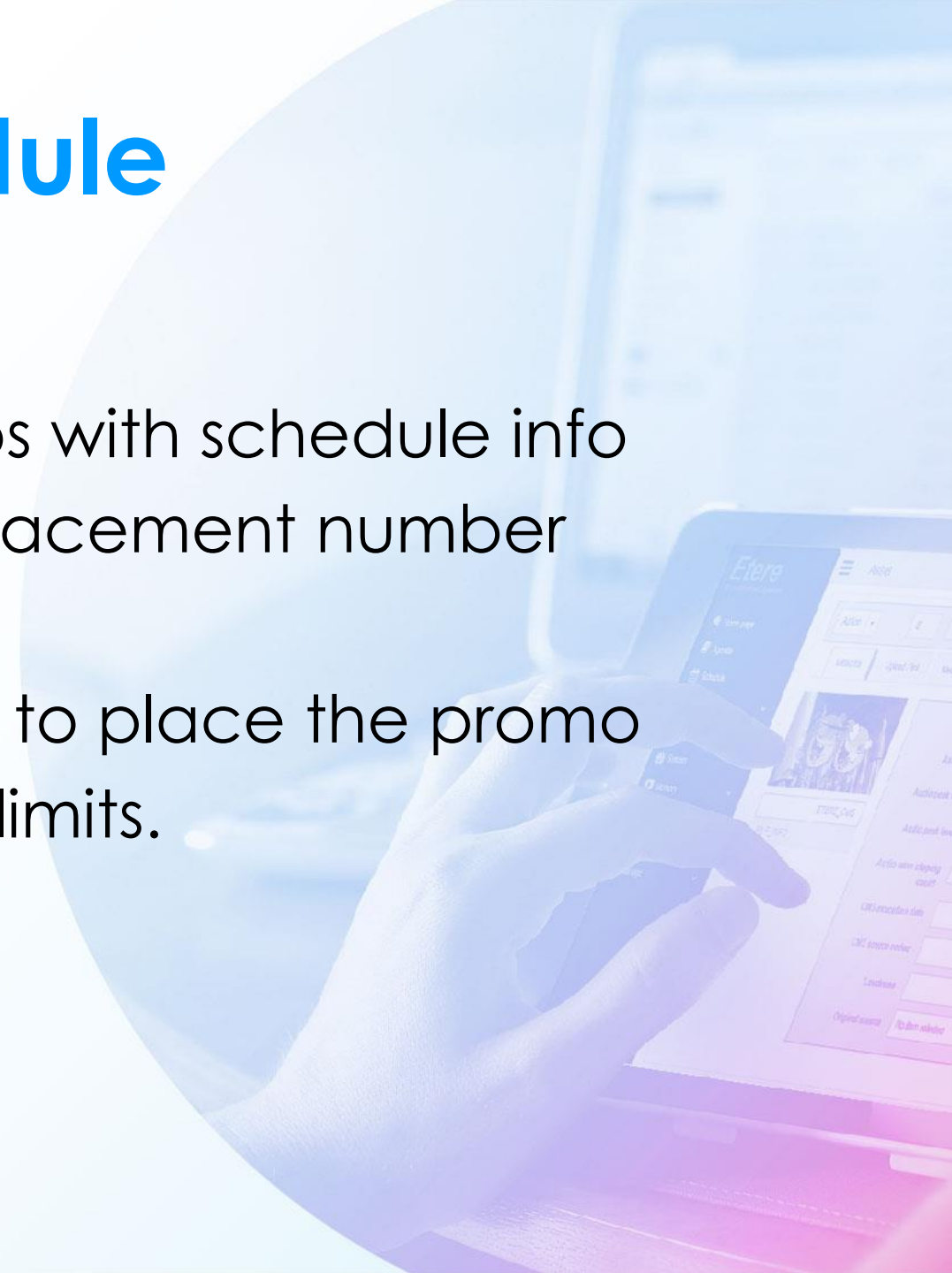
Promo Delivery

Code	Description	Scheduled arrival	Next on-air time
1716	test project adobe 01		
2001 Promo	2001 Promo_Promotion		
2082	2082_Promotion	12/12/2015 00:00:00	
483	PETER PAN		
J_22_04_12_97	2001 promo2		
PROMOSOUTHPARK	PROMOSOUTHPARK1		

- Etere track also the promo arrival
- A simple screen allows to keep control of promo arrival

Promo Schedule

- The promo screen shows:
- All the future programs with promos with schedule info
- All the promo of a program with placement number
- Also the schedule can be listed
- A simple drag and drop operation to place the promo
- Alert is given if there are schedule limits.



Promo Schedule

The screenshot displays the 'Promo manager' application window. On the left is a navigation tree with options like 'View program promo', 'Generic promo', 'Cross station promo', 'Promo crowding', 'Promo list', 'Wrong promo', 'Promo to receive', and 'Promo archive'. The main area is titled 'View program promo' and shows a tree view of promo items. A date range filter is set from '01/11/2012' to '19/03/2016'. The tree shows a hierarchy for '2001: A Space Odyssey' with sub-items like '2001 promo1 (0)', '2001 promo2 (1)', and '2001 Promo_Promotion (9)'. The '2001 Promo_Promotion (9)' item is expanded, showing a list of dates and times. The date '17/03/2016 13:33:03' is highlighted in blue. To the right of the tree, four blue boxes with white text are connected to the tree items by lines: 'Future Program' points to '2001 promo1 (0)', 'Program Promo' points to '2001 promo2 (1)', 'Promo Schedule' points to the highlighted '17/03/2016 13:33:03' entry, and 'Cannot be scheduled' points to '17/03/2016 14:38:14'. On the far right, a 'Properties' panel is open, showing details for the selected item. The 'General' section includes fields for ID (54), Code (ANALYZE THIS PROMO), Title (ANALYZE THIS PROMO_Promo), Episode (1), Version (1), Season, Type (J), Duration (00:00:15.00), Start Date (01/05/2012 00:00:00), Expiry Date (31/05/2012 00:00:00), and Production date. The 'Live' section has fields for Live event and Live channel. The 'Note' section has fields for ?Note 1, ?Note 2, and ?Note 3. The 'Properties' section includes Format (SD 4:3), CL (0 Prohibition free), Person in charge (sis), Agency (TIM), and Scheduled arrival (30/04/2012 00:00:00). The 'ID' field at the bottom of the properties panel contains the text 'bbbbbbb'.

View program promo

From date: 01/11/2012 To date: 19/03/2016 Show

- 2001: A Space Odyssey (28/01/2013 07:00:00)
 - 2001 promo1 (0) — Future Program
 - 2001 promo2 (1) — Program Promo
 - 2001 Promo_Promotion (9)
 - 17/03/2016 13:33:03 — Promo Schedule
 - 17/03/2016 14:00:54
 - 17/03/2016 14:13:50
 - 17/03/2016 14:38:14 — Cannot be scheduled
 - 17/03/2016 19:07:28
 - 17/03/2016 19:22:43
 - 18/03/2016 00:05:01
 - 18/03/2016 00:20:33
 - ANALYZE THIS (28/01/2013 09:12:16)
 - ANALYZE THIS PROMO_Promotion (0)

Properties

General

ID	54
Code	ANALYZE THIS PROMO
Title	ANALYZE THIS PROMO_Promo
Episode	1
Version	1
Season	
Type	J
Duration	00:00:15.00
Start Date	01/05/2012 00:00:00
Expiry Date	31/05/2012 00:00:00
Production date	

Live

Live event	
Live channel	

Note

?Note 1	
?Note 2	
?Note 3	

Story

Properties

Format	SD 4:3
CL	0 Prohibition free

Tapeless

Person in charge	sis
Agency	TIM
Scheduled arrival	30/04/2012 00:00:00

ID

bbbbbbb

Promo Schedule in EE

The screenshot shows the Executive Editor interface for Channel 1. The main window displays a schedule for Monday 21 March 2016. A 'Promo manager' window is open, showing a tree view of promo items. A context menu is visible over the tree view, with 'Insert' highlighted. The main window also shows a table of promo items with columns for Time, Code, Description, Type, Duration, Filename, Timecode in, Timecode out, and Secondary Events.

Time	Code	Description	Type	Duration	Filename	Timecode in	Timecode out	Secondary Events
06:00:00	START	***** START *****	LIMITE INIZIALE	00:00:00				
10:00:00								
10:00:00								
10:10:00	CS02			00:00:52.09		00:00:00.00	00:00:52.09	
10:12:00	CS03			00:00:56.20		00:00:00.09	00:00:56.20	
10:15:00				02:12:24.00		00:00:07.11	02:12:24.00	
10:00:00								
10:17:00				00:02:15.04		00:00:00.13	00:02:15.04	
10:14:00	bennord			00:01:53.16		00:00:01.03	00:01:53.16	
10:00:00								

Insert

Program Change

Promo manager [22/03/2016]

Wrong promo

From date: 01/01/2011 To date: 24/03/2016 Show

Outside validity After program Orphaned All

Code	Description	Start validity date	Expiry date	Scheduled date
RiHoodPr01	Robin Hood_Promo01	13/06/2010	16/06/2010	04/08/10 00:00:00.00
RhoodPr02	Robin Hood_Promo02	14/06/2010	18/06/2010	04/08/10 00:01:58.00
RhoodPr02	Robin Hood_Promo02	14/06/2010	18/06/2010	04/08/10 00:28:22.00

Outside validity
After the program
Orphaned

- This screen alert you if some promo placement error occurs
- Missing programs, wrong time slot, wrong placement respect to program

How Many Promo

Crowding **Wrong promo** **Orphaned promo**

Promo manager [22/03/2016]

Promo

- View program promo
- Generic promo
- Cross station promo
- Promo crowding
- Promo list
- Wrong promo
- Promo to receive
- Promo archive

Promo crowding

From date: 01/01/2009 To date: 24/03/2016 Show

Crowding Wrong promo Orphaned promo

Date	Runs	Duration
01/05/2011 12:00:00...	67	00:33:46.02
01/05/2012 12:00:00...	4	00:02:35.11
02/08/2012 12:00:00...	26	00:35:13.16
03/08/2012 12:00:00...	26	00:58:27.21
04/08/2012 12:00:00...	26	00:35:14.01
05/08/2012 12:00:00...	24	00:32:31.05
06/08/2012 12:00:00...	19	00:25:17.16
07/08/2012 12:00:00...	18	00:24:20.10
08/08/2012 12:00:00...	18	00:53:58.06
09/08/2012 12:00:00...	18	00:24:20.06
10/08/2012 12:00:00...	18	00:24:20.01
11/08/2012 12:00:00...	18	00:24:20.08
12/08/2012 12:00:00...	18	00:24:20.05
13/08/2012 12:00:00...	18	00:24:20.13
14/08/2012 12:00:00...	18	00:24:20.04

- Promo crowding always under control

Cross Station Promo

Cross station promo

Promo manager

Cross station promo

From date: 22/03/2010 To date: 24/03/2016 Show

Code	Description	Start validity date	Expiry date	Scheduled runs
1716	test project adobe 01			0
1723	test daniela 03			0
2001 Promo	2001 Promo_Promotion	01/01/2016 12:00:00...	31/12/2016 12:00:00...	9
2082	2082_Promotion	01/01/2016 12:00:00...	31/03/2016 12:00:00...	0
483	PETER PAN			57
BATMAN	BATMAN SPOT			78
BATMAN	BATMAN SPOT			0
CS03	CLOUD Episode 2			918
J_22_04_12_96	2001 promo1			0
J_22_04_12_97	2001 promo2			1
LOL	LOL - PAZZA DEL MI...			253
NEWS_EBOLA	EBOLA			0
PROMOCH1	PROMO CHANNEL 1			1
PROMOSOUTHPARK	PROMOSOUTHPARK1			1
prova1	test prova			0

Code

Description

Start validity date

Expiry date

Scheduled runs

All Other Promo Ready

Promo Archive

Promo manager

Promo archive

Scheduled date Arrival date Validity date All

From date: 22/03/2010 To date: 24/03/2016 Show

Code	Description	Start validity date	Expiry date	Scheduled runs
1716	test project adobe 01			0
1723	test daniele 03			0
2001 Promo	2001 Promo_Promotion	01/01/2016 12:00:00...	31/12/2016 12:00:00...	9
2082	2082_Promotion	01/01/2016 12:00:00...	31/03/2016 12:00:00...	0
483	PETER PAN			57
ANALYZE THIS PR...	ANALYZE THIS PR...	01/05/2012 12:00:00...	31/05/2012 12:00:00...	2
BATMAN	BATMAN SPOT			78
BATMAN	BATMAN SPOT			0
CS03	CLOUD Episode 2			918
HAKA			15/06/2011 12:00:00...	0
J_22_04_12_96	2001 promo1			0
J_22_04_12_97	2001 promo2			1
LOL	LOL - PAZZA DEL MI...			253
NEWS_EBOLA	EBOLA			0
PROMOCH1	PROMO CHANNEL 1			1
PROMOSOUTHPARK	PROMOSOUTHPARK1			1
prova1	test prova			0

Promo Rotation

The screenshot shows the 'Multichannel Asset Change' software interface. The main window displays the configuration for a promo rotation. The 'Line to rotate' section shows 'Code 19' and 'Description FORD FOCUS' with a 'Duration' of '00:00:33.00' and 'ID' of '31'. The 'Period' is set from '18/03/2016' to '18/03/2016' with 'Time All day'. The 'Stations' section shows 'CHANNEL 1', 'CHANNEL 2 LITE', and 'CHANNEL 3' with checkboxes for each day of the week. The 'Rotate with the following assets' table lists three assets: 'FIATPUNTO - FIAT PUNTO SPOT', 'FORD - FORD SPOT', and 'NESPRESSO - NESPRESSO SPOT'. The bottom table shows the resulting rotation schedule with four rows, each indicating a conflict with the 'FORD FOCUS' asset.

No.	Station	Television day	Start time	Scheduled time	Asset to replace	Duration	New Asset	Duration	Warning	Lock	Spot Code
1	CHANNEL 1	18/03/2016 Friday	19/03/2016 03:00:00	03:00	- FORD FOCUS	00:00:33.00	FIATPUNTO - FIAT PUNTO SPOT	00:00:30.14	Conflicts detected: Duration		
2	CHANNEL 1	18/03/2016 Friday	19/03/2016 03:29:59	03:30	- FORD FOCUS	00:00:33.00	FORD - FORD SPOT	00:00:30.14	Conflicts detected: Duration		
3	CHANNEL 1	18/03/2016 Friday	19/03/2016 04:00:00	04:00	- FORD FOCUS	00:00:33.00	NESPRESSO - NESPRESSO SPOT	00:00:30.14	Conflicts detected: Duration		
4	CHANNEL 1	18/03/2016 Friday	19/03/2016 04:30:00	04:30	- FORD FOCUS	00:00:33.00	FIATPUNTO - FIAT PUNTO SPOT	00:00:30.14	Conflicts detected: Duration		

- Promo change/rotation can be performed with asset change/rotation tool

Key Points

- Easy and fast to use
- Error proof
- Integrated with
 - Program placement
 - Promo production
 - Promo control
- Frame accurate for last schedule editing

