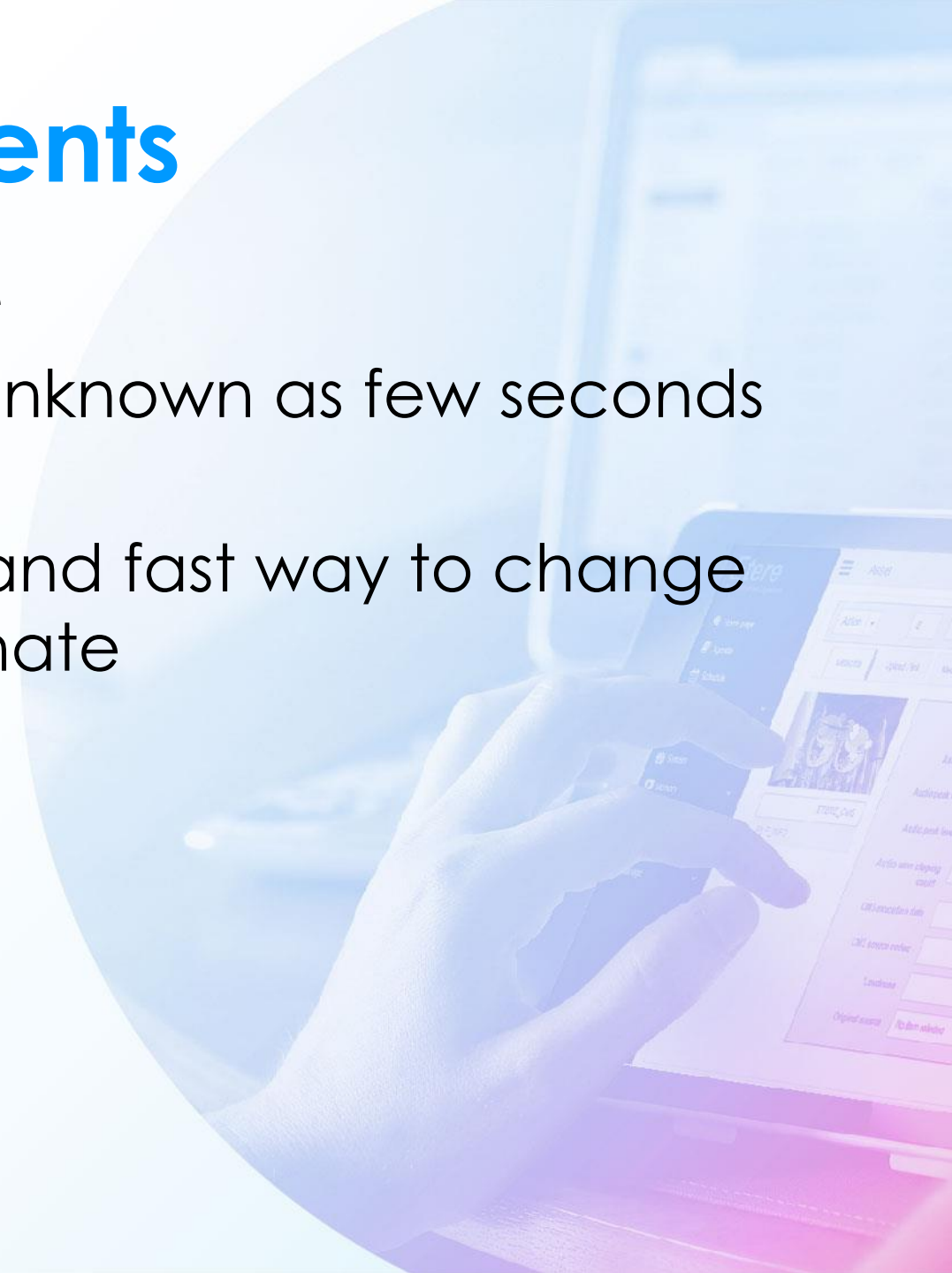


Cricket AD Insertion



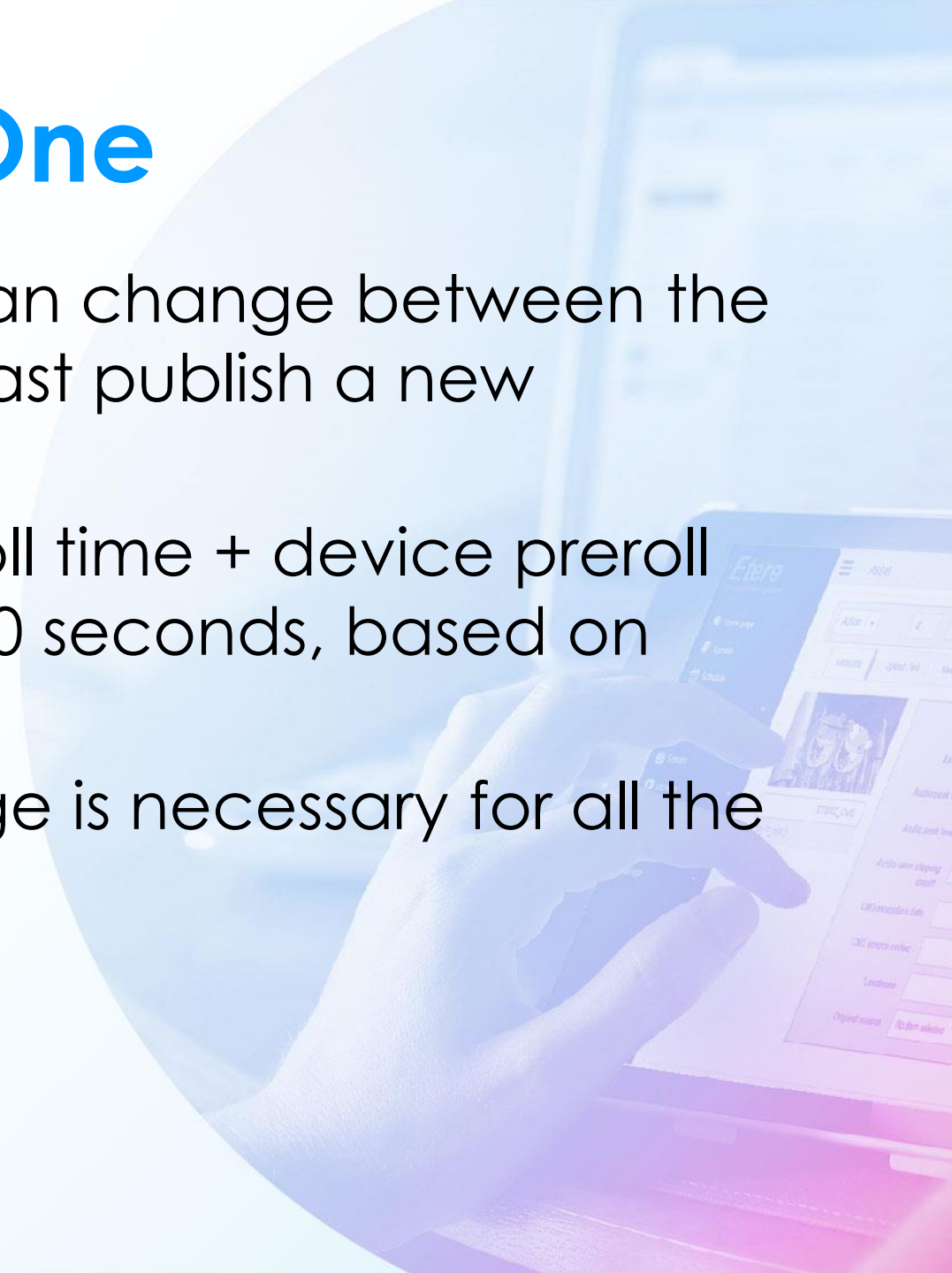
Requirements

- Cricket has different length pause
- The placement of those break is unknown as few seconds before they start
- The operator must have an easy and fast way to change from the main playlist to the alternate



Solution One

- Using the ETERE SE the operator can change between the main and alternate playlist and fast publish a new schedule
- This function needs a playlist preroll time + device preroll time this time can be from 10 to 30 seconds, based on hardware infrastructure
- In presence of split a single change is necessary for all the splits



Solution One

- Editor
- Missing Video
- Alternative Scheduling

Presentation Editor ETERE AUTOMATION CH. 1 Year: 2007

Editor Parameters Television Parameters Options Commercials Events in Schedule

Tuesday 21 August Search 00:00:00

Working year	START TIME	DATE	DURATION	CODE	OBJECT	DESCRIPTION	SOM	EOM	PROPERTIES	MEDIA
2007 - Presentation Editor	05:31:22.16	21/08/2007	0003:25.09	DOUBT	MUSIC VIDEOC	HEY BABY !!! - NO DOUBT	30:00:00.0	30:03:25.	T	
January	05:34:48.00	21/08/2007	0003:38.03	FIVE	MUSIC VIDEOC	SUPERMAN - FIVE FOR FI	30:00:00.0	30:03:38.	T	
February	05:38:26.03	21/08/2007	0003:58.00	GROOVE	MUSIC VIDEOC	MY FRIEND - GROOVE ARD	00:00:00.0	30:03:58.	T	
March	05:42:24.03	21/08/2007	0003:33.08	HIFI	MUSIC VIDEOC	ANOTHER PERFECT DAY	00:00:00.0	30:03:33.	T	
April	05:45:57.11	21/08/2007	0000:09.13	0001	Programs - FIL	2001 SPACE ODYSSEY	30:00:08.0	30:00:18.	1	10MN
May	05:46:06.24	21/08/2007								
June	05:46:22.03	21/08/2007								
July	05:54:43.07	21/08/2007								
August	05:54:43.14	21/08/2007								
From 01 to 05	05:55:12.18	21/08/2007								
From 06 to 12	06:09:05.12	21/08/2007								
From 13 to 19	06:09:05.13	21/08/2007								
From 20 to 26	06:10:18.19	21/08/2007								
20 Monday	06:10:48.22	21/08/2007								
21 Tuesday	06:40:47.22	21/08/2007								
22 Wednesday	06:54:21.24	21/08/2007								
23 Thursday	06:54:22.00	21/08/2007								
24 Friday	06:54:22.00	21/08/2007								
25 Saturday	06:54:22.00	21/08/2007								
26 Sunday	06:54:22.00	21/08/2007								
From 27 to 31	06:54:22.00	21/08/2007								
September	06:54:22.00	21/08/2007								
October	06:54:22.00	21/08/2007								
November	06:54:22.00	21/08/2007								
December	06:54:22.00	21/08/2007								

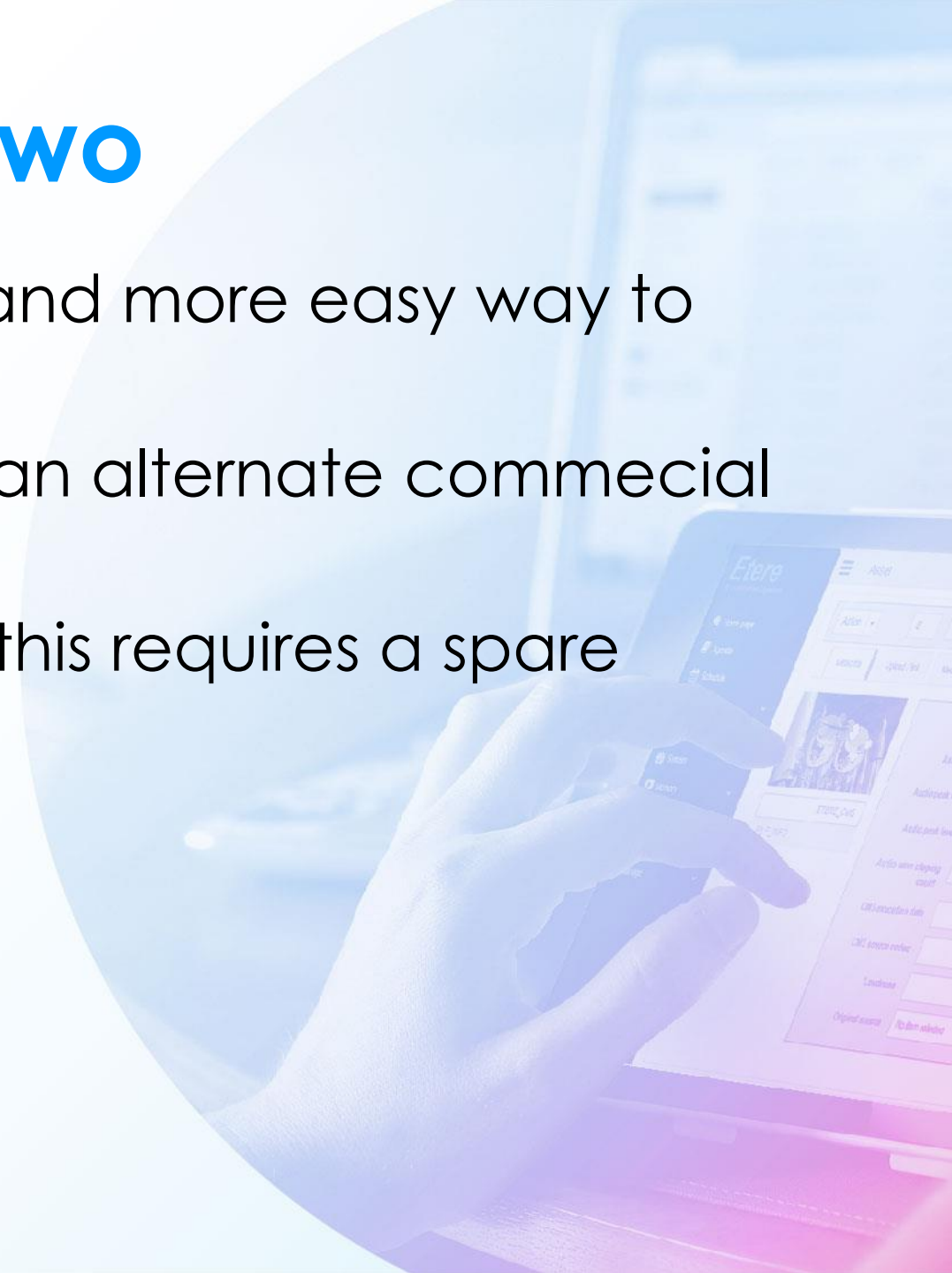
ORA INIZIO	DATE	DURATION	CODE	OBJECT	DESCRIPTION	SOM	EOM	PROPERTIES
00:00:00.00	21/08/2007	0000:00.00	*****	EMPTY	***** START *****	00:00:00.0	00:00:00.	
00:00:00.00	21/08/2007	0000:29.04	CLUSTER	Cluster		00:00:00.0	00:00:30.	X
00:00:29.04	21/08/2007	0000:30.03	CLUSTER	Cluster		00:00:00.0	00:00:30.	T
00:00:59.07	21/08/2007	0000:30.13	CLUSTER	Cluster		00:00:00.0	00:00:30.	T
00:01:29.20	21/08/2007	0000:15.17	CLUSTER	Cluster		00:00:00.0	00:00:15.	T
00:01:45.12	21/08/2007	0000:15.10	CLUSTER	Cluster		00:00:00.0	00:00:15.	T
00:02:00.22	21/08/2007	0000:30.00	CLUSTER	Cluster		00:00:00.0	00:00:30.	T
00:02:30.22	21/08/2007	1437:29.02	-----	EMPTY	-----	00:00:00.0	00:00:00.	

- Date
- Duration
- Code
- Object
- Description
- SOM
- EOM
- Properties



Solution Two

- Using a jungle cartwall is a faster and more easy way to perform those function
- The use of cartwall allows to Cue an alternate commercial break, so start time is immediate
- The disadvantage of this solution it this requires a spare decoder



Jingle Cartwall

Customized cartwall buttons

Count down single asset

Customized color asset

Warning for unrecorded event

Jingles cartwall

0	1	2	3
4	5	6	7
8	9	A	B
C	D	E [C2994] TV COLOR LCD	F
G	00:00:24.23 [earth121] Car Champion test	I	J
K	L	M [casanova] Italian Movie	N
O	P [mcsriserva] ⚠	Q	R
S	T	U [BARRE] Color bars	V
W	X	Y	Z

LIST 01

00:34:05.07

Button	Description	Duration
H	Car Champion test	00:00:24.23
M	Italian Movie	00:32:58.12
U	Color bars	00:00:34.22
E	TV COLOR LCD	00:00:07.00

Settings and Check | MediBMS CH-1: Play

Count down playlist

Simple playlist editor

Features

- Direct import of playlist from schedule
- Keyboard shortcuts to play cartwall buttons
- Customized icon and color for cartwall buttons
- Customized button sizes
- Functions: (Press & play) or (Press & Cue – Press & play)
- Multiple market extension



Cartwall Settings

Customized group list

Customized table size

