

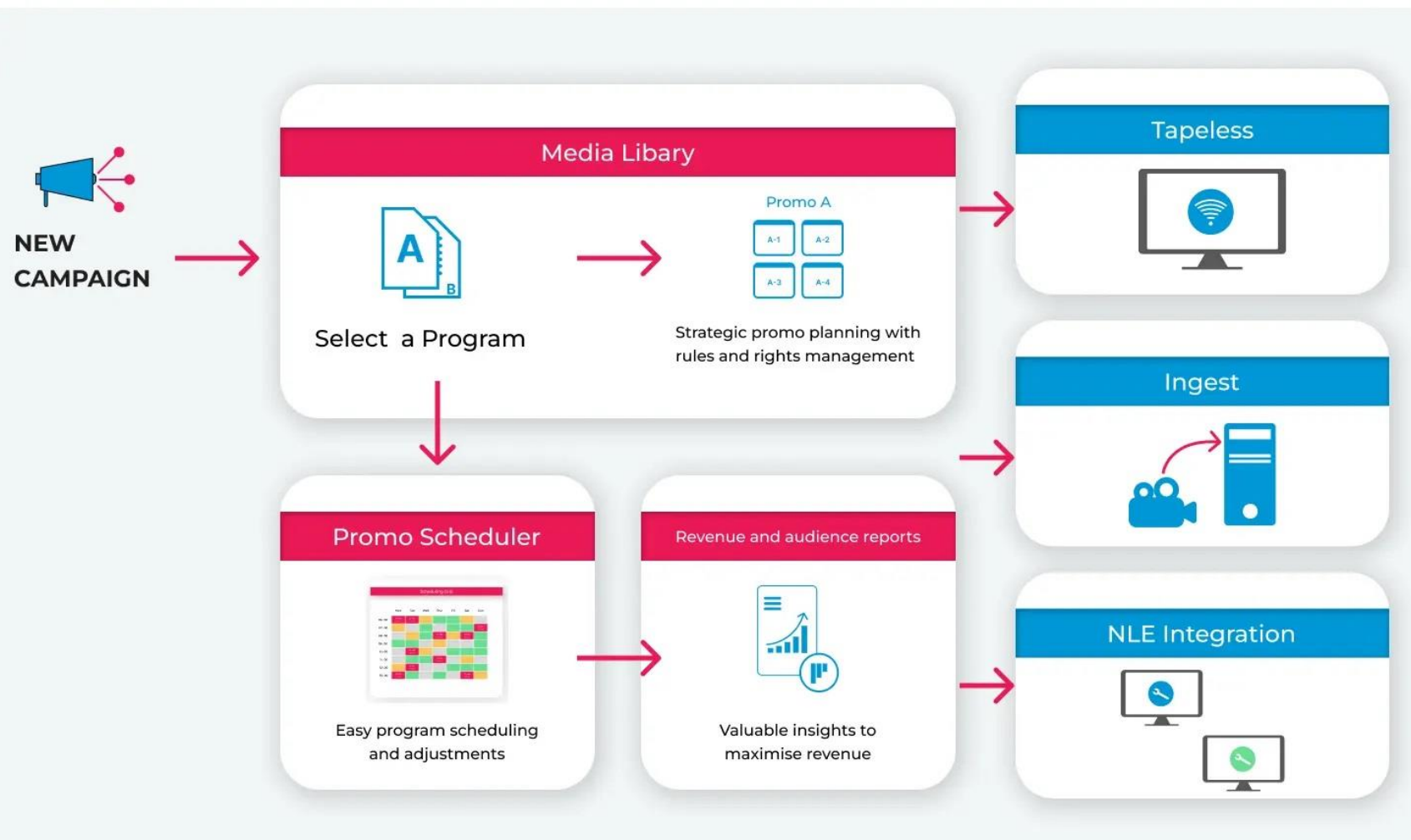
Promo Placement

The Definitive Tool



AN INTEGRATED MANAGEMENT OF PROMOS

Etere
a consistent system



Etere
a consistent system

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

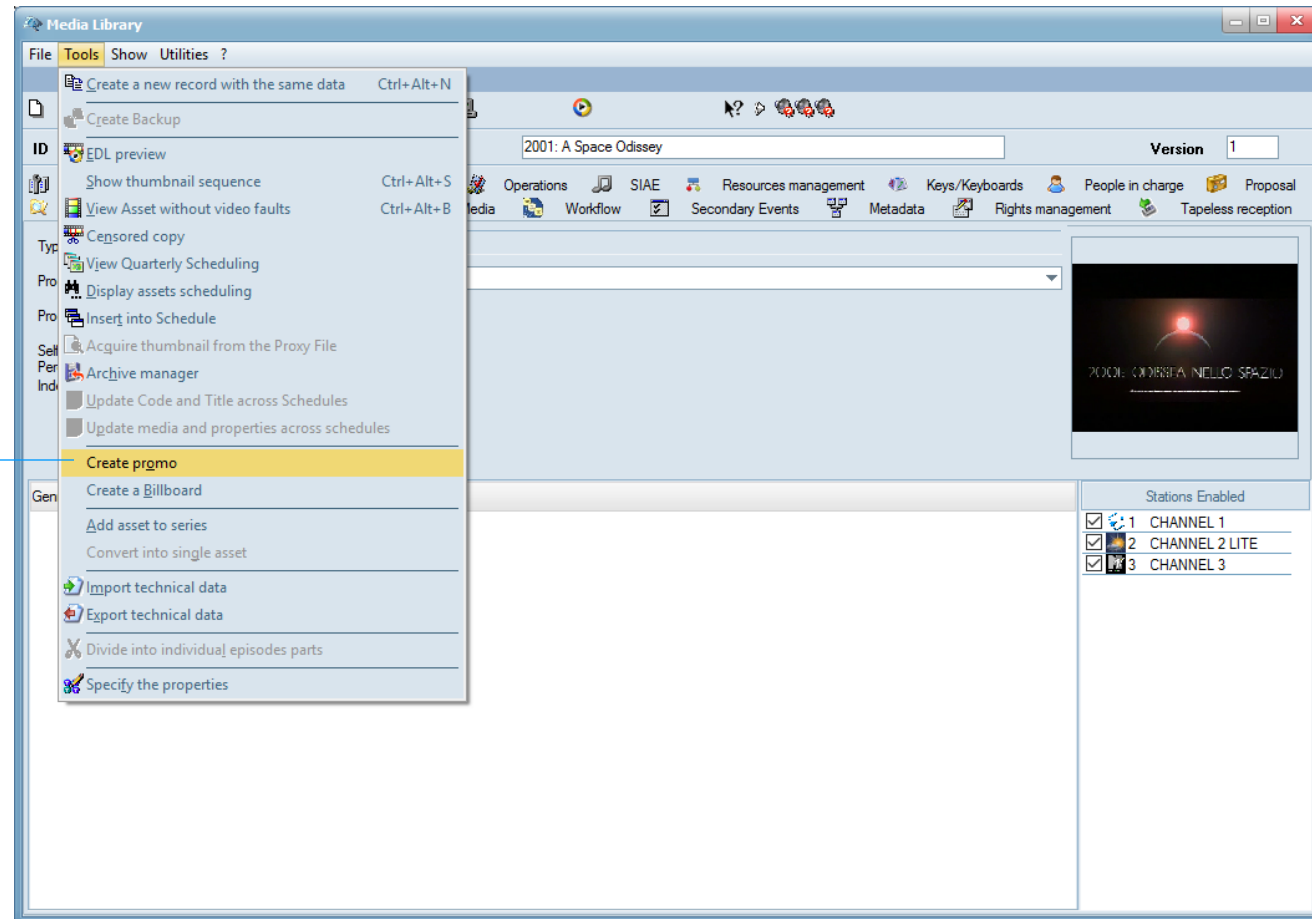
- Etere promo placement is divided in 2 parts
- One inside Etere traffic that use the traffic grid
- One part of Executive Editor for Out of traffic placement

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



How to Create a Promo

The screenshot shows the Etere Media Library software interface. The main window displays details for a media item titled "2001: A Space Odyssey". A "Create promo" dialog box is open, allowing the user to create a new promo. The dialog box contains the following fields:

- Type: J (dropdown)
- 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 (dropdown)
- CAD Approval: 2364
- Person in charge: Salesman John
- Supplier: ASSOCIATED PRESS
- Scheduled Arrival: 12/12/2015
- Notes: (text area)

Labels on the left side of the image point to the following fields in the dialog box:

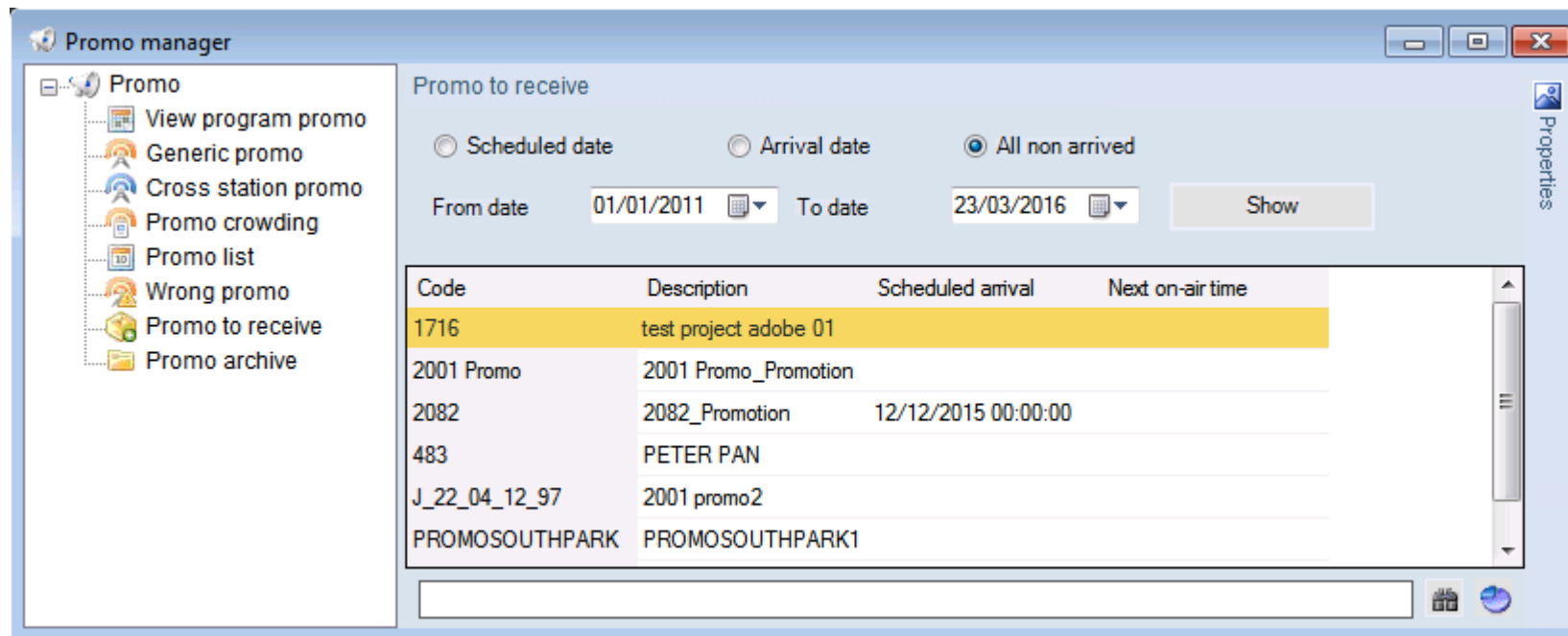
- Type
- Code
- Title
- Duration
- Validity start date
- Expiry date
- CL
- CAD approval

Labels on the right side of the image point to the following fields in the dialog box:

- Person in charge
- Supplier
- Scheduled Arrival
- Notes

Promo Delivery

- 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 sidebar with a tree view containing: Promo, 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 includes date filters: 'From date' (01/11/2012) and 'To date' (19/03/2016), with a 'Show' button. Below the filters is a list of promo items. The first item is '2001: A Space Odyssey (28/01/2013 07:00:00)'. It has a sub-item '2001 promo1 (0)' which is linked to a 'Future Program' box. Another sub-item '2001 promo2 (1)' is linked to a 'Program Promo' box. A third sub-item '2001 Promo_Promotion (9)' is expanded, showing a list of timestamps. The timestamp '17/03/2016 13:33:03' is highlighted and linked to a 'Promo Schedule' box. The timestamp '17/03/2016 14:00:54' is linked to a 'Cannot be scheduled' box. Other timestamps in the list include 17/03/2016 13:07:29, 17/03/2016 14:13:50, 17/03/2016 14:38:14, 17/03/2016 19:07:28, 17/03/2016 19:22:43, 18/03/2016 00:05:01, and 18/03/2016 00:20:33. Below these are 'ANALYZE THIS (28/01/2013 09:12:16)' and 'ANALYZE THIS PROMO_Promotion (0)'. On the right side of the window is a 'Properties' panel with sections: General (ID: 54, Code: ANALYZE THIS PROMO, Title: ANALYZE THIS PROMO_Promo, Episode: 1, Version: 1, Season: J, 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), and Tapeless (Person in charge: sis, Agency: TIM, Scheduled arrival: 30/04/2012 00:00:00). At the bottom right, the ID 'bbbbbbb' is displayed.

Promo manager

Promo

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

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 13:07:29
 - 17/03/2016 13:33:03 — Promo Schedule
 - 17/03/2016 14:00:54 — Cannot be scheduled
 - 17/03/2016 14:13:50
 - 17/03/2016 14:38:14
 - 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)

General

ID	54
Code	ANALYZE THIS PROMO
Title	ANALYZE THIS PROMO_Promo
Episode	1
Version	1
Season	J
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

Executive Editor

Schedule Functions Edit Tools AD Insertion Air Sales Show Help

CHANNEL 1 Real schedule, Monday 21 March 2016

Main Active - Path not found

Not connected

Main Backup

STILL D-STILL SKIP RESTART Recue PROTECT CLONE LIVE SK2LIVE

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

Promo manager [22/03/2016]

View program promo

From date 12/10/2015 To date 22/04/2016 Show

- 2001: A Space Odyssey (17/03/2016 10:31:13 AM)
- 2001 promo1 (0)
- 2001 promo2 (0)
- 2001 Promo_Promotion (9)
 - 17/03/2016 1:07:29 PM
 - 17/03/2016 1:33:03 PM
 - 17/03/2016 2:00:54 PM
 - 17/03/2016 2:13:50 PM
 - 17/03/2016 2:13:50 PM
 - 17/03/2016 2:13:50 PM
 - 17/03/2016 2:13:50 PM
 - 17/03/2016 2:13:50 PM
 - 17/03/2016 2:13:50 PM
- 18/03/2016 2:13:50 PM
- 18/03/2016 2:13:50 PM
- 2082_Promotion (0)

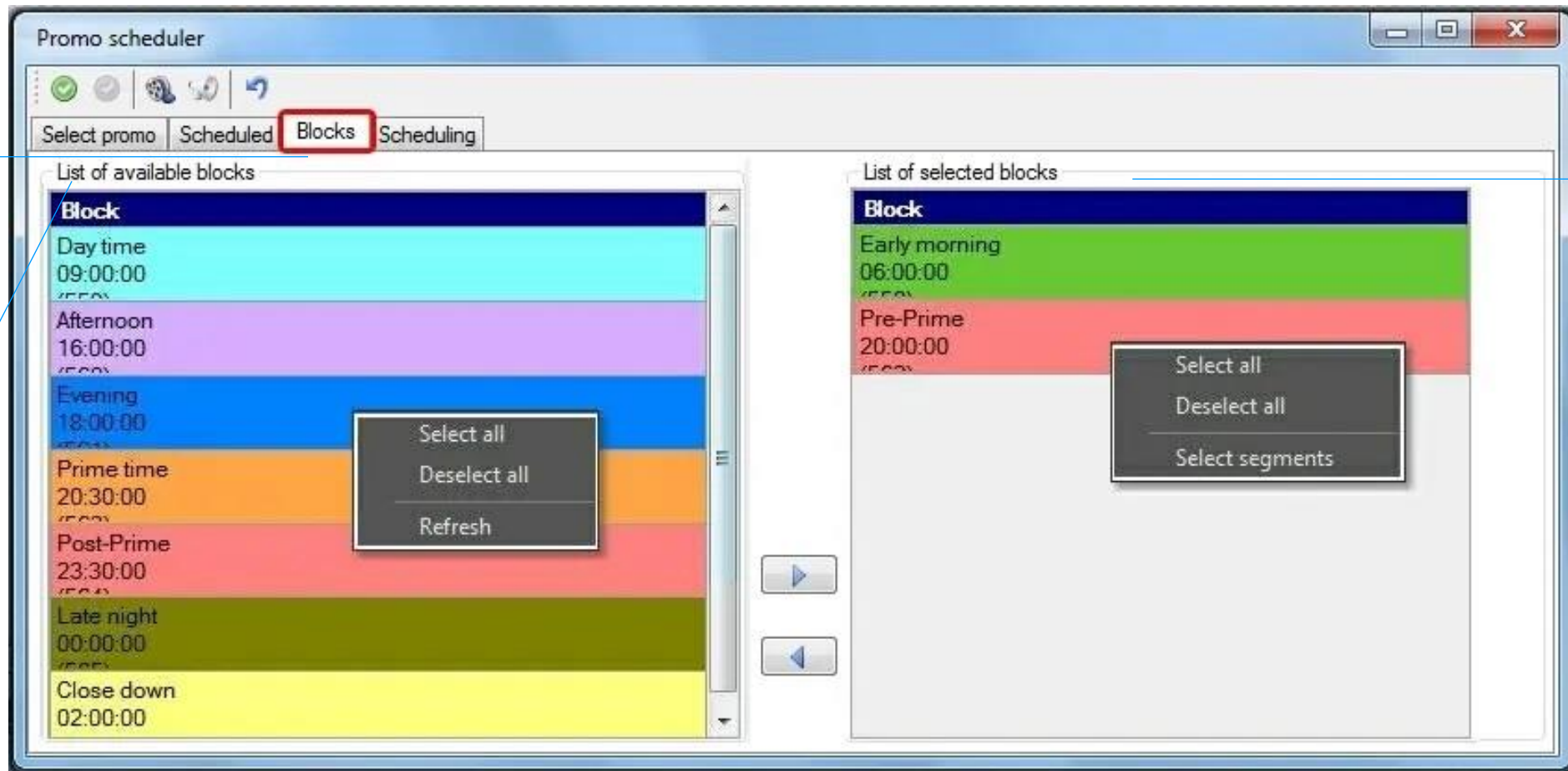
Expand all

Collapse all

Insert

0000:56.12

Schedule - Blocks



Blocks allow users to specify the target blocks on which the asset will be scheduled.

List of Available blocks

List of Available blocks

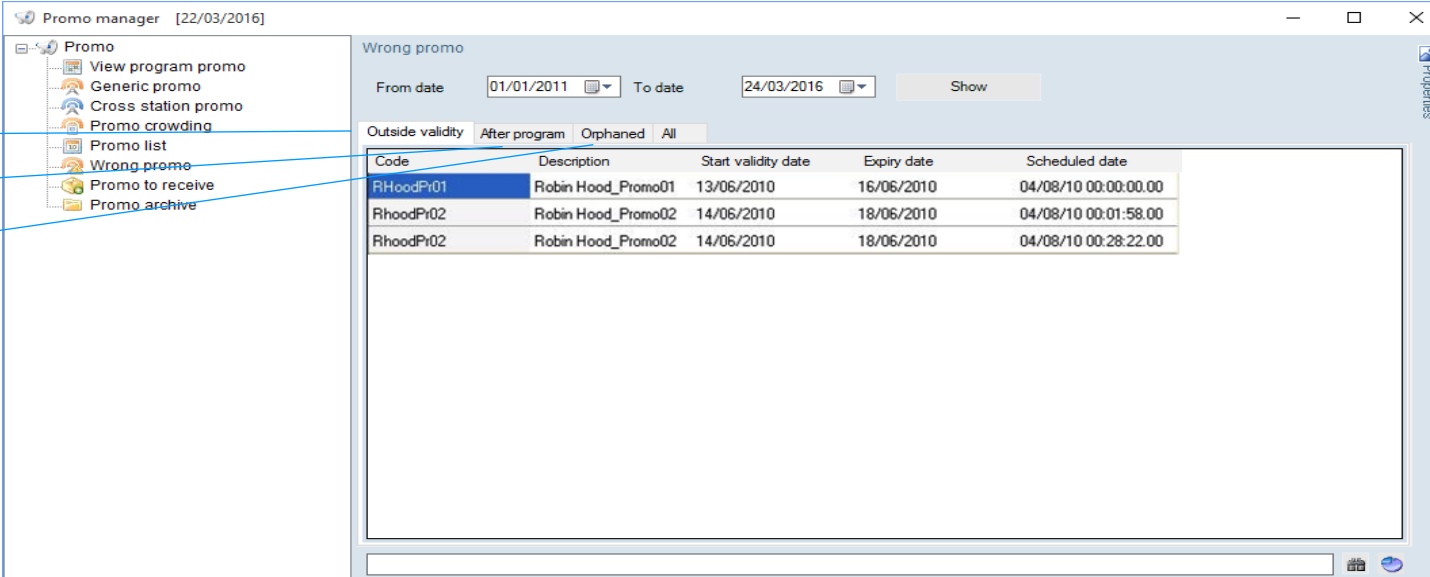
Program Change

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

Outside validity

After the program

Orphaned



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
RHoodPr01	Robinson Hood_Promo01	13/06/2010	16/06/2010	04/08/10 00:00:00.00
RHoodPr02	Robinson Hood_Promo02	14/06/2010	18/06/2010	04/08/10 00:01:58.00
RHoodPr02	Robinson Hood_Promo02	14/06/2010	18/06/2010	04/08/10 00:28:22.00

How Many Promo

Promo crowding always under control

Crowding

Wrong promo

Orphaned promo

The screenshot shows the 'Promo manager' application window. The left sidebar contains a tree view with the following items: Promo, 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 'Promo crowding' and features a table with three tabs: 'Crowding', 'Wrong promo', and 'Orphaned promo'. The 'Crowding' tab is active, displaying a table with the following data:

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

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 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
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

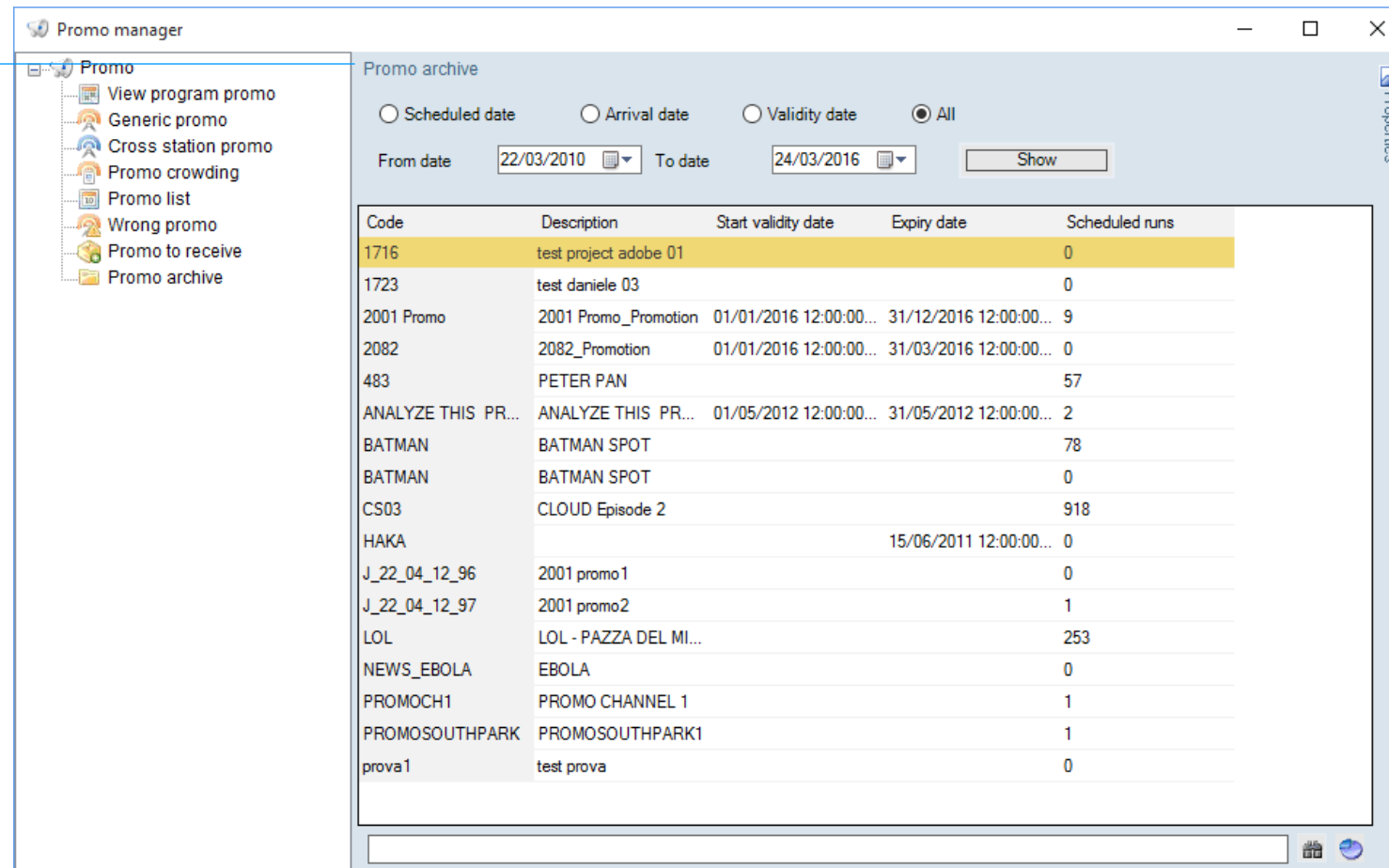
Start validity date

Expiry date

Scheduled runs

All Other Promo Ready

Promo Archive



The screenshot shows the 'Promo manager' application window. On the left is a tree view with the following items: Promo, View program promo, Generic promo, Cross station promo, Promo crowding, Promo list, Wrong promo, Promo to receive, and Promo archive. The 'Promo archive' item is selected. The main area is titled 'Promo archive' and contains a filter section with four radio buttons: 'Scheduled date', 'Arrival date', 'Validity date', and 'All' (which is selected). Below the radio buttons are two date pickers: 'From date' (22/03/2010) and 'To date' (24/03/2016), followed by a 'Show' button. The main area displays a table with the following columns: Code, Description, Start validity date, Expiry date, and Scheduled runs. The table contains 18 rows of data, with the first row highlighted in yellow.

Code	Description	Start validity date	Expiry date	Scheduled runs
1716	test project adobe 01			0
1723	test danielle 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

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

The screenshot shows the 'Multichannel Asset Change' window. 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' for 'All day'. The 'Stations' list includes 'CHANNEL 1', 'CHANNEL 2 LITE', and 'CHANNEL 3'. The 'Rotate with the following assets' table lists three assets: FIATPUNTO, FORD, and NESPRESSO, each with a duration of 00:00:30.14. The bottom table shows the rotation schedule for CHANNEL 1 on 18/03/2016 Friday, with four rows indicating the replacement of FORD FOCUS with FIATPUNTO, FORD, NESPRESSO, and FIATPUNTO respectively, all with a duration of 00:00:33.00. Each row has a warning: 'Conflicts detected: Duration'.

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		

Key Points

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

Thank you

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