Media Management and Automation System

for Broadcast

digispot® System GmbH

/// TRACT

Advertising on digital radio: Media Planner Sales

USER MANUAL

August 2013, Version 2.15-2.16

DIGISPOT II Media Planner Sales software was designed for optimization of sales on digital radio stations (radio networks) and helping the traffic manager with allocation of commercials on-air.

Key features of the software include:

- Creation of media plans for commercial outputs and calculation of their cost;
- Creation and maintenance of a client base;
- Creation and filling of commercial schedule;
- Import of commercial schedule to broadcasting schedule of a radio station;
- Commercial outputs control;
- Generation of reports and commercial spot summaries.

In addition, the program allows uploading commercial planning data for accounting purposes.

This tutorial is intended for sales department employees, traffic managers, program directors and production editors at radio stations.

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Introduction

Dear colleagues!

You are holding a book that we called a tutorial. More than twenty years' worth of experience of various authors at various radio stations in Russia, from various editorial offices and in various creative professions allowed us to combine in one genre a user manual (technical instructions) and a workbook (practical advice). It is impossible to imagine a modern radio without specialized software – an entire radio broadcast automation complex that brings together all the personnel and all the services of a radio station in one single computer network.

The tutorial is dedicated to the operation of Media Planner Sales software (v. 2.15) that is included in DIGISPOT II radio automation software complex. The program will help you to organize the working routine within sales department, starting with a mere idea of an advertising campaign, programming of commercial schedule and ending with uploading of a finished commercial spot report, without the need to go beyond the limits of a familiar computer environment. You will see that any step in the process of allocation of commercials on any radio station is not a big deal technologically if you really do understand clearly the entire process.

For this understanding and your convenience we have added special colored signs to the text of each chapter. A green sign will point to theoretical explanations of the subject or actions, while a red arrow will call your attention to important details of Media Planner Sales operation. Apart from that, the main text is accompanied by special example stories. Together, we'll start planning commercial allocation on a radio station from the very beginning: we'll create commercial grids, will program commercial blocks, insert the spots into the broadcasting schedule and, finally, report their outputs to the customer (contractor) as well as learn to control the financial side of the matter (the plots are marked by a grey border ◊◊◊).

Tutorial structure

The main part of the tutorial consists of five chapters. In the first chapter you will get to know Media Planner Sales software (we will guide you through main operational windows, main menu, functional buttons, toolbars and so on) and learn about basic terms and names that are used in this software environment. In the second chapter we will tell you about the principles of working with commercial materials, creation of commercial space on radio, programming of commercial blocks, clocks and grids. This chapter is mostly intended for traffic managers, although any other sales department employee will find a lot of useful information here. The

third chapter includes description of commercial department operation off-air: relationships with customers (contractors), commercial space sales and first and foremost – creation, edition, approval and payment of a media plan. The questions of internal and external accounts, as well as statistics are touched upon in the fourth chapter of the tutorial. And, finally, the fifth chapter is dedicated to technical aspects of DIGISPOT II Media Planner Sales software operation. Here you'll find information about system requirements, installation, settings and administration. However, before we start, please take a minute to get acquainted with basic terms and definitions found in this tutorial.

BASIC TERMS AND DEFINITIONS

Agency (agency transactions) – a type of payment for advertising time via an advertising agency.

Database (DB) – software component that stores text and audio files.

Contractor balance – a sum of balances of contractor's media plans.

Barter – a type of payment for advertising time on mutually beneficial terms, "quid pro quo".

Block – one of the main elements of commercial schedule, a fixed sequence of commercial spots with a fixed playback start time.

Clock – one of the main elements of commercial schedule, one hour of broadcasting schedule and, consequently, one hour of commercial grid.

Covenantee (contractor) – advertiser, client, customer of commercial spot broadcast in the air of a radio station.

Media plan – a schedule of commercial spot outputs. Local media plan is a schedule of commercial spot outputs for one commercial campaign and one contractor, tied to a certain frequency (a radio station). Multi-local media plan (meta media plan) is a schedule of commercial spot outputs for one commercial campaign and one contractor, tied to a certain broadcasting grid.

Sales manager (responsible manager) – sales department employee, software user whose aim is to create media plan and prepare it for broadcasting. Sales manager works with the media plan until the moment that the later gets approved by the head of sales.

Player (x-player, broadcasting player) – a software component, a device that plays back audio items from broadcasting schedule.

Output – the event of commercial material going on air, or being broadcasted.

Promo – radio station's self-advertisement.

Direct sales – a situation when a contractor pays for advertising time directly to the advertiser.

Direct inclusion – a type of commercial element that forms a status bar in the broadcasting schedule.

Commercial schedule – the commercial part of the broadcasting schedule, all commercial blocks, clocks and grids combined.

Broadcasting schedule (air schedule) – all blocks of all types combined (including commercial ones).

Region – a set of regional broadcasting schedules with a common broadcasting grid.

Regional sale – a type of payment for advertising time on regional air.

Spot – a type of commercial element in an audio file with advertisement inside.

Grid (commercial grid) – one of the main elements of commercial schedule, all clocks within a broadcasting day of a radio station that have any type of commercial material in them.

Sponsoring – a type of commercial element, a combination of several tracks united by one “advertising idea”.

Senior manager - (head of sales, financial / commercial director) – software user, whose duty is the regulation of tariff scales and approval of media plans.

Media plan cost – the cost of all outputs of a media plan, with discounts and surcharges. Planned media plan cost – the cost of a media plan at the moment of approval. Real media plan cost – the cost of a media plan after its closure, taking into consideration all outputs and unoutputs of commercials.

Tariff scale – basic cost of outputs depending on the time of output, day of the week and tariff coefficients. Includes discounts, surcharges and benefits for advertising agencies.

Traffic manager – sales department employee, software user whose duty is to verify media plans and put them on air.

File – audio element of commercial schedule, an audio track.

Frequency – a radio station (radio frequency).

Chapter 1. Getting to know DIGISPOT II Media Planner Sales software

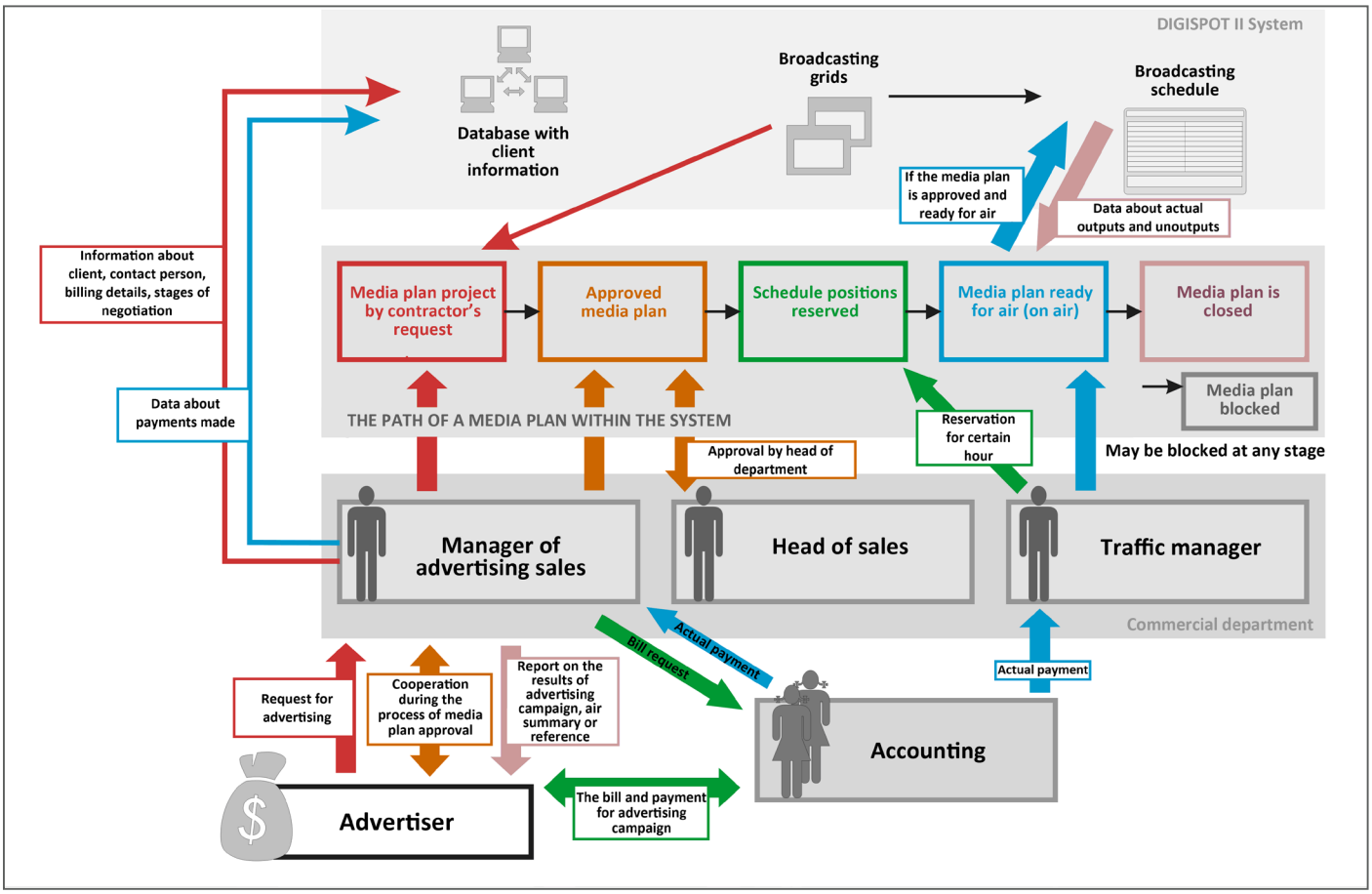
1.1. Commercial planning technology.

While starting your activities, it is always important to remember that any computer software only functions correctly when operated by professionals, or, in other words, people who know what to do with it. These people should not only have an agenda, but should also speak in a common language, not only between them, but also between them and the software. Therefore, we'll start by describing the whole working routine of a radio station's commercial department using terms and slang that will be a recurring theme in this text and in our practice.

Thus, first of all a *tariff scale* (sort of a price list) and a *commercial grid* (a part of the broadcasting schedule devoted to advertising) should be formed in the program simultaneously. The former defines **costs of advertising time** for a radio station (including discounts and surcharges), while the latter fixes **advertising time** within the broadcasting (on-air) schedule. Both grids are aimed at the creation of the main product of Media Planner Sales software – the media plan.

Please remember that for those who work at a digital radio station media plan means schedule of commercial spot outputs.

Let's look at the diagram, starting from the bottom:



Working process diagram

Advertiser (contractor, covenantee, customer, client) passes the advertising request to the *manager of advertising sales* (responsible manager, sales department employee) who adds the advertiser to the list of contractors, creates a media plan (with the help of a media plan editor) and negotiates the media plan with the contractor.

Head of sales approves media plan that already has spaces in commercial blocks or programs reserved for it by the traffic manager. After that the sales manager creates an accounting notification for *invoice billing* (from now on the billing data will automatically display in the contractor's card).

If the payment has been done, the traffic manager puts the media plan on-air, or, in other words, starts inserting the new advertisement into commercial blocks of the *broadcasting schedule*, while making an appropriate mark in the contractor's card (these payment marks in contractor's cards allow for quick and easy balance tracking).

After the campaign has been finished a *media plan report* is created. It lists all outputs and unoutputs of commercial spots (based on the broadcasting schedule that is strongly tied to broadcasting players), as well as other useful information for the customer. The advertisement campaign is over and the media plan is being closed (if necessary, it can be blocked or put off air at any time, without the need to go through the closing procedure). DIGISPOT II Media Planner Sales also allows forming internal *final reports* of media plans on specific contractors or all advertisement campaigns within a specific time period (week, month or year). For example a typical report contains information about sold commercial time, billings and actual payments, which may serve as an indirect indicator of a radio station's commercial department efficiency.

1.2. Software environment: menus, buttons and commands.

The bulk of the work with DIGISPOT II Media Planner Sales takes place in the system's main window (**fig. 1**). The window is a basic space for all DIGISPOT II components. There is always the main menu (in the upper left corner), as well as a set of tabs that hide various components. In the case of Media Planner Sales these are ***Media*** and ***Grids*** tabs. Depending on your idea of convenience, all tabs can be displayed in the main window (their order can be changed by dragging them with mouse) or grouped on a separate floating panel (see **View** in the main menu).

1.2.1. The main menu: File, Edit, View, Service and Help.

Contents (the items) of the main menu are identical for all DIGISPOT II components. Let's look at them in more detail (please note that, depending on your access rights, some options may be unavailable).

FILE

Here you will find commands related to access rights control as well as configuration:

- **Setup profile…** – allows you to change current user without having to restart. The command opens a window where you can enter new user data.
- **Select configuration…** – selection of current software configuration, i.e. loading of a pre-arranged set of components for easy operation by specific user groups.
- **Login…** – logging in to your account.
- **Administration…** – brings up an account configuration and access rights window for each user. This command is naturally only available for administrator of the whole DIGISPOT

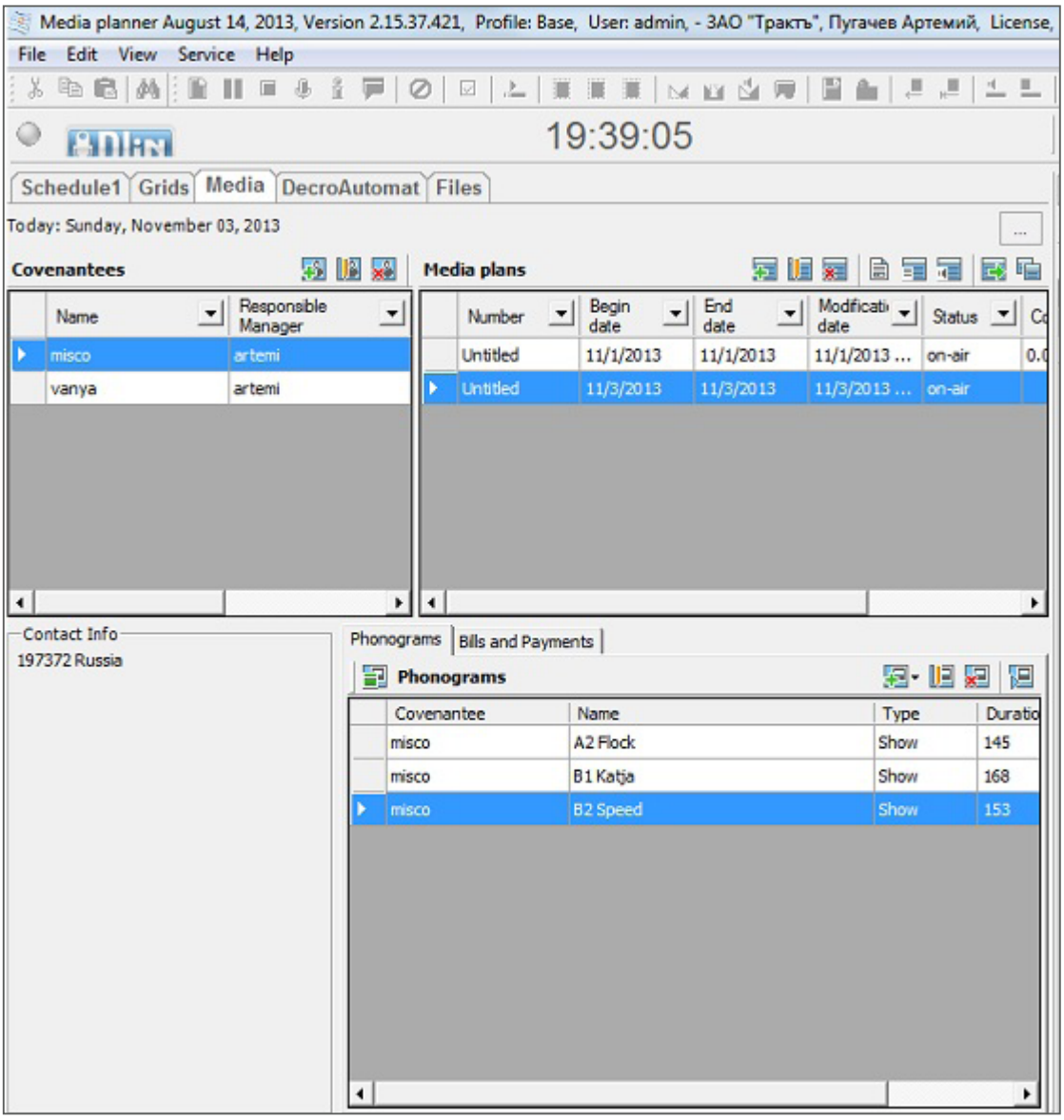


Fig. 1. Main operating window of DIGISPOT II Media Planner Sales (with the *Media* tab shown)

II complex (more details about administration in DJin software manual; details about Media Planner Sales administration – in Chapter 5 of this tutorial).

- **Restore access rights** – this command is for technical personnel only (see DJin software manual).
- **Gain access rights…** – this command is for technical personnel only (see DJin software manual).
- **Restart** – restarts the program.
- **Exit application** – exits the program.

EDIT

This menu item gathers traditional Windows editing commands (they can also be accessed by using hot keys):

- **Undo** – undo the latest editing operation [Ctrl + Z].
- **Cut** – cut selected object and save it to clipboard [Shift + Del].
- **Copy** – copy selected object and save it to clipboard [Ctrl + Ins].
- **Insert** – insert object from clipboard [Shift + Ins].
- **Find...** – open a window of random text search in current (selected) list [Ctrl + F].
- **Replace...** – open a window of random text search and replace [Ctrl + H].

VIEW

The settings contained herein directly influence how the program will look on your computer screen:

- **Toolbars** – DIGISPOT II toolbar layout settings (contains a submenu).
- **Undock window** – turns a tab (such as ***Media***, ***Schedule***, etc.) into a separate window (floating panel) that can be placed anywhere on the screen.
- **New floating panel…** – creates new floating panel with your own custom title. Any tabs from the main window can be placed on this panel. After the panel has been created, a new menu option appears under the “New floating panel” item, controlling the visibility of the newly created floating panel.
- **Files** – opens the Files module in a separate floating panel.
- **F-Categories** – opens the Categories module in a separate floating panel.
- **Terminal** – this command is for technical personnel only (see DJin software manual).
- **Query analyzer** – this command is for technical personnel only (see DJin software manual).
- **GPI Status** – this command is for technical personnel only (see DJin software manual).
- **Restore default sizes** – restores all windows and tabs to default layout.

SERVICE

In this main menu item the DIGISPOT II settings commands are found. Most of them are intended for administrator of the complex and technical personnel (more details in DJin software manual):

- **Settings…** – configuration of a certain program (component) of DIGISPOT II family, such as Media Planner Sales for example.
- **Global settings…** – configuration of global DIGISPOT II parameters for all workstations (such as the default audio file format, file adding rules, etc.).
- **Workstation settings…** – configuration of all programs of DIGISPOT II system, installed on this particular workstation.

- **Show error log** – brings up system message window.
- **Customize keyboard…** – configuration of hot keys and remote control.
- **Fonts…** – configuration of software fonts.
- **Import formats…** – configuration of DIGISPOT II system's import formats.
- **Hardware devices** – opens a submenu containing technical commands for accessing specific hardware settings.
- **Delete unused material…** – lets you free your storage folder from unused material (*important note! This command is intended for technical personnel only!*).
- **Import F-Categories from DJIN Lite…** – if all work had been done in DJIN Lite earlier, you may import existing folders using this command.
- **Setup wizard…** – quick initial configuration of the system after installation.
- **RCS Selector** – opens a submenu for import / export of item list from (to) third-party rotation software called "Selector".
- **Open Drag and Drop (Windows)** – direct exchange of materials with external Windows folders.

HELP

Three commands are found under this item:

- **About…** – information about current version and copyright.
- **Components and licenses** – the list of all available DJin software components.
- **Look for update** – lets you install updates for DIGISPOT II software.

1.2.2. Toolbars.

Some toolbars are found under the main menu, consisting of functional buttons (**fig. 2**). The toolbar layout and visibility depend on settings done in the main **VIEW** menu. As the toolbars are identical for all DIGISPOT II components, they are described in detail in DJin software manual.

Fig. 2. Toolbars

All these buttons help making basic operations in active (marked by a thin red frame) window (currently unavailable functions are highlighted in grey). The buttons are grouped into several panels:

Edit panel

 - standard buttons for item manipulation: cut to clipboard, copy to clipboard and insert selected items from clipboard. All operations are only possible with currently selected items. The availability of commands is defined by access rights of current user and clipboard contents.

 - search for any text in active window [Ctrl + F] (to open a quick search window, use [Ctrl + S]).

Schedule panel

 - create new item in the schedule.

 - insert Pause in the schedule (Pause is a silent item designed for reserving a space inside the block for any event not controlled directly by the broadcasting program. Some examples are playing a track from a regular CD player, direct microphone inclusion and so on).

 - insert Stop command between items (broadcasting player will stop playback at this point and wait for a manual start).

 - insert a Microphone pause in the schedule (similar to a regular Pause but marked by a different symbol to avoid confusion).

 - insert Informational item in the schedule (service text information, details or comments for employees who work with schedules such as managing editors, studio directors, traffic managers and so on).

 - insert a speech track mark in the schedule. It marks the place that a speech track will be recorded to.

 - skip schedule item.

 - set (fix) broadcasting time for item.

 - open a start point search window.

 - open a window for editing cross fade between two or three items; allows auditory monitoring of cross fade.

 - create block in active schedule.

 - jump to current time in schedule.

 - allow synchronization of item with the database (updates item in the schedule if it's updated in the DB).

 - disable synchronization of item with the DB.

 - set the item type as "Phonogram" (if it was a "Subject" before).

 - set the item type as "Subject" (if it was a "Phonogram" before).

 - set or delete item flag "Start next" for broadcasting player.

Item panel

- PFL (item can also be pre-listened by hitting [Space]).
- item comment.
- open item properties window.

1.2.3. Clock and the title.

Below the toolbars two scalable slots are located, one for the clock and the other one containing title. **The clock** displays current time. By right-clicking the clock you may configure exact time signals. To the left from the clock near the DJin sign an error log button is found (see DJin software manual). Right-clicking on the **Title** slot you may enter your own title (such as the name of your radio station for example).

1.2.4. Windows and tabs.

Below are two equal scalable operating windows with tabs (components). The set of tabs depends on program configuration and their order and layout can be changed by simply dragging them with mouse.

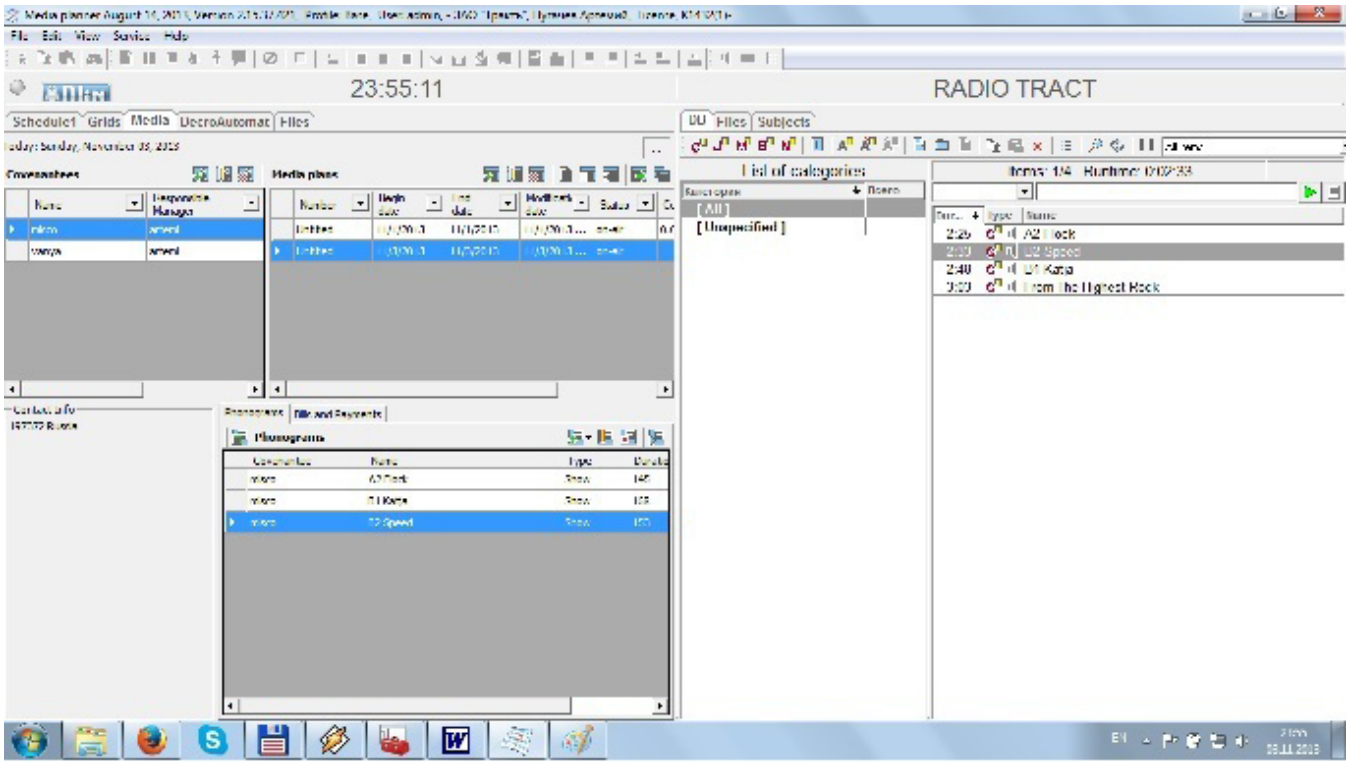


Fig. 3. Clock, title, windows, tabs

Chapter 2. Working on the air

Information given in this chapter is mostly important for traffic managers (they can deservedly be called “commercial programming directors”). Everything connected with commercial schedule item creation, skeletons for subsequent rotation (filling reserved spaces with real audio files) is within the jurisdiction of a traffic manager. The whole commercial activity depends on the thoroughness of this work, because it is on the basis of data created by traffic manager that each media plan works and each commercial campaign is built.

Hereinafter by saying **broadcasting schedule** we refer to a complete 24-hour schedule of a radio station, including all items grouped into blocks of certain types (C, J, M, B, N, which means: commercial, jingles, music, broadcast and news). By saying **commercial schedule** we refer to the commercial part of the broadcasting schedule, consisting of “C”-type commercial blocks only. In other words, we mean the part of broadcasting schedule that traffic manager is responsible for.

2.1. Basic elements of commercial schedule.

Before starting with the creation of a commercial schedule let’s look closely at the elements it consists of (**fig. 4**).

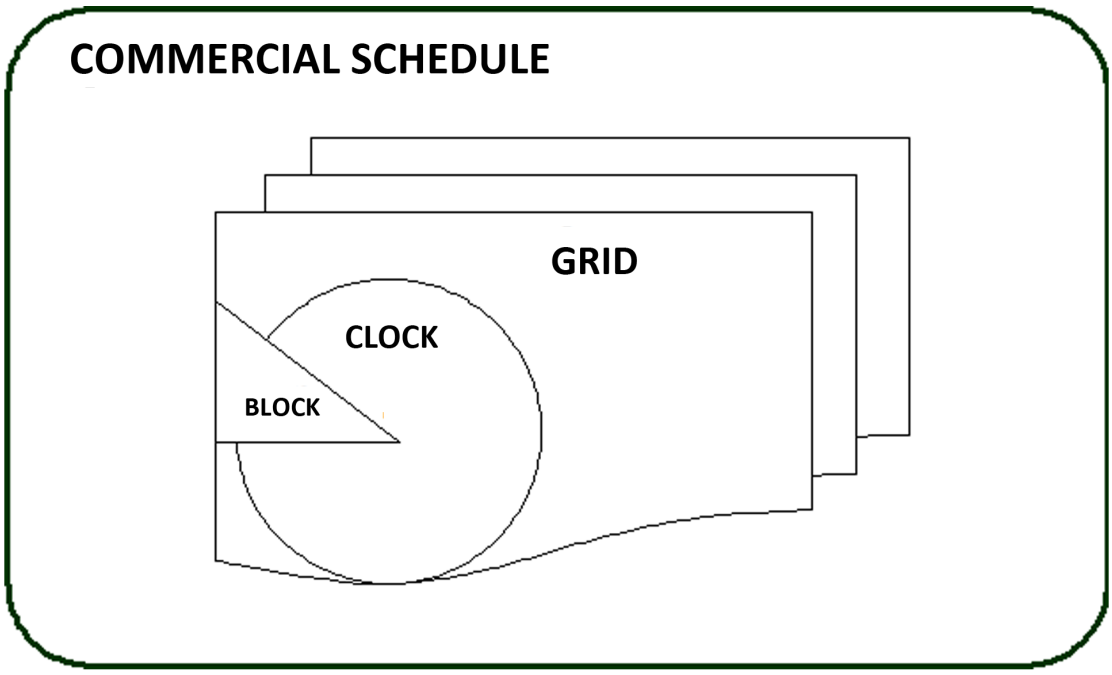


Fig. 4. Commercial schedule elements, its structure

A block (commercial) is the smallest (several minutes) element of commercial schedule representing a fixed sequence of commercial spots that have a set playback start time. A clock is one hour of any commercial schedule, and therefore, of commercial grid. The grid (commercial) is 24 hours of blocks with advertisement in them.

Block, clocks and the grid are basic terms of a commercial schedule that the Media Planner Sales is based on. In our case, blocks will always be of a “C” (“commercial”) type. Knowing the time of commercial broadcasting on a radio station we create hourly clocks (spaces of 1-hour duration reserved for advertisement). From clocks we weave a 24-hour commercial grid which is then inserted in the schedule. This may seem tricky at first, but it’s perfectly justified. Having created clocks for different broadcasting segments (morning, day, night, after midnight, prime time, commercial programs, etc.) we insert them into the grid by type of day (working day, Friday, weekend, holidays, etc.) which, in turn, facilitates and simplifies the daily uploading of commercial blocks into the schedule. In other words, clocks and grids are “templates” for subsequent building of a schedule.

2.1.1. Blocks

When editing blocks please pay attention to the fact that, in contrast to items (files), they can’t be copied or inserted in the schedule or clock using clipboard and they can’t be dragged down the schedule by mouse because every block has its own output time. Any operations with blocks are only possible via the context menu “Blocks” which can be accessed by right-clicking on the schedule or clock (you can also use functional buttons on **Toolbar** that mostly repeat the context menu commands).

Commercial blocks are basically identical to other types of blocks in DIGISPOT II system. To create a block, click on  on the Toolbar or right-click to activate the “Create block” context menu. This will open the “**New block**” window (**fig. 5**), containing the following tabs: **General**, **Remote control**, **Retransmission**, **Description**, **User**, **Multiple creation**, **Extra** and **Repeat range**.

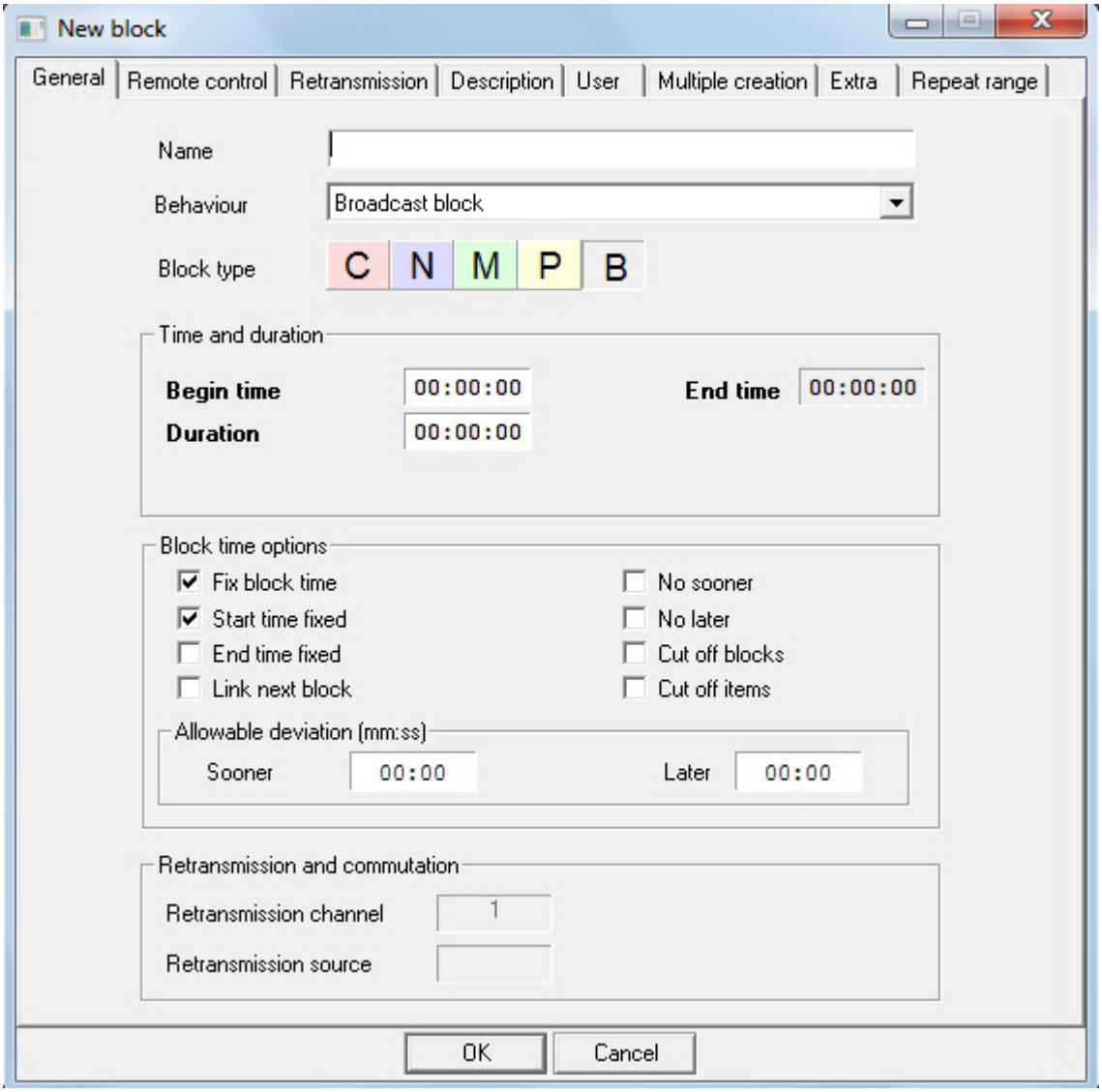


Fig. 5. New block window, General tab

The first tab called **General** contains all basic block parameters that you will always use in your work:

- **Name** – the text that will be displayed in the schedule, the title of the block.
- **Behaviour** – defines behavior of broadcasting player when playing the block. For commercial blocks **Broadcast** block option should be selected.
- **Block type** (C, N, M, P or B) – defines the user access level to this block (see Chapter 5, Administration). Apart from that, blocks of different types will be highlighted in different colors on the ***Schedule*** tab. For system to process commercial blocks correctly (including highlighting them in pink), we should create “C” type blocks.
- **Begin time** – position of block in the schedule (clock). Note that there can’t be more than one block with the same begin time, because this value is something of a point of

reference for output of phonograms (audio files) included in the block. Each new block is created with a certain output time in mind.

- **Duration** – planned duration of the block that can differ from real duration. This is auxiliary information that does not influence the broadcasting process. The system will calculate the difference and display it. Planned duration helps to reveal situations when a single time period is covered by two blocks or, on the contrary, there is empty space between blocks.
- **End time** – similar to begin time, it shows end time based on the block's planned duration.
- In the **Real duration** field the value for newly created blocks will always be 0. It is used only when showing the properties of an existing block.
- **Block time options** is responsible for fixing the output time of a block (left column: **Fix block time, Start time fixed, End time fixed, Link next block**) and for possible deviations from the fixed time (right column: **No sooner**, **No later**, **Cut off blocks**, **Cut off items**).

Let's describe these parameters in detail:

If **Fix block time** is flagged in the left column (the block acquires a clock symbol in this case, highlighted by certain colors), the output time of this block will be strictly observed by players. If no **Fix block time** option is flagged, then the output time will be vaguer and will depend on the end time of previous block. How much will the players observe this time fixing, depends fully on the right part of the window (acceptable deviation of block output time in any direction is specified below in the **Allowable deviation** fields):

No sooner – doesn't allow a block be aired *before* specified time,

No later – doesn't allow a block be aired *after* specified time (allowable deviation parameters set up the range of how much *before* and how much *after* is accepted).

No sooner + **No later** – sets up rigid frames for output time. If by the time the block should be aired the previous block has no finished yet, our block will break the rules and will be aired after the previous block has finished.

Please note that broadcasting players will begin observe the time only if at least one flag is active for the block (either No sooner or No later) or if allowable deviation value is specified.

Cut off blocks – allows block to cut off a "hindering" block as soon as the audio file has finished playing.

Cut off items – allows block to cut off previous block at any point, smoothly cross fading the track that's being played.

- The **Retransmission and commutation** group of parameters. The **Retransmission channel** and **Retransmission source** parameters are only available for editing if the

Retransmission block parameter is flagged. These parameters are for technical personnel only (see DJin software manual).

The **Remote control** tab is intended for technical personnel and allows to assign one or several commands (a sequence of bytes) for the block, automatically sent by the system via remote control device (port RS-232 or TCP/IP connection) at the moment of block start or block end in the player. This allows for control of external devices or third-party software.

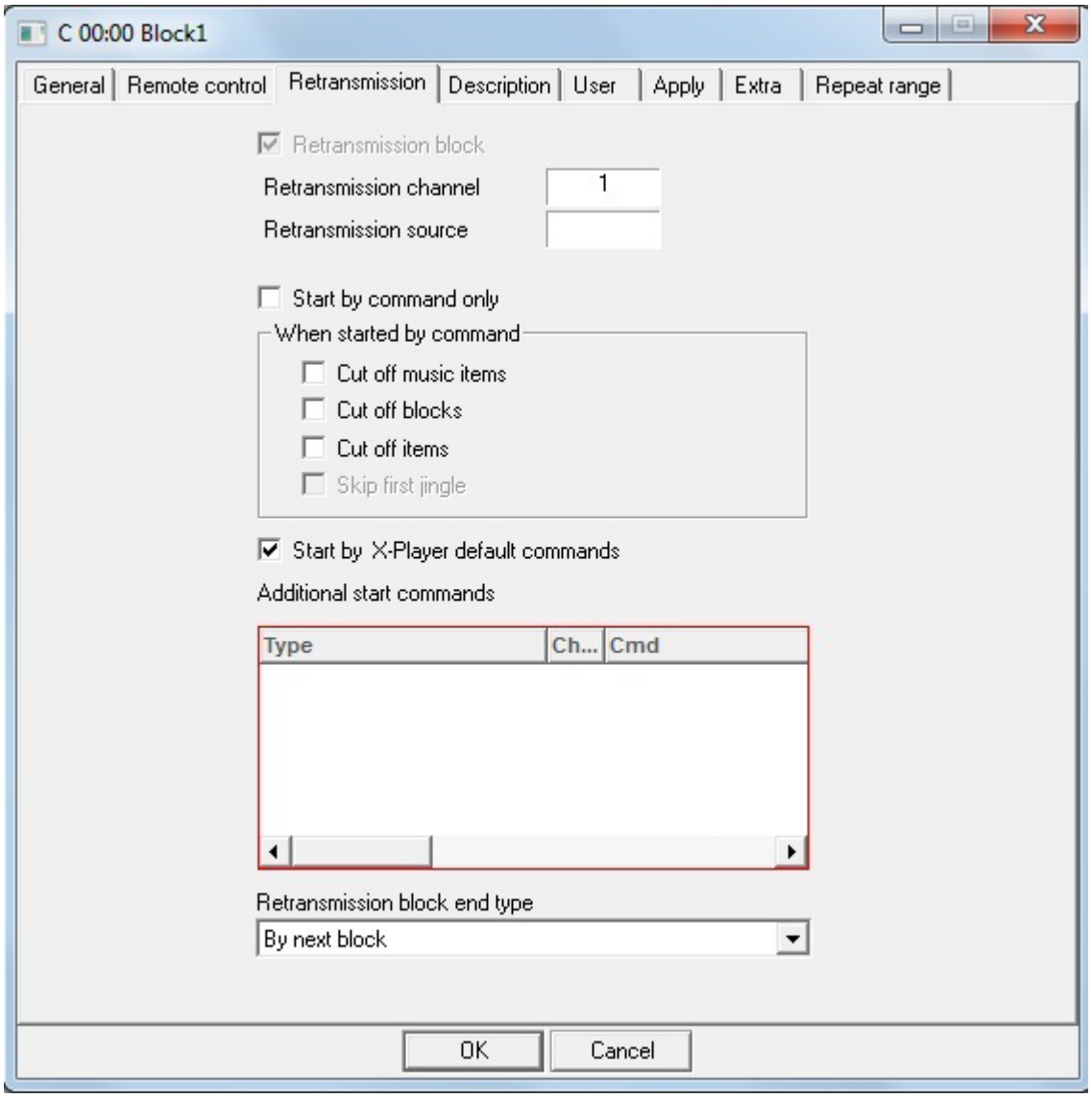


Fig. 6. New block window, Retransmission tab

The **Retransmission** tab (**fig. 6**) lets you control specific parameters of blocks contained within a retransmitted signal (editing becomes possible if a block is marked as **Retransmission block** in the **Behaviour** group on the **General** tab). This is necessary when radio network is responsible for broadcasting and multi-local media plans are used for commercial planning (see

Chapter 3). The tab may have automation parameters set for remote start of advertisement at regional stations.

The **Start by Command Only** and **Start by X-Player default commands** options allow you to choose retransmission block start option. The first option will make the software observe respective commands in the broadcasting signal (recognition by image and by DTMF or high-frequency mark), while the first option will make it observe the multi-channel player settings (specified in broadcasting player properties). The **When started by command** group of parameters allows controlling cut-off options for items or blocks when a retransmission block is started.

➡ Please note that there is a special component in DIGISPOT II aimed specifically at radio networks practicing retransmission – the Decrochage Machine. It is designed for auto-filling of unfinished commercial blocks in regional schedules by automatically inserting short audio decrochage elements (French *décrochage* – retransmission stop) from a special folder in the Database (the Decro folder). More details about this component are found in the Decrochage Machine software manual.

The **Description** tab allows for description of blocks and insertion of comments.

The **User** tab contains attribute settings intended for technical personnel (see DJin software manual) and doesn't influence Media Planner Sales operation.

However, the **Apply** (**fig. 7**) tab, on the contrary, will save a lot of precious time for traffic manager, because it allows to quickly apply parameters specified for one block to all other blocks created earlier.

Apply options. Apply to – here you specify blocks that the changes must be applied to (not all options are available for bulk changes):

- **Current** – changes will only apply to the blocks the command was activated for (set by default).
- **All with same minutes** – changes will apply to all blocks starting with the same minutes *within an hour* as the edited block.
- **All selected** – changes will apply to selected blocks.
- **All with same type** – changes will apply to all blocks of the same type as edited block.
- **All blocks** – changes will apply to all blocks of the schedule.

The set of properties that are applied to these blocks can be specified by using the list on the right side called **Apply what** (possible options include: **All settings**, **Block type**, **Start type**, **Block duration**, **Remote commands** and **Retransmission**).

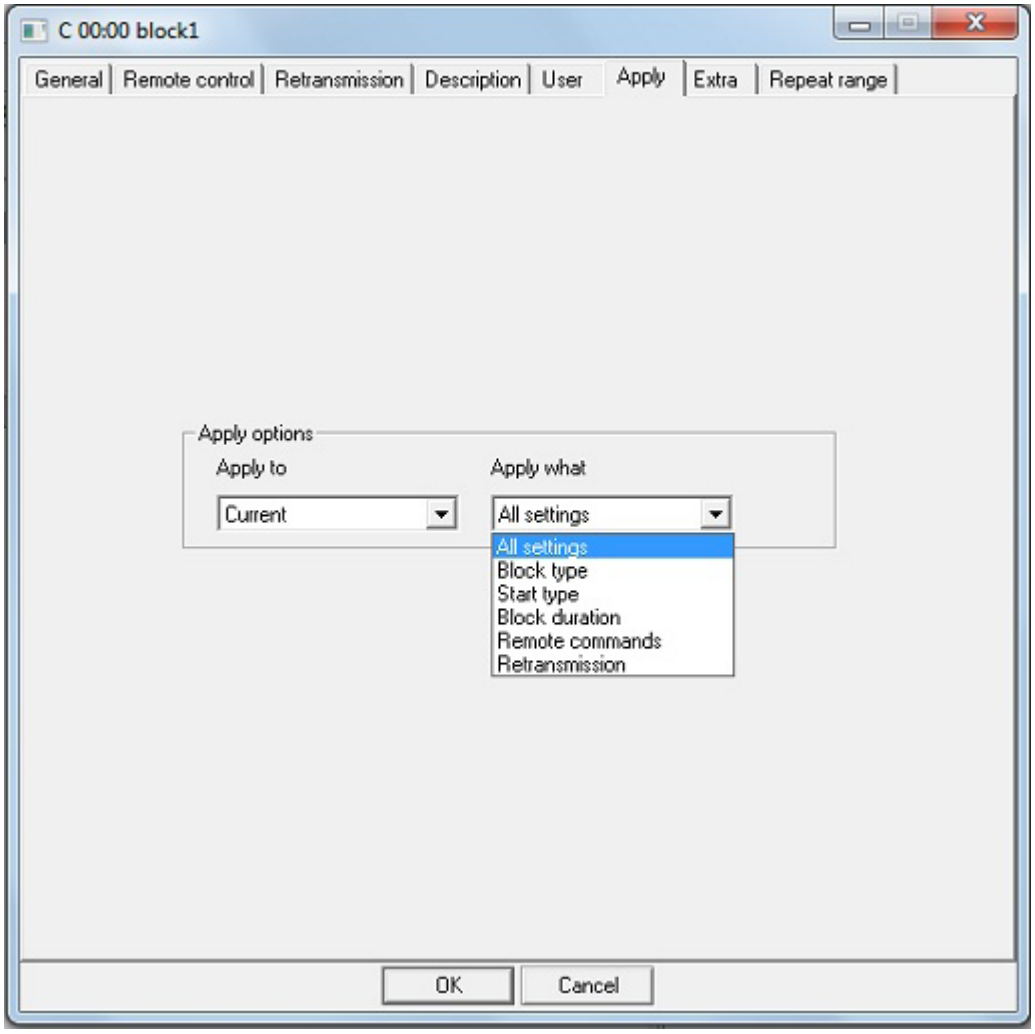


Fig. 7. New block window, Apply tab

The **Extra** tab contains three parameters:

- **Inner block** – used for marking with a ▼ symbol those blocks in the schedule that should be broadcasted within a program (can be advertising material, for example).
- **Manual loading** – these blocks will never get to player in automatic mode: this type of block can only be loaded manually (blocks flagged as manual loading blocks are marked with 🖬).
- **Regional block** – tells us that the block belongs to a regional program (in this case the block in question will contain regional advertisement).

The **Repeat range** tab. If on the **General** tab in the **Behaviour** field **Repeat block** is selected, here you will be able to specify parameters for repetition of the block.

A detailed description of operations with newly created blocks (“Blocks” context menu) can be found in DJin software manual. Here we will only mention the most important aspects.

Case in point is a very useful command called **Insert copies of selected blocks** (available in ***Schedule*** window only). It lets you create "clones" of selected blocks in specified numbers and at specified intervals. Each "clone" will then have a **Begin time** assigned automatically.

For example, having created all commercial blocks inside the 0:00 hour, you may select them, and, specifying the number as "23" and an interval of "01:00" you will get 24 hours with the same set of commercial blocks distributed inside each hour from 0:00 until 23:00. This, of course, means simplifying things, as each segment of the day usually has its own differences, advertisement may be abundant in the morning and much less so during the day or even disappear completely at night but, with a bit of a creative approach, by copying blocks *for* a few next hours or *in* a few hours from now you will free yourself from boring, routine actions. After all, wrong blocks can be easily edited or, at worst, deleted (there is an alternative of a grid created with clocks, though).

One more command is **Cut block.** It lets you divide block in two. To do this, you need to select an item, *before* which you need to make a "cut". As a result, a new block of the same type appears in the schedule with contents moved to it from the original block, *starting* from selected item. **Begin time** of the new block will be the same as planned output time of selected item. However, all time references will be reset. The block will also be cut in case any item in it is selected and then you bring up a **Create block** command: in this case the new block will be inserted inside the "cut". If an auxiliary green schedule line between blocks called "EMPTY" gets selected during activation of **Create block** command, the new block will automatically replace it, adopting respective **Begin time** and **Duration** parameters.

Blocks can be minimized (reduced to the title line) or expanded, these commands being available for all blocks at the same time or only for those of certain types. Special commands for this are available in the "Blocks" submenu or the schedule context menu. All blocks are minimized and expanded by pressing [-] and [+] on the keyboard. A separate block can be minimized or expanded by double-clicking it or by pressing [Enter]. And don't forget about C, J, M, B, N buttons in the ***Schedule*** window. They let you visualize only blocks of certain type. For example, we don't really need musical or broadcast blocks, as we only work with commercial ones. So, it is wise to leave only the latter visible.

2.1.2. Clocks

A clock (an hour) in DIGISPOT II system is actually an astronomical hour grid which is to say 60 minutes of air time (from 00 minutes 00 seconds to 59 minutes 59 seconds). No wonder that the diagram on the Clocks tab is made in the form of a traditional clock face (**fig. 8**). A clock consists of blocks (thus, the sum of the durations of *all* of its blocks should be exactly one hour).

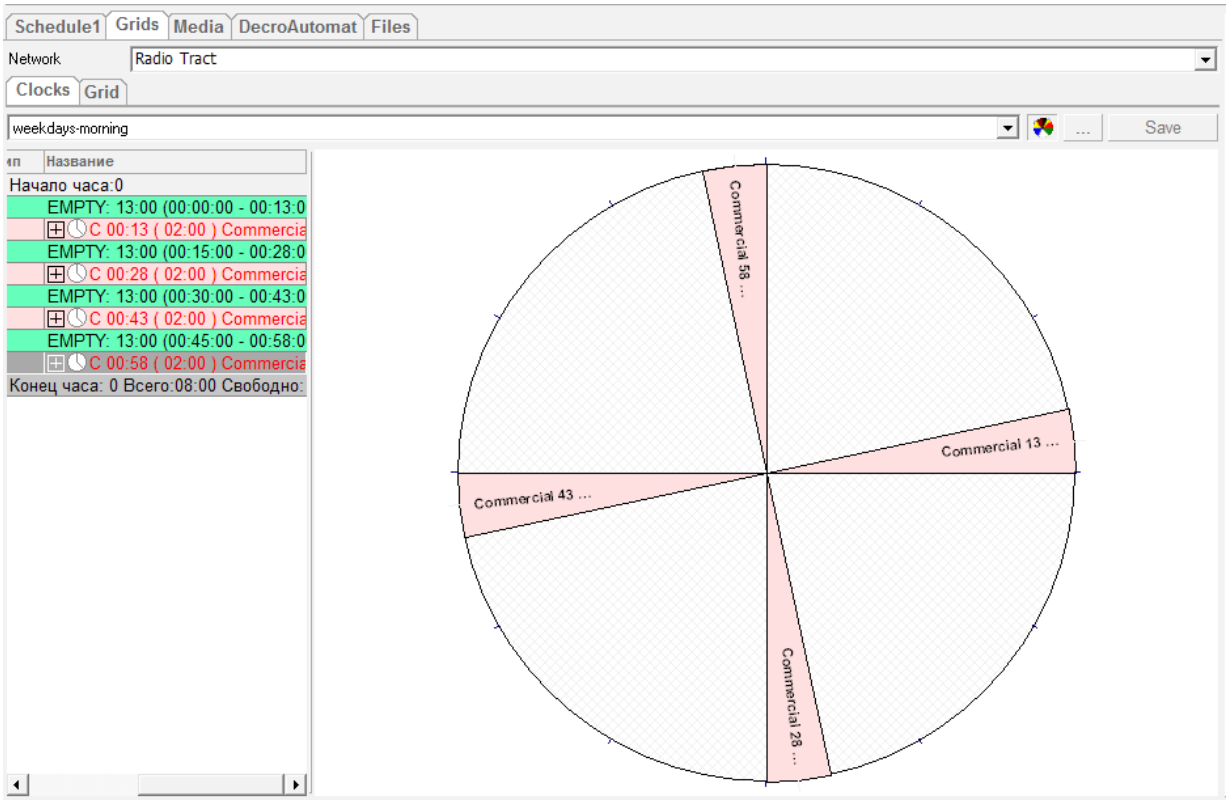


Fig. 8. A clock with commercial blocks in it

The clocks help standardize scheduling without the need to constantly redo or create items again and again. In Media Planner Sales our focus is a clock containing commercial blocks only (blocks of any type can be placed inside the clock, though). If we don't insert anything in the clock apart from commercial blocks, its calculated duration will be naturally less than an hour. However, there's nothing wrong with that. The things is that by creating blocks for advertisement in particular, by composing a grid out of them and by uploading the grid into the broadcasting schedule we get ready-marked space for commercial spots, *plus* free space to place blocks of other types. For network broadcasting the blocks are marked as *retransmission* blocks (**New** block, **General** tab, **Behaviour** field).

2.1.3. Grid

A grid represents a number of clocks for different days of the week. There is a possibility to create several grids, the number of which is unlimited. One of these grids (**Active** grid) can be loaded into various schedules. The accuracy of not only traffic manager's work depends on the correctness of the grid, but also of the sales department (the number and time of outputs of commercial spots and, subsequently, related reports – all of this is calculated on the basis of the grid's media plan).

2.2. Creating a regular commercial schedule.

There are two ways to prepare a broadcasting schedule in DIGISPOT II system: using skeletons or a grid. The results of both are usually the same. You can even use the two modes at the same time if you find it relevant. However, when dealing with Media Planner Sales, only the grid-based approach really works. You will notice below, that no radio station commercial department's work can be duly performed without such basic elements as blocks, clocks and grids.

Let's begin with the creation of a clock which is the basic building block of a grid (and later a schedule). As it is always equal to an hour, let us analyze the air: can clocks be standardized by time of the day (early hours, morning, day, night), by program genre (informational and analytic, artistic and journalistic and so on), or you'll have to create a separate clock for each hour of the day, then.

After that we open the **Grids** tab and then select **Clocks**. From the dropping **Schedule** list we select the schedule we want to create the clock for (if there's only one schedule, there's also no need to select anything). Clicking a three-dot button we choose the **Create clock** command (**fig. 9**). In the **Clock properties** window we need to specify a name (for example, "7:00" or " weekdays-morning").

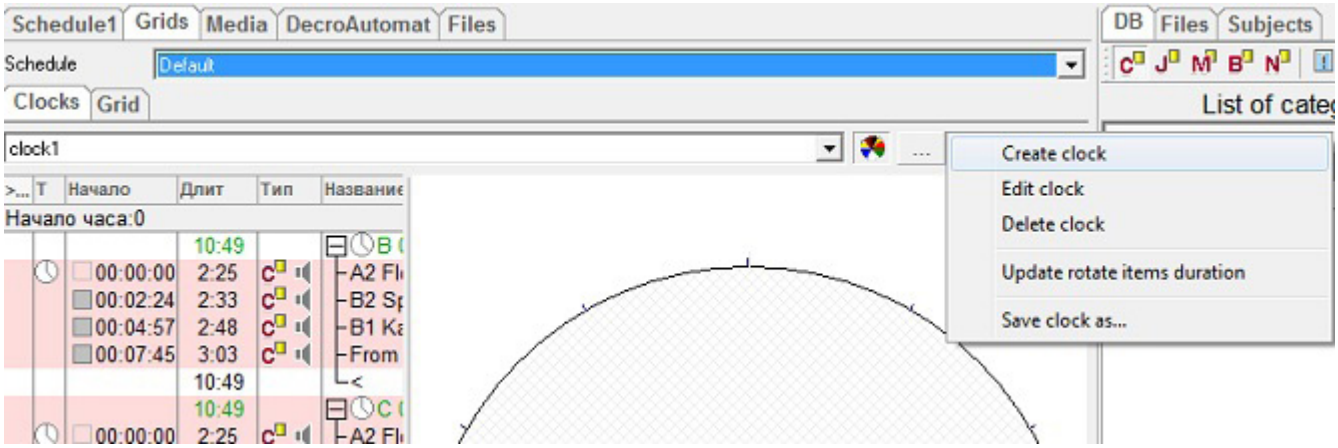


Fig. 9. Create clock command

Now we have to fill the newly created clock with commercial blocks, creating them one by one (by clicking on , we can see the progress of the clock's filling on a diagram).

After making changes don't forget to click on **Save** in the **Clocks** window!

Now let's create a new grid out of new clocks. In **Grid settings** click on **Create**. A **Grid settings** window will appear (**fig. 10**). Here we will have to specify **Title** and select the start date (date of creation by default) for the grid. If you plan to use this grid don't forget to flag it as **Active**.

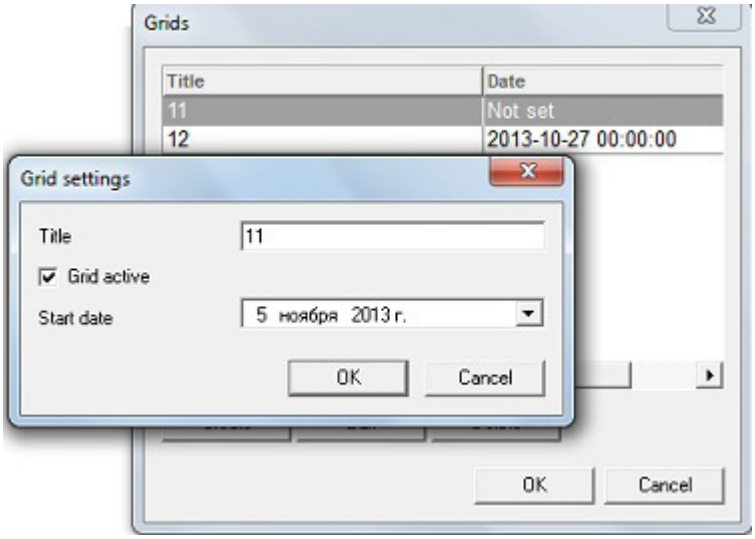


Fig. 10

Now let's select our grid from the dropping list (**fig. 11**) on the **Grids** tab (only active grids are shown).

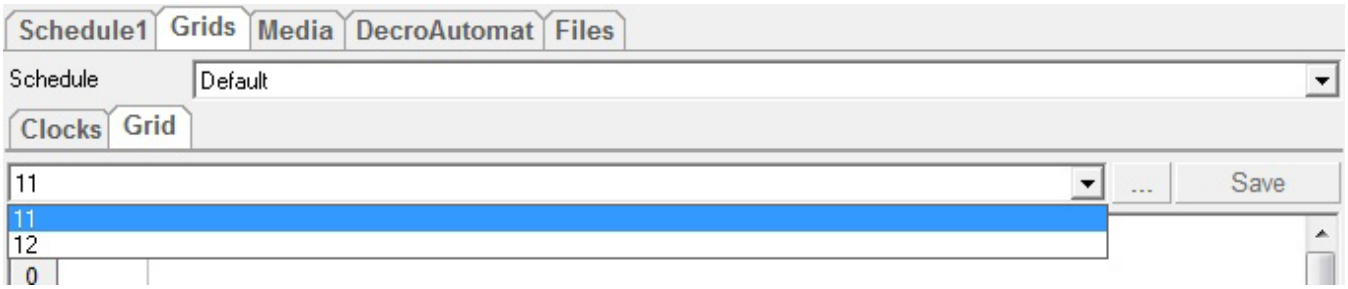


Fig. 11. List of grids

We can set the parameters for the day the grid was intended for, using the **Grid day** window (**fig. 12**), which can be accessed by clicking on the three-dot button and selecting **Create day**.

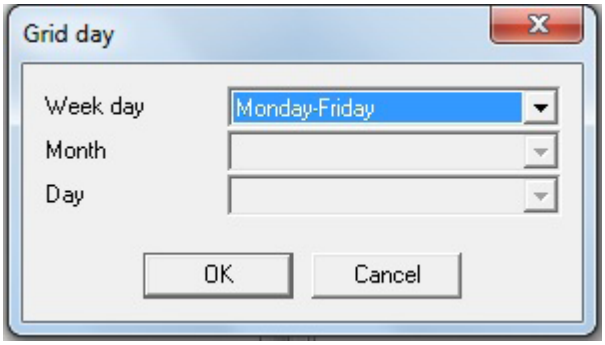


Fig. 12. Creating a grid day

A table appears in the **Grid** window, showing hours (0:00 – 23:00) and days of the week. Now it's just filling the slots with clocks ready to be uploaded. To do this, we select slots (by left-clicking on any slot, bar the active one (which is put in bold frames) and "stretching" the selected area with mouse), right-click and select the needed clock for selected hours from context menu (**fig. 13**).

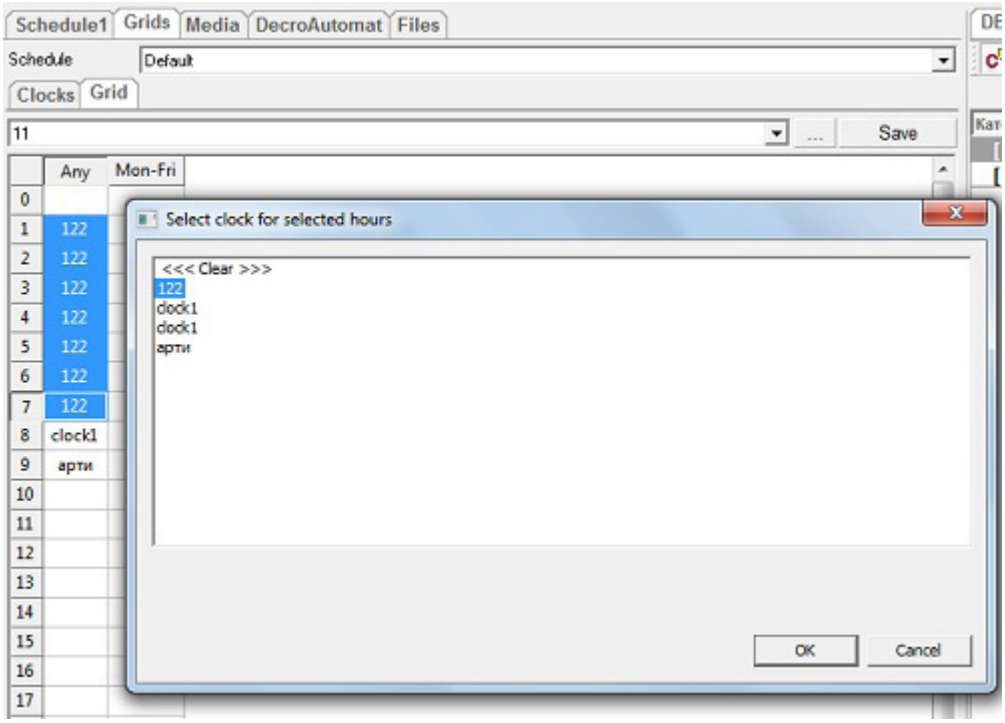


Fig. 13. Selecting a clock

While filling slots with clocks, don't forget about air analysis that you have completed earlier, try to make grids totally relevant to the day (week days/week ends, holiday/pre-holiday), and / or season (example: autumn / spring). It may take some time but you'll realize later that it was done for a good reason.

That done, click on **Save** in the **Grids** window. Otherwise, you will be prompted by the program to do so when trying to switch to another window.

2.3. Creating a commercial schedule of a day.

2.3.1. A file and its properties.

For a commercial slot to be aired, it must be placed in the Database (**DB**) on a separate "shelf". In other words, it must become a Database item.

Database is the main component of DIGISPOT II system. Here, information about newly created contractors, media plans and commercial spots is stored. Thanks to this, each user (depending on access rights) can view and edit any data from his or her workstation. Media Planner Sales, though, only has access to the "Commercial" part of the Database (functional button).

Please note that if connection to Database gets broken there's no need to close the application: as soon as the connection restores, everything you've been editing on your local workstation will be immediately saved in the Database.

Whether uploading a new file in the Database, or editing, it is always file properties we have to specifically deal with. The **Properties** window of DB item contains several tabs (their exact number depends on the type of selected item and your access rights): **General**, **Attributes**, **Remote control**, **MAG**, **Comments**, **Media**, **File**, **Marking**, **Extended**, **Other** and **User**.

The **General** tab of the **Properties** window (**fig. 14**):

- **File name** – the path to catalogue in which the file connected to this DB item is stored and file name itself.
- **Format** – audio file format.
- **DB ID** – unique DB identification number of the item that is assigned by the system when the item is created or added (it can't be changed) and remains the same during the whole "lifetime" of the item in the Database.
- **ID Number** – audio file identification number in an external database.
- **Version** – numeric field (by default no versions are used, so the field is empty. There's no sense in using this feature without an **ID Number**).
- **Name** – our DB item name that will be shown in the schedule.
- **Category**, **Artist**, **Author**, **Owner**, **Album**, **End code** – these are all the type of data that defines the items position in the Database. It is very convenient to use automatic filtering when filling these fields, while some of the fields (such as **Author**) are filled automatically by inserting the name of current user.
- **End code** – track ending code (**C** – sharp break, **F** – smooth fade out).
- **Sort** – schedule item sort (program, phonogram).
- **Type** – schedule item type (relevant DB section).

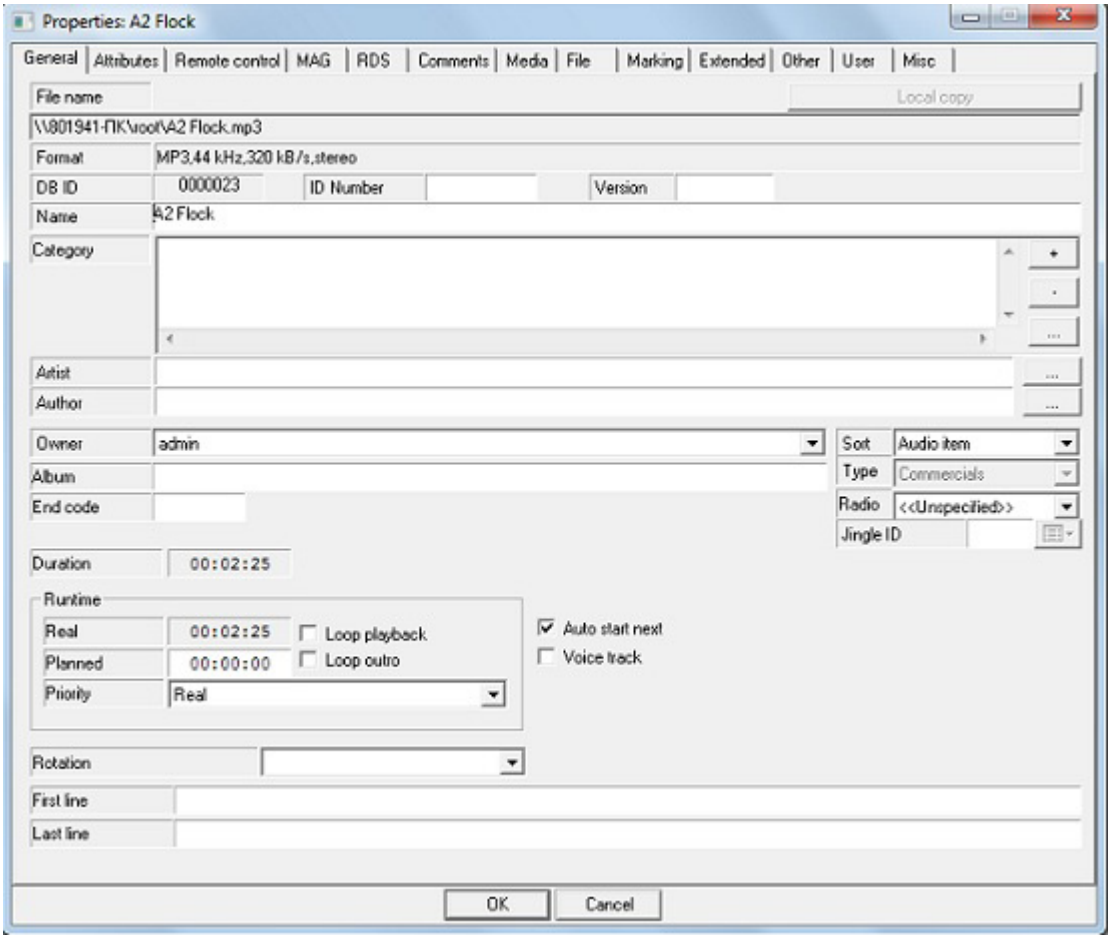


Fig. 14. Properties window, General tab

- **Radio** – the name of the radio station the item belongs to.
- **Jingle ID** – number of replaceable item (jingle). This field is useful for network broadcasting (see DJin software manual).
- **Duration**, **Runtime**, **Real**, **Planned**, **Priority** – item's runtime (for pause and inserts the contents may be edited, specifying the needed duration of a microphone insert for example) and priority of real or planned duration.
- **Loop playback** flag lets you loop the track in its entirety.
- **Loop outro** flag lets you loop the ending of the track (or spot).
- **Auto start next** – after the end of the track the broadcasting player set in automatic mode will start the next track. No flag means the player will stop.
- **VoiceTrack** – marks voice tracks in the schedule, including commercial schedule.
- **Rotation** – allows the item to participate in rotation in regular mode (optional function **Rotation elements**) or via MAG software.
- **First line** and **Last line** – here you may enter the first and last words of a report-based track (for controlling their playback from the **Report** window of BCS Editor).

The **Attributes** tab lets you set attributes for each track type in the Database (more details in the DJin software manual).

The **Remote control** tab is intended for technical personnel only and allows assigning one or several commands to the item. More information about creation and use of such commands can be found in DJin software manual.

The **MAG** tab displays item properties in MAG software. For musical tracks you may specify parameters on a 5-point scale: **Mood**, **Energy**, **Start tempo**, **End tempo**, **Start texture** and **End texture**, as well as intervals of time, during which the playback on this item will not be allowed in case of automatic schedule generation (more details about these parameters can be found in MAG software manual).

The **RDS** tab is responsible for radio text intended for listeners that will appear on the screen of radio receivers during playback of the item.

The **Comments** tab allows you to create, edit and read user text comment to the item (such item has a C sign in the right column).

The **Media** tab contains parameters of musical composition carrier: **Media**, **Track**, **Year** and **Publisher** (more about this in the DJin software manual).

The **File** tab (**fig. 15**) supports following operations:

- **Select** – selection of a file via standard file selection window.
- **Restore** – restores item to the state at the time of opening the **Properties** window.
- **Clear** – unties the item from file.
- **Apply** – changes file without closing the window.

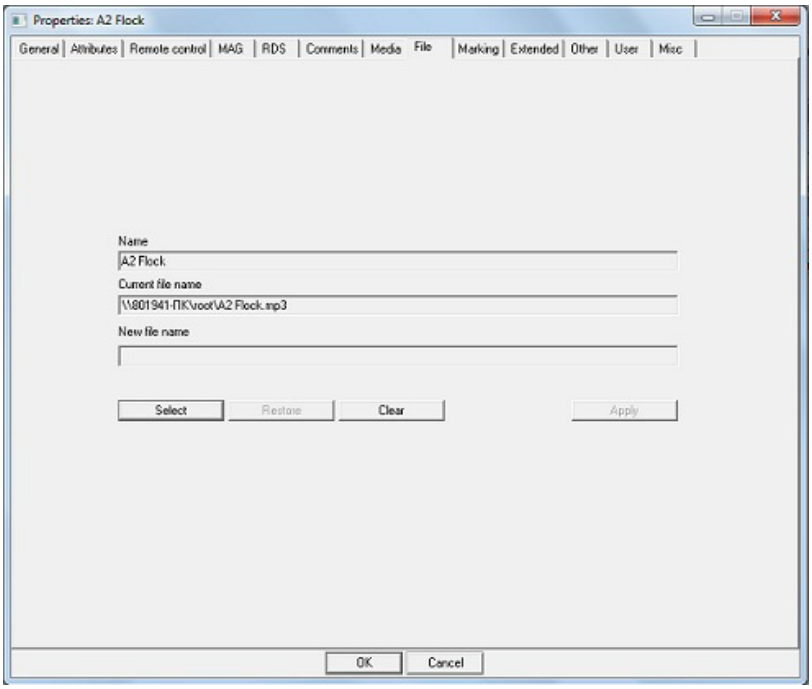


Fig. 15. Properties window, File tab

These operations may be needed in the following cases:

- The item was created *without a corresponding file* and then the file appears and you need to "tie" the file to the item.
- The file connected to this name is *absent* or *unavailable* due to technical reasons (it was deleted, can't be accessed from another computer or was not found during import).
- You simply need to *substitute* a file (if substituted, all descriptive information remains intact, except that which has direct connection with the contents of the audio file: marks, playback levels, etc.) This is especially important if the item has **DB ID** and / or **ID Number** specified.

You may assign a file to an item by "dragging" the file onto the element while holding down [Ctrl] (during the operation the cursor changes to:). As a result, the DB item will have its name changed and information about audio marks (**Intro**, **Start** and others) and playback level reset, because these parameters were tied to an older file. It is also possible to copy a file to the storage after pressing the **Apply** button or closing the whole **Properties** window by clicking **OK** (this function depends on DIGISPOT II configuration).

The **Marking** tab will only open if the selected item is an audio track (commercial audio clip). Using the controls you may place key marks inside the audio file: Start, Stop, Intro, Outro and so on, all of which will influence the process of its playback by broadcasting players.

The **Extended** tab gathers specific parameters that are explained in detail in DIGISPOT II system manual. Here it is worth paying attention to the **Keep at the end of a block during import** field. This flag can be set for the final audio file inside a commercial block. It will make this item always move to the end of the block during the import of commercials into the broadcasting schedule (an anchor sign marks such element in the schedule).

The **Other** tab.

Data base group:

- **Archived item** – defines if the file belongs to the archive (archived Database).
- **Creation time** – date of creation for DB item.
- **Modification time** – date of last modification of the track (commercial spot) as a DB item.
- **Last air time** – last output time of DB item. Allows you to delete unused material as it falls out of relevance.

Ready group:

- **Planning air time** – output (broadcasting) date of DB item.
- **Text synchronized** – the host's text that can run in parallel to a musical file.

- **Text ready** – the readiness of text for output (for text items and texts as part of **Subjects**).
- **Sound ready** – the readiness of audio item for output in text-sound sequences.
- **Ready for air** – readiness of DB item (such as commercial spot) for output.

The **User** and **Misc** tabs contain specific parameters for technical personnel.

2.3.2. Importing commercial schedule.

After placing all audio files inside the Database and specifying the needed information in the **Properties** window for each item we are now ready to upload an active commercial grid into broadcasting schedule. Going to the ***Schedule*** tab, we click on the three-dot button and select **Load grid** command (upon first opening, the grid will be loaded automatically). After confirming, all commercial blocks will appear in the schedule, ordered as programmed earlier in clocks and active grid.

Using the next command **Import media** we will ask the system to place commercial spots relevant to media plans for specified days. Commercial media can be uploaded into the broadcasting schedule both before uploading other elements (such as music within blocks, jingles, news, programs and so on) and after uploading them. This is especially useful as by the moment of media upload the main schedule (prepared by programming director or production editor) is sometimes not ready yet.

The reverse option is also possible, when commercial media is the last to enter the schedule. In this case, commercial blocks will fall into slots reserved for them between other blocks.

Please note that a grid can only be loaded once: if you try to re-load it, each block will be copied. On the contrary, you can import commercial media to an already loaded grid as many times as you want: each time the content of commercial blocks will be updated with newer files. Please bear in mind also that the space in a grid is often shared by blocks of all types, as the grid is often uploaded by production editor. In this case traffic manager will only import commercial media into pre-uploaded commercial blocks.

You may use a special (standalone) DIGISPOT II system module for automation of commercial schedule import process – the Task Manager. With the help of settings done in this module, the uploading of commerical media from Media Planner Sales to broadcasting schedule becomes fully automated. Read more about this possiblity in the Task Manager manual.

2.3.3. Auditory monitoring and mixing.

We can not forget about the final stage of commercial schedule managing either – the creative stage. Tracks inserted automatically into the schedule may look nice but it often happens that they somehow do not combine with each other. All broadcasting players will play commercial spots *back to back* (if nothing was changed in the item **Properties** on the **Marking** tab), paying no attention to the end of previous or beginning of current track. And now it's up to traffic manager to really focus on this. His professional approach to this task will largely define the impression that the radio station will leave on its listeners and advertisers, which means also that the success of the radio station as a whole depends on it.

You may pre-listen to an audio item (**fig. 16**) in several ways:

- Via context menu command **PFL item**,
- By pressing [Space],
- By pressing on the **Toolbar**.

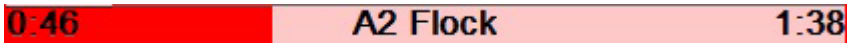


Fig. 16. Example of PFL window for one element

The PFL window may also be expanded to include descriptive and reference information (**fig. 17**). You can switch between the two display modes by pressing [Ins] (PFL for commercial items from the item list is *always* launched in expanded mode).

Fig. 17. PFL window expanded view

The controls are mostly by mouse (left-clicking on the red playback strip will make you jump to indicated position) or by keyboard:

- Left arrow, right arrow keys move the playback position *three seconds* forward or backwards from current position;
- Up arrow, down arrow keys move the position *ten seconds*;
- [Home] starts playback from the beginning;
- [End] plays back the last *five seconds*;
- [T] changes time display mode (countdown).

Pre-listening to separate files doesn't give us any idea as to how they will sound on-air. For this we need a cross-fading control tool (**fig. 18**):

- context menu – **PFL crossfade**,
-  button on the **toolbar**,
- [C] key.

As a result we will hear a sequence of two or three items.

Fig. 18. Pre-listening of a three-track sequence

If we are not happy with the results (for example, the tracks are roughly mixed together), we will have to edit crossfade in the schedule: one of the spots should be moved slightly to the left, the other one stays where it is and the third one goes slightly to the right. It is also possible that the need to do this stems from each track's duration not being true (a few extra or missing milliseconds can result in excessive length of a block).

To edit crossfade, let's use keyboard to open the editor that reminds on a BCS Editor's multi-channel project window in a segment mode (**fig. 19**):

- B – opens all selected schedule items for editing (for examples, contents of one block),
- N – opens three adjacent items for editing, with selected file in the middle,
- M – opens for editing only two items, starting with the selected one.

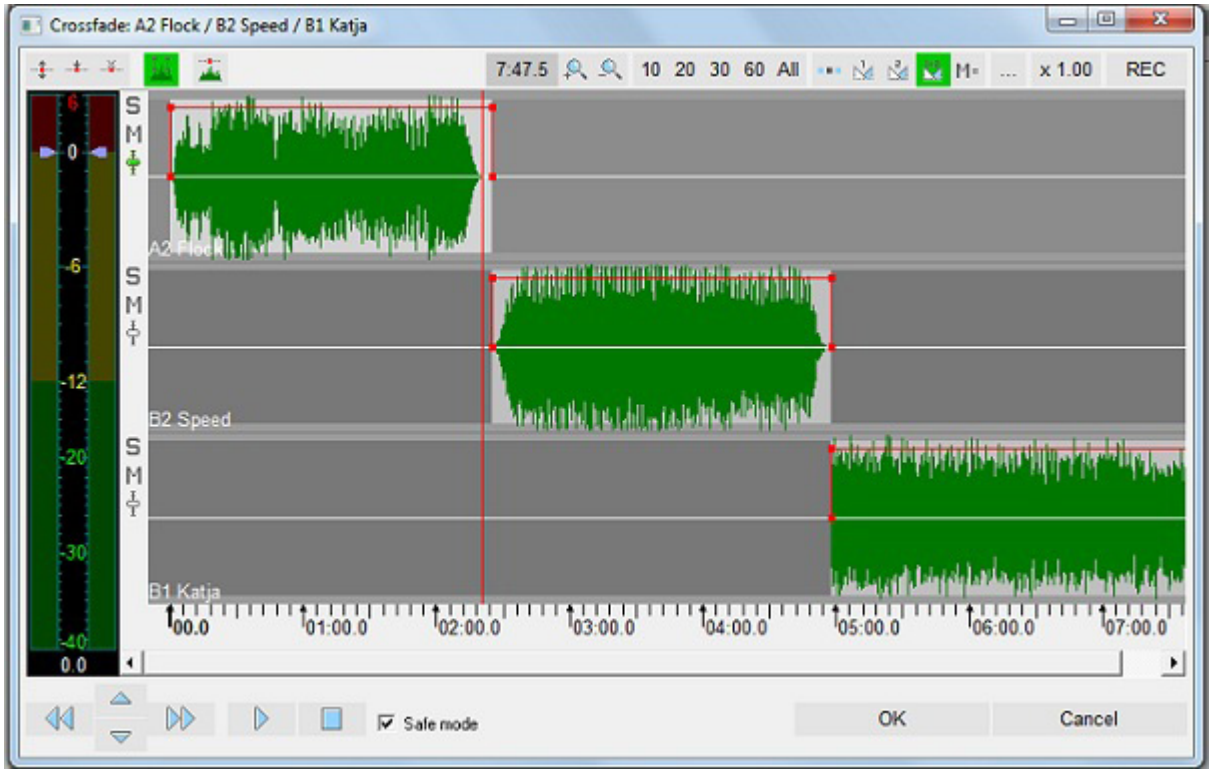


Fig. 19. Crossfade editor

We can move audio files in relation to each other, change their playback levels and mix them. All commands inside this window are identical to those of the BCS Editor's audio editor (see BCS Editor manual).

Be careful! By selecting **Delete track** from the context menu you will not only delete current track from the "mix" but also from the block itself (i.e., from schedule).

This is a scrupulous work but if it's done well, it should become unnoticeable for an ear, as is the case with quality editing. It may take a lot of time even from traffic manager with necessary skills. To save time and optimize your actions, start with "mixing" already when adding a track to the Database. It is important to pre-listen to the track for technical compatibility and pay attention to artistic qualities of production, as nobody knows better the commercial track database than a traffic manager. If you're not happy with something, your self-made track should be sent to sound engineers for a re-working.

If it's not possible (for example, the commercial spot was brought by the advertiser and there's nothing that can be done now), you may try to use the settings on the **Labels** tab (in **Marking**) of the DB item's **Properties** window (**fig. 20**). The labels that we will insert in this window (Start, StartNext, Fade-in, Fade-out, etc.) will always be used by broadcasting players

but they will not change the file itself. Besides, we can always change the mixing parameters or even reset them.

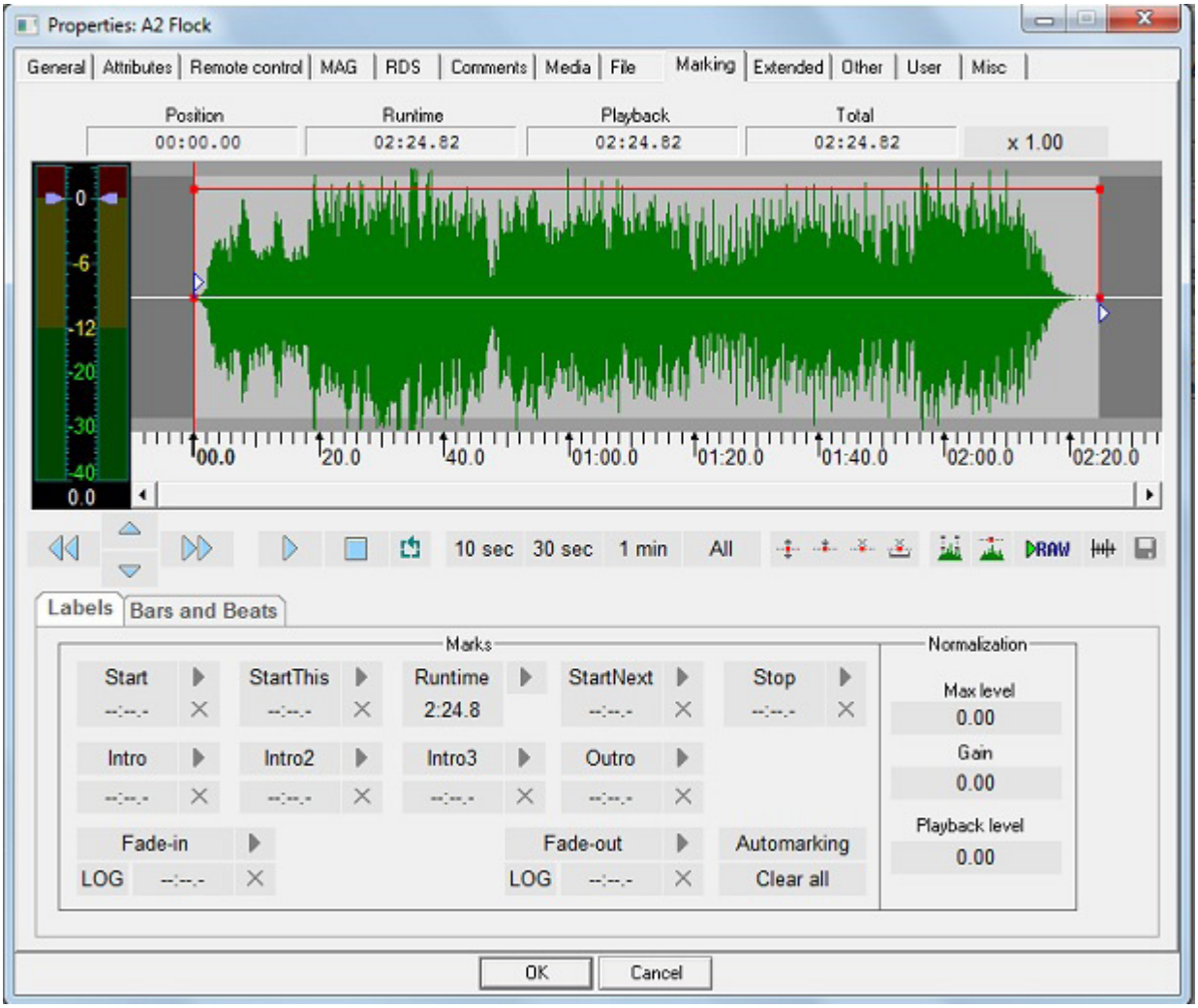


Fig. 20. Item properties. Marking

Marked files are labeled with a sign. Please note also that, depending on settings (***Media*** tab, three-dot button, **Common options** window, **Possible conflicts** tab) Media Planner Sales may consider the absence of marking as a conflict and it will then display respective warnings in **Schedule for…** and **Commercial schedule** windows. Apart from that, conflicting blocks will be outlined with a red frame.

2.4. Commercial schedule of a radio network.

If one commercial department works with several radio stations, Media Planner Sales will help to distribute and optimize these activities. Each separate radio station is called a *frequency*. To work with several frequencies you have to create the needed number of broadcasting schedules within the complex and then go to **Global settings** of the **Service** menu of the main window to specify paths to them using the **Schedules** tab (**fig. 21**).

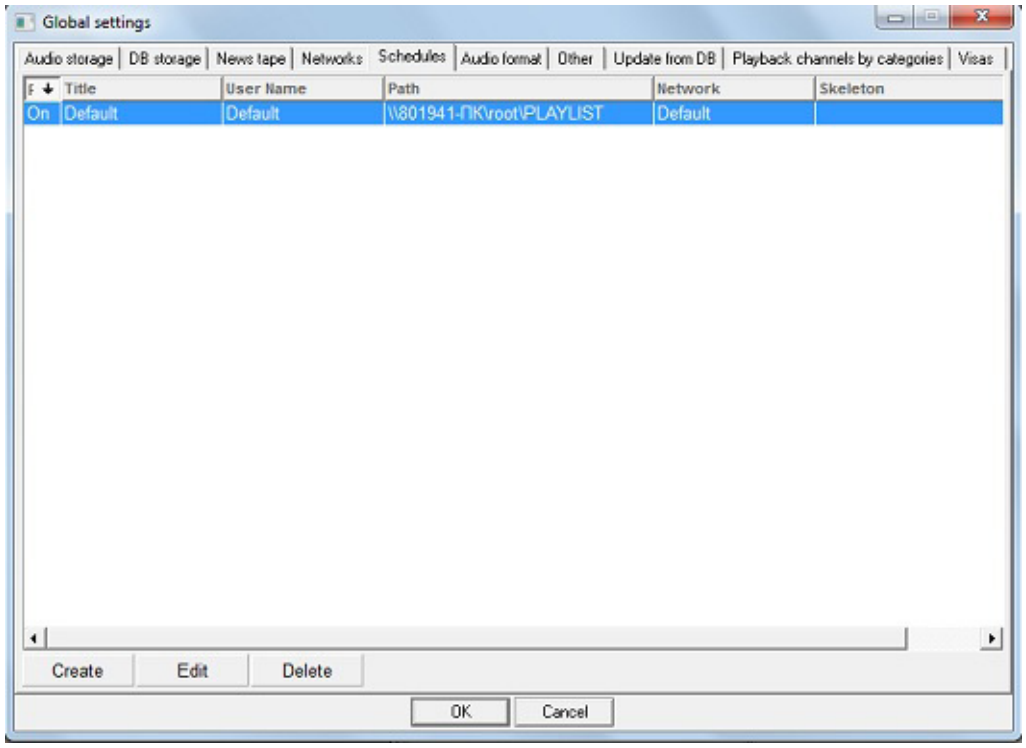


Fig. 21. General settings window, Schedules tab

Using the **Create** button you can open the schedule properties (**fig. 22**).

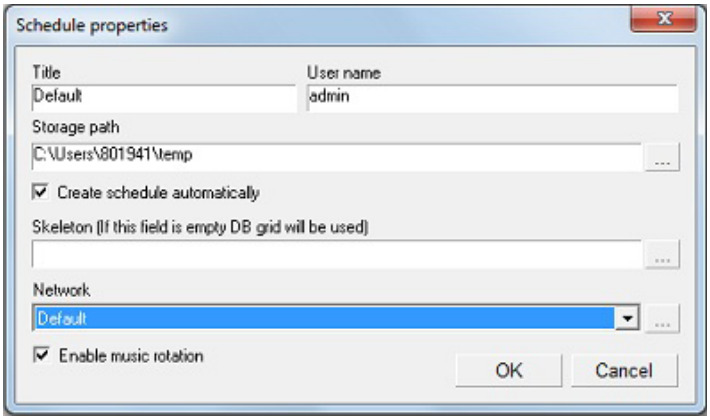


Fig. 22. Schedule properties window

There's no need to specify skeleton here. The **Create schedule automatically** flag allows uploading the grid automatically when passing on to the next day.

Now the list of schedules will be displayed on the ***Media*** tab (three-dot button, **Editing regions, fig. 23**). It will also automatically appear in the right column of the **Edit regions** window of the ***Media*** tab (three-dot button, **Common options**).

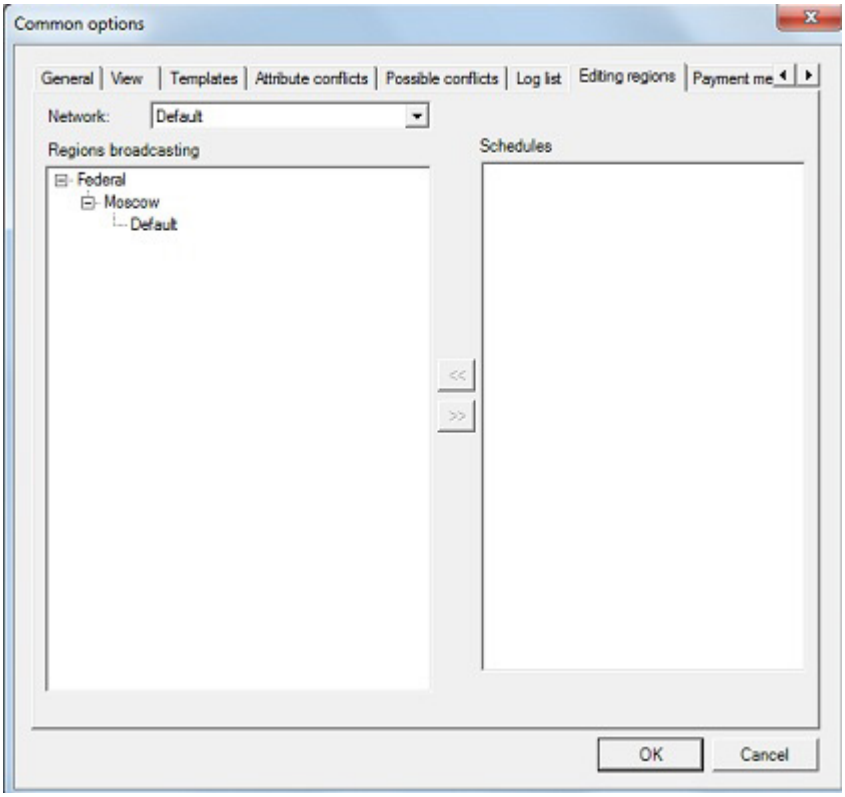


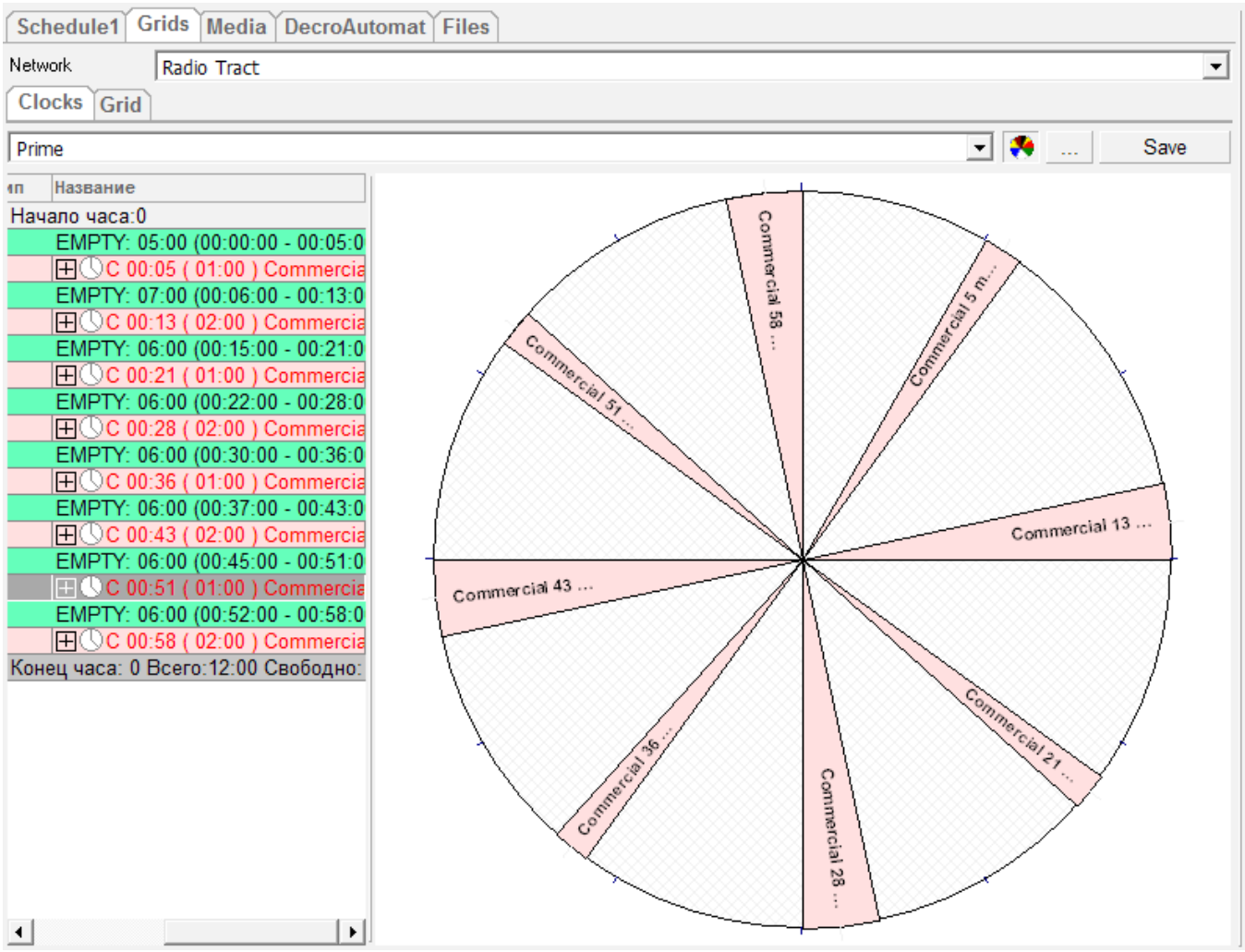
Fig. 23. Frequency window

Each frequency (radio station), naturally, should have its own tariff scale (at least one). In all other aspects working with each frequency (radio station) of a radio network is identical to working with a separate, stand-alone radio station.

A STORY ON TOPIC

Let's simulate a situation. Let's imagine that we have added Media Planner Sales to the DIGISPOT II complex that has long been used by, for example "Radio TRACT" (a nice name!). Here's how its employees work with the software. The traffic manager Oxana Kuznetsova has the task of preparing a model commercial schedule that will subsequently be uploaded to the main broadcasting schedule of our "Radio TRACT".

O. Kuznetsova: *First of all, I created clocks and filled them with commercial blocks. Generally, our advertisement is aired based on a standard scheme: four times an hour before the news every fifteen minutes. The exceptions are: prime time (from 7:00 a.m. to 11:00 a.m. and from 6:00 p.m. to 9:00 p.m., when the advertisement is aired eight times per hour), as well as early hours and weekends, when, by decision of our management, advertisement is only aired two times during an hour – at the very beginning of an hour and at thirteen minutes into the hour. Maximum duration of each basic block is two minutes. So, based on this data, I decided to create three standard clocks: "prime", "week days" and "weekends/after midnight". This is how a "prime" clock looks like:*



As you can see, I named the blocks based on the time of their outputs to avoid confusion. Besides, to bring the studio director's attention (it is him who is in charge or advertisement broadcasting at our radio station) I flagged ***Fix block time*** *and* ***Start time fix*** *in block's* ***Properties****. Now, each commercial block has a reminder on the left side in the form of a white clock face. From standard blocks I built current grid for a regular week, naming it "Grid-standard". I also asked DIGISPOT II admin to disable automatic loading of schedule, because I'm used to do it myself.*

DIGISPOT II system administrator*: By request from traffic manager I disabled automatic loading of schedule when changing the day. I selected* **Global settings** *in the main* **Service** menu*, selected "Tract-MAIN" schedule on the* **Schedules** *tab, clicked on* **Edit** *and in the properties window unchecked* **Create schedule automatically** option*.*

Let's look in detail at traffic manager's actions. In essence, Oxana made everything right. However, she forgot that each commercial block as a general rule must also have structural audio design elements – "Start jingle" and "End jingle". They can easily be placed in any newly created block, all at once. Although we are dealing with a double situation and it is for traffic manager to decide what is most suitable for him: *delete* jingles manually from blocks that have no commercials or *insert* jingles manually into blocks that *have* commercials in them. If the advertisers are not active at the moment, there is little in terms of commercial media in the air and only a part of the blocks are filled, the second option (*insert*) is probably more relevant.

If using additional Decrochage Machine module, each commercial block will be filled automatically (according to settings) to reach a certain duration.

Don't forget also about a useful function called **Rotation element** (optional), that allows filling skeleton "links" with real audio tracks from specified Database category. This is convenient, for example, in case of replacement of a jingle: all there is to do for a traffic manager is to place the new audio track in the same DB category. During subsequent rotation already the new file will be inserted filling the skeleton "links".

And here is how the traffic manager works with commercial blocks in broadcasting schedule.

O. Kuznetsova: *All work is reduced to opening the* ***Schedule*** *tab and clicking the three-dot button of the needed day to select* **Load grid**. *All blocks from current grid automatically fall into place. In the same window I then select the next item called* **Import media**, *after which all spots from all media plans (all the advertisement for this day) is automatically distributed among blocks. And then comes the toughest part – you have to mix each block. I select all files*

in it, including jingles, hit [B] on the keyboard and move the tracks in relation to each other so that the transitions would be harmonious and the duration of the block would not exceed two minutes (according to our radio station's tradition).

Let us remind Oxana that, by using the **Marking** tab in the file properties window, she could have set the needed start point, fading, etc. for each file well beforehand. Then, the "tough mixing process" would become much easier, as most transitions would be set automatically.

Chapter 3. Off-air work

3.1. Types of commercial elements.

There are three types of commercial elements in Media Planner Sales: spot, sponsoring and direct inclusion.

3.1.1. Commercial spot

The spot here means a pre-recorded commercial audio file, i.e. track. When adding it to the air (for broadcasting), a **Select DB item** window appears that reminds on a mini-version of the ***DB*** – Database tab (**fig. 24**).

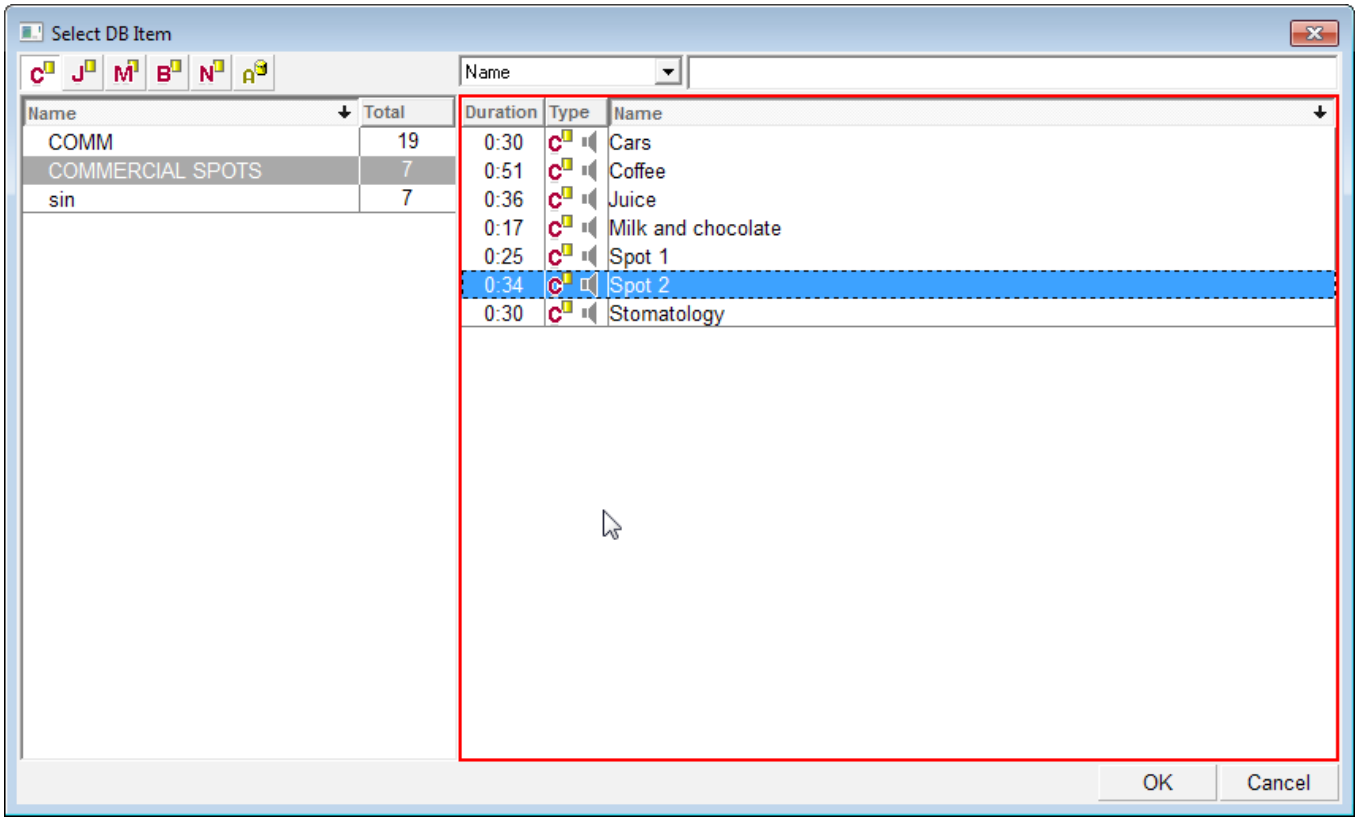


Fig. 24. Selecting DB item

3.1.2. Sponsoring

Sponsoring (sponsorship output, sponsorship insert) – a combination of several audio tracks from DB, unified by a “commercial idea”. Sponsoring air in the media plan is basically one

element that, however, looks like a sequence of audio tracks in broadcasting schedule (most common is: “trailer – sponsored program – trailer – the phonogram”).

You may edit this sequence using a special form (***Media*** tab, **Phonograms** window, **Add phonogram**, **Sponsoring**) that includes four fields (**fig. 25**). Any existing DB item can be selected in any field.

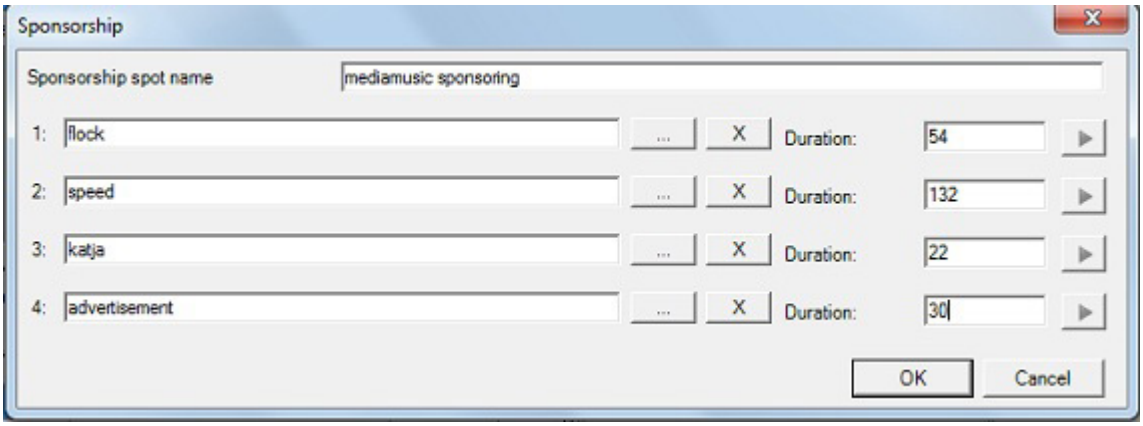


Fig. 25. Editing sponsoring

3.1.3. Direct inclusion

Direct inclusion is a “virtual” type of commercial item forming an information line in broadcasting schedule. When adding a direct inclusion, a form is opened where you can add either a track or text that the host will read on the air at the moment specified by the information line (**fig. 26**). If a track (a recording) is added, there is a ▶ button to the right of it that lets you pre-listen to it without closing the **Direct inclusion** window.

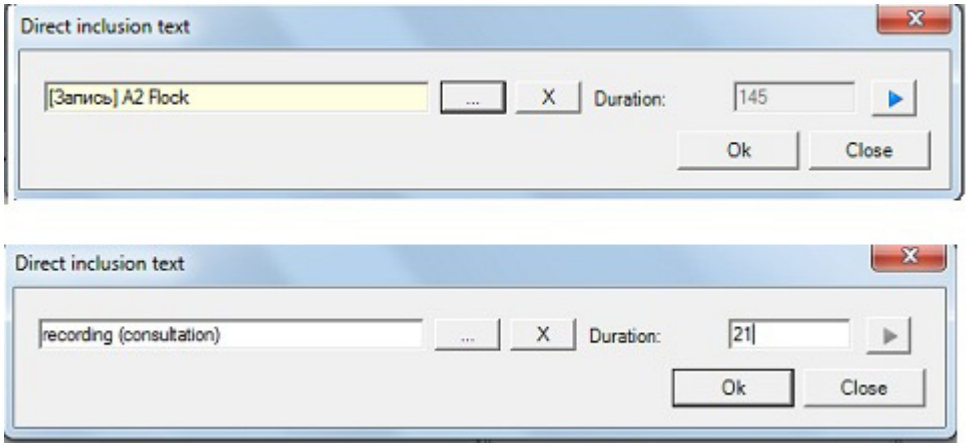


Fig. 26. Direct inclusion window varieties

3.1.4. List of phonograms

Any operations with commercial items of any type are made on the ***Media*** tab in the **Phonograms** window. Here, on the **Phonograms** tab there is a list of all commercial elements for this particular contractor (the list of phonograms can be found in other windows as well, in places where a user may find it handy, such as the media plan editing window. You can edit item properties in standard DB item **Properties** window from any list.

The following information is displayed on the **Phonograms** tab:

- Number of phonogram;
- Name;
- Type of commercial item;
- Phonogram DB_ID in DB;
- Phonogram ID_Number in DB;
- Db category, in which the phonogram is stored;
- Phonogram's artist;
- Commercial item duration;
- Voice (track attribute that can have two values – male and female);
- Covenantee name.

If a commercial item has no link to a file (for example, the spot is not ready yet), in the list it will be highlighted in red.

Functional buttons above the phonogram list allow you to:

 - **Add** commercial item (i.e. select it from the DB);

 - **Edit** item in the DB item **Properties** window;

 - **Delete** the phonogram *from the list* (but not from the Database!), checking the user rights and the use of this item in media plans before;

 - **Play back** phonogram.

 Please note that if the spot is created as part of a media plan, it will automatically be assigned to the contractor, for which the media plan had been created. A spot can not be added to the list of spots if no media plan is available for this contractor. In all cases any track should be placed into the Database before it can be added to the list of spots.

3.2. Tariff scale.

A tariff scale is a previously created set of tariff coefficients, a sort of a price list (when edited it looks like a table) that includes: basic cost of placing advertisement inside a certain hour (depending on the day of the week, month, season, year, time), discounts and surcharges (depending on position inside a block, volume, pre-payment and so on), as well as preferential terms for advertising agencies.

The whole commercial planning process usually starts with the creation of a tariff scale. Then, based on this scale, Media Planner Sales calculates automatically all prices and costs of commercial time for contractors. This data is then taken into account when creating a media plan, billing and so on.

Please note that to access tariff scales you need to have special user access rights.

3.2.1. Creating a tariff scale.

You can create a tariff scale by using the **Tariff scales** window (**fig. 27**) that is accessed by clicking on a three-dot button on the ***Media*** tab.

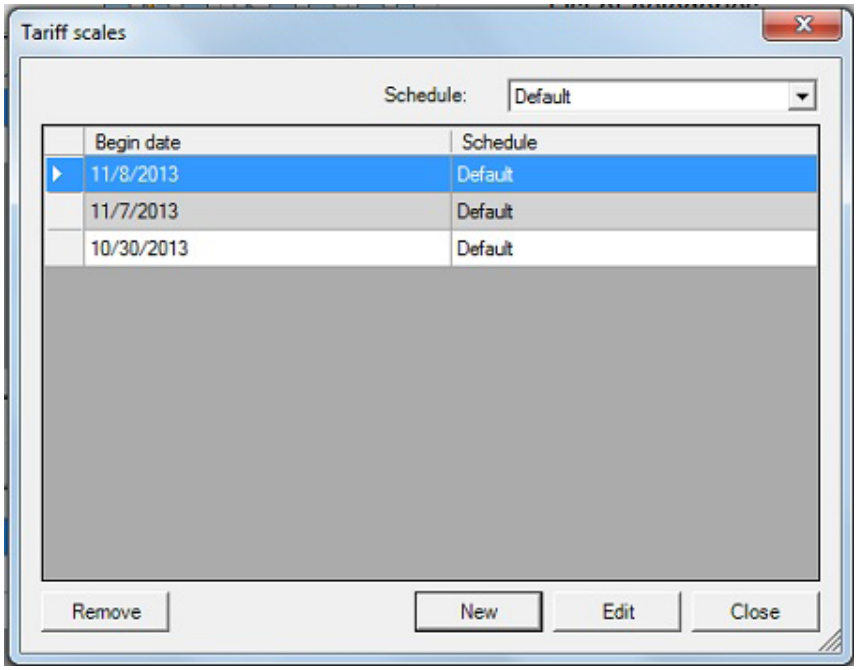


Fig. 27. Tariff scales window

By clicking on **New** you open a **New tariff scale** window (**fig. 28**), where you have to specify **Frequency** (**Schedule**) and begin date.

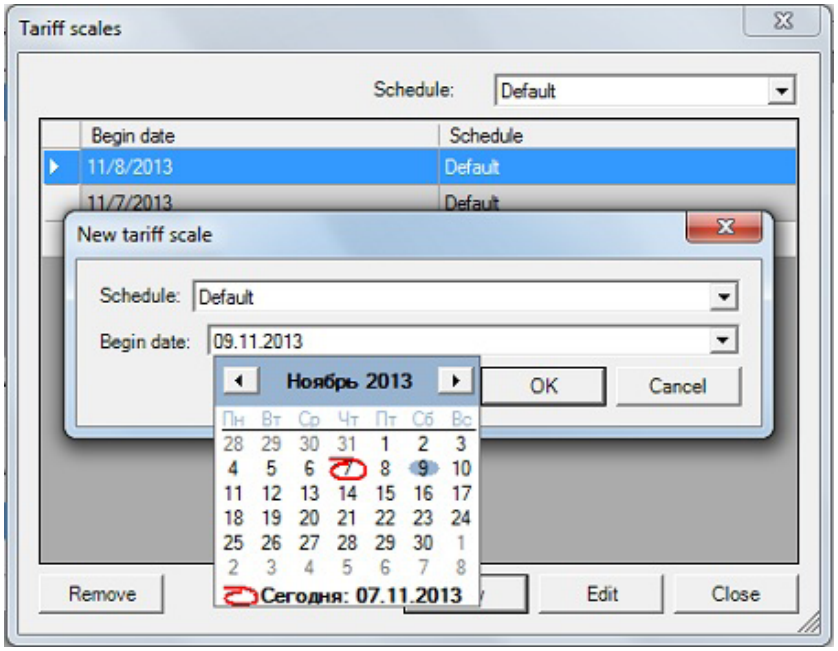


Fig. 28. Create tariff scale

A **tariff scale editor** will be launched then (**fig. 29**).

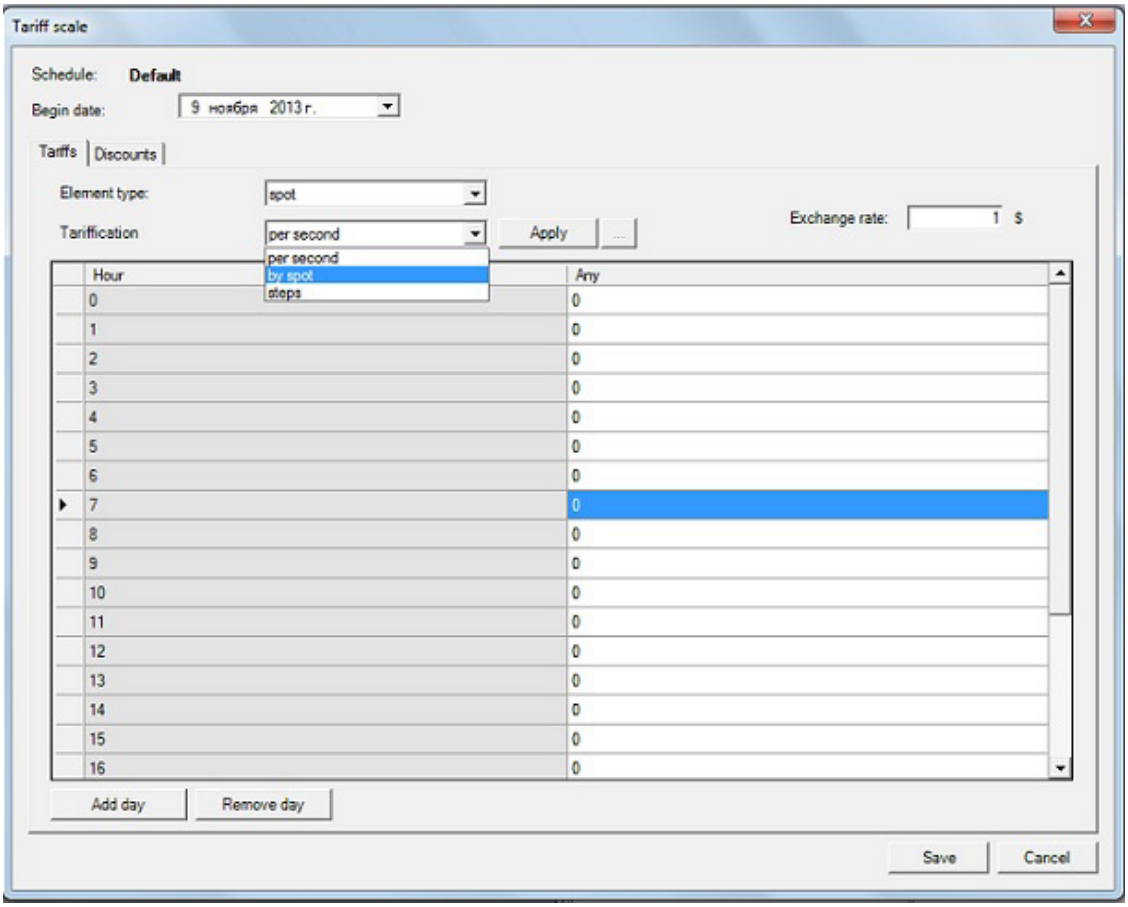


Fig. 29. Tariff scale editor

➡ The **Begin date** should never be a past date.

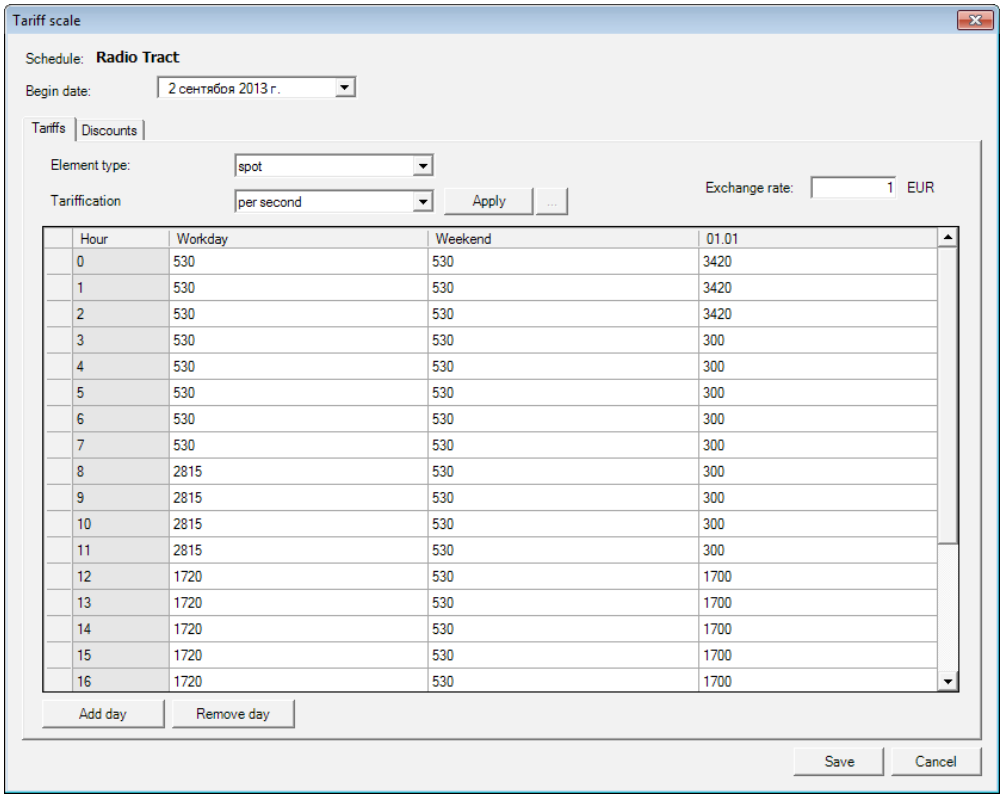
Below two tabs are found: **Tariffs** and **Discounts**. On the **Tariffs** tab under the **Element type** line you need to choose **Tariffication type**, which defines calculation algorithm for output costs:

- **Per second.** This tariffication applies only to spots and direct inclusions (not for sponsoring!);
- **By spots**, independent of the spot duration;
- **Steps**, tarrification with customizable ranges (here you may specify duration ranges, each with its own price).

All types of tariffication are specified for spots and direct inclusions (sponsoring is calculated by *number of outputs* only).

The basic cost of output (depending on the tariffication type and allocation options) is entered in the table below. The vertical axis shows hours with a step of one hour, while the horizontal axis shows days. By using the **Add day** button you may specify your own tariff coefficients for each day of the week or even each year (working days, weekends, day of the week, any specific day).

➡ Please note that for every type of commercial item there should be a “layer” in the tariff scale created. Tariffication day that we don’t use anymore can be easily deleted by the **Delete day** button (**fig. 30**).



Hour	Workday	Weekend	01.01
0	530	530	3420
1	530	530	3420
2	530	530	3420
3	530	530	300
4	530	530	300
5	530	530	300
6	530	530	300
7	530	530	300
8	2815	530	300
9	2815	530	300
10	2815	530	300
11	2815	530	300
12	1720	530	1700
13	1720	530	1700
14	1720	530	1700
15	1720	530	1700
16	1720	530	1700

Fig. 30. Example of a tariff scale

For convenient tariff indexing all prices are in arbitrary units in the **Exchange rate / artbitrary unit** field (if the exchange rate is not specified the system will use value equal to “1”).

On the **Discounts** tab (**fig. 31**) all values are entered in percent. Three types of standard discounts and four types of surcharges are available: **Discount for free accommodation**, **Extra charge for the first position**, **Discount for volume**, **Discount season**, **Extra charge for second position**, **Extra charge for third position** and **Extra charge for the last position**. Using the **New discount** and **Delete discount** buttons you may manage your discount policy.

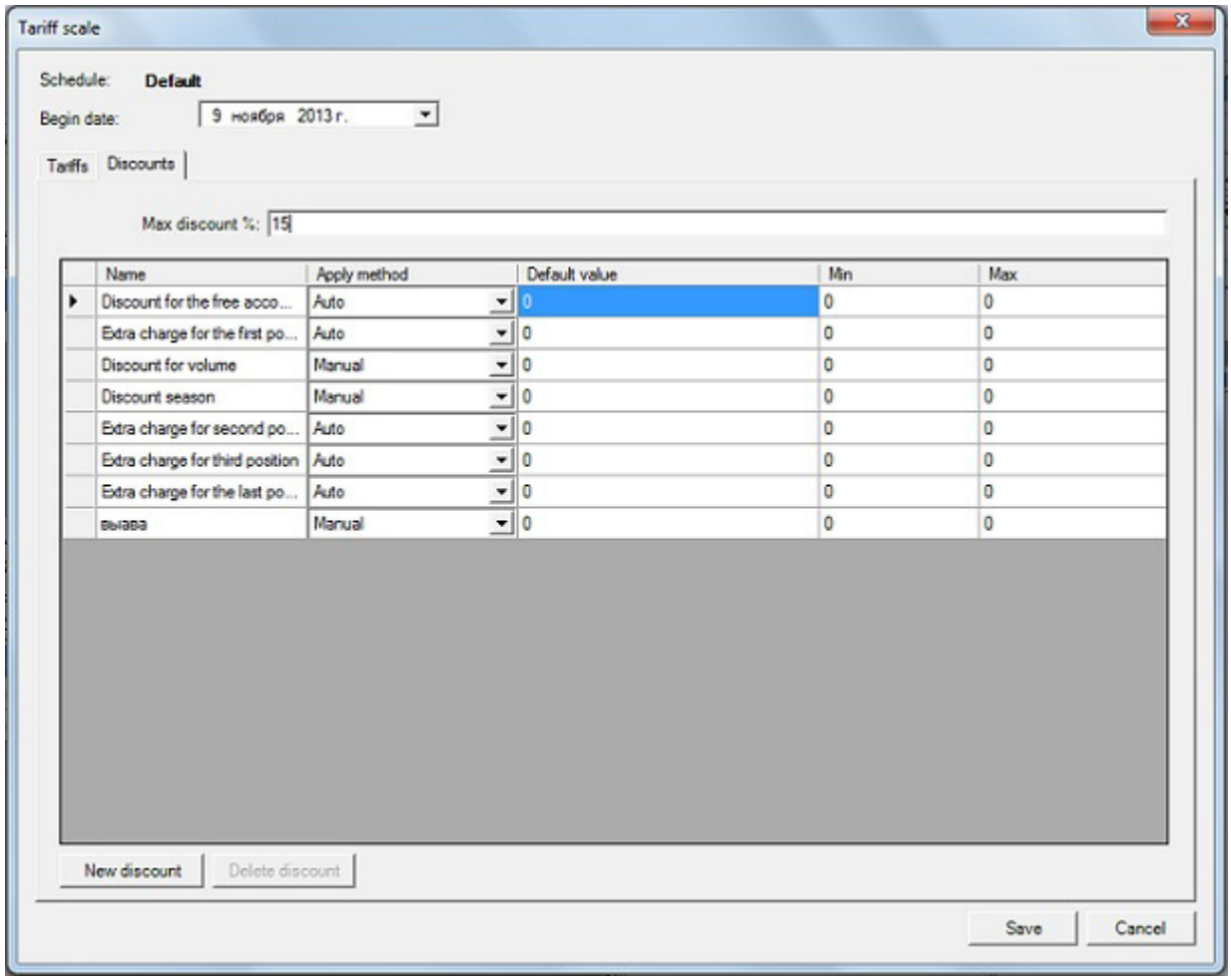


Fig. 31. Tariff scale window, Discounts

The **Max discount %** parameter limits the sum of percent on various offers. The following fields are available:

- **Name** of coefficient;
- **Apply method**: Manual, Auto, Not apply;
- **Default value** is equal to minimal acceptable level of discount;
- **Min** – minimal acceptable level of discount (equal to zero by default);
- **Max** – maximum acceptable level of discount (equal to **Min** value by default).

➡ After you've finished editing tariff scale, don't forget to hit **Save**.

3.2.2. List of tariff scales

A tariff scale is always tied to a broadcasting frequency (a radio station). In other words, there is always only one active (current) tariff scale for any day and every frequency. There is a list of versions (**fig. 27**) sorted by save date, where you can view older tariff scales, edit or save current and future scales. Tariff scale identifiers include: frequency reference and scale save (fixing) date.

Current tariff scale defines the parameters of any *newly created* media plan. These parameters are then used to calculate the cost of advertising and the latter *doesn't change* anymore (the scale can not be edited if at least one media plan was created on its basis). Instead of editing we always have to create a new scale that will then become current scale.

➡ *Current scale* can only be deleted if it's not used by any of media plans (after deleting a scale, what comes next in the list will automatically become current scale). *Future scales* can be deleted or re-saved (when doing this, a new tariff scale will be created: with a new date and new fixing time, it will then appear in the list of tariff scales).

3.3. Contractors.

It is impossible to start working on a media plan and commercial spot allocation in Media Planner Sales without creating at least one contractor (covenantee), as any media plan is made with a specific contractor in mind.

3.3.1. Creating and editing a contractor

Creation, editing of properties and deletion of a contractor is performed on the ***Media*** tab in **Covenantees** window (**fig. 32**).

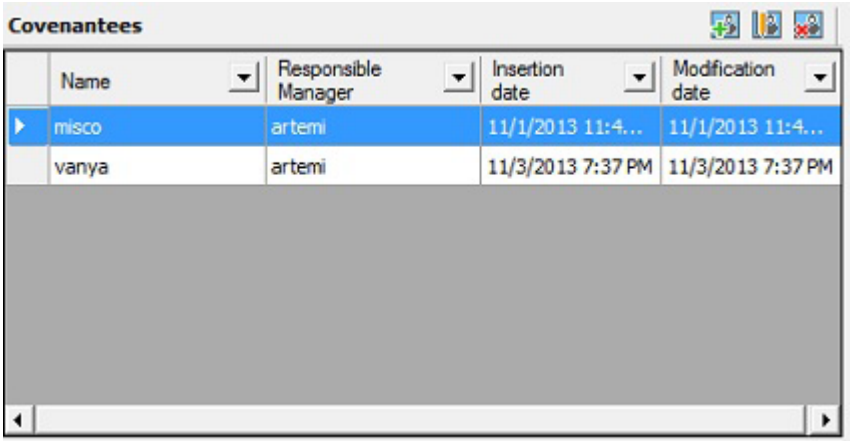


Fig. 32. Covenantees window

A contractor is created by a responsible manager, usually one of the sales department people. Only that person will have the right to edit contractor's properties later on (including to pass a contractor to another responsible manager) or delete it from the system. His colleagues in the department will only be able to view information about "his" contractor (of course, if there is a senior manager in the department, he will be able to manage all contractors in the list).

The contractor creation process begins with clicking on the button above the list on the right side or with selecting **New covenantee** from the right-click context menu. The **Contractor** window (**fig. 33**) will be opened, where *any necessary information* about the client can be entered, including his billing address (please note that the billing information entered here will appear unchanged in the bill). Also in this window you select a responsible manager and covenantee's organization name (several organizations may be specified for one covenantee). The **Creation date** and **Modification date** fields are filled in automatically.

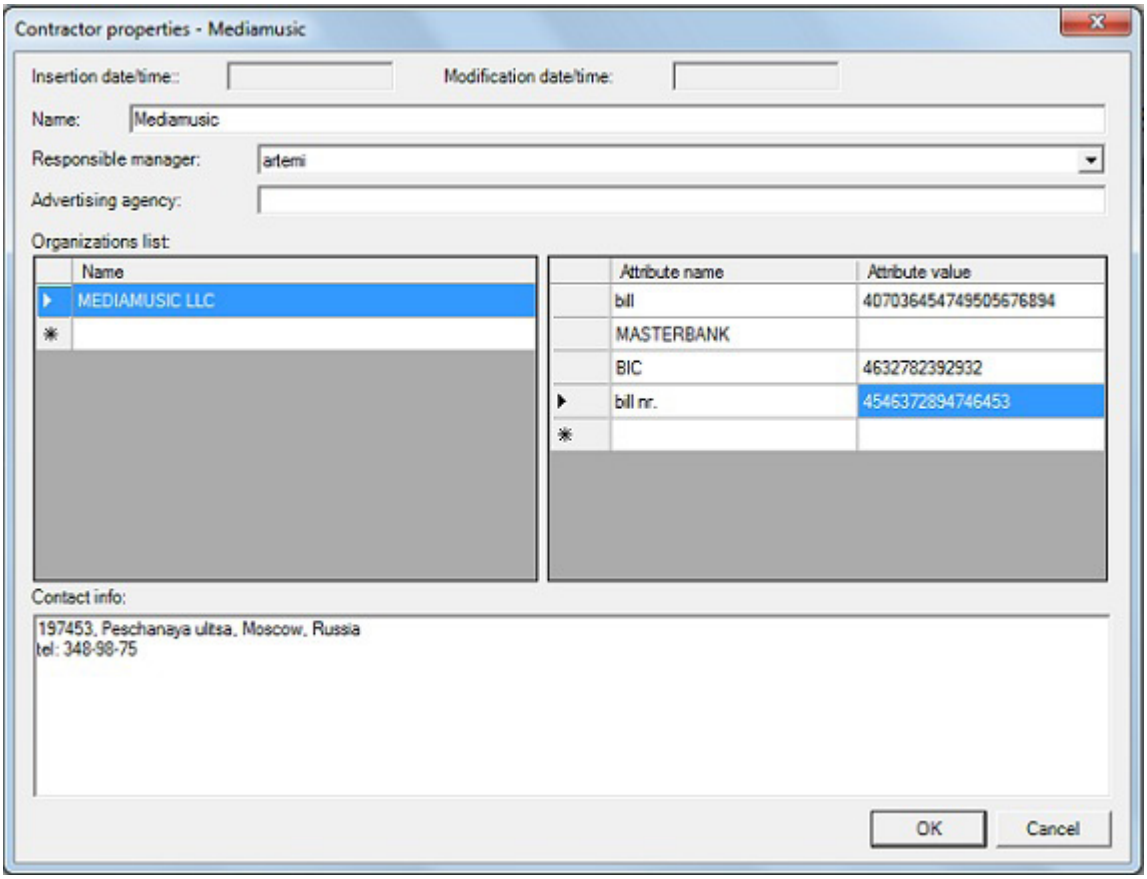


Fig. 33. Contractor properties

If at least one media plan is related to this contractor, the latter will be impossible to delete from the system!

3.3.2. List of contractors

Information in other windows depends directly on the line selected on the ***Media*** tab in **Covenantees** window (**fig. 32**): selecting a contractor, we will automatically be able to see his media plans, spots and contact information.

You can filter contractors in the list by their name, responsible manager or by contacts (filter can be configured by clicking on an arrow near the header of each column – here you have to check the needed parameters). To configure the layout of columns, right-click on the header of any column and check the needed parameters.

3.4. Media plan.

A media plan is a schedule of commercial spot outputs. Media plan is *always* tied to a contractor. By means of a media plan and using a tariff scale the costs of an advertisement campaign for a customer is calculated, blocks and spaces for spots inside them are selected and last but not least, it is the media plan that provides automation of commercial schedule generation.

3.4.1. Creating and editing media plans.

To create a media plan, press on the ***Media*** tab in **Media plans** window or select **Select media plan** from the context menu. After answering the questions: what media plan are you going to add? (select **Local** (which means that it is tied to a certain frequency; we will tell more about a multi-local media plan tied to a certain broadcasting grid later in this document), for which grid and which schedule?, – a separate **Media plan** window will appear (**fig. 34**). When a new media plan is created it is always marked as **New** in the lower part of the Media plan window.

Basic media plan parameters:

- **Name** – the contractor for which the media plan is created.
- **Grid** – can not be changed, as it was selected during creation of a media plan.
- **Schedule** – can not be changed, as it was selected during creation of a media plan.
- **Number** – media plan number for accounting purposes.
- **Range from… to** and **Change** button – specifies start and end dates for a media plan (these values alters the working area of the media plan window; the dates can be changed at any moment. However, depending on the status of media plan, the system may block such changes).
- **Version: Manager/Traffic manager/Both** – configures visualization of spots in the table. For example, blocks (slots) filled according to other media plans will be highlighted by color for manager to see, while the traffic manager in addition to that will be able to see which spots are found inside (this field appears when a media plan reaches the **On-air** status).

Further down the window there is a table (the very commercial grid that we've created earlier, only limited by dates). The commercial spots in it are sorted by days, hours or even positions in blocks (each slot corresponds to one commercial block).

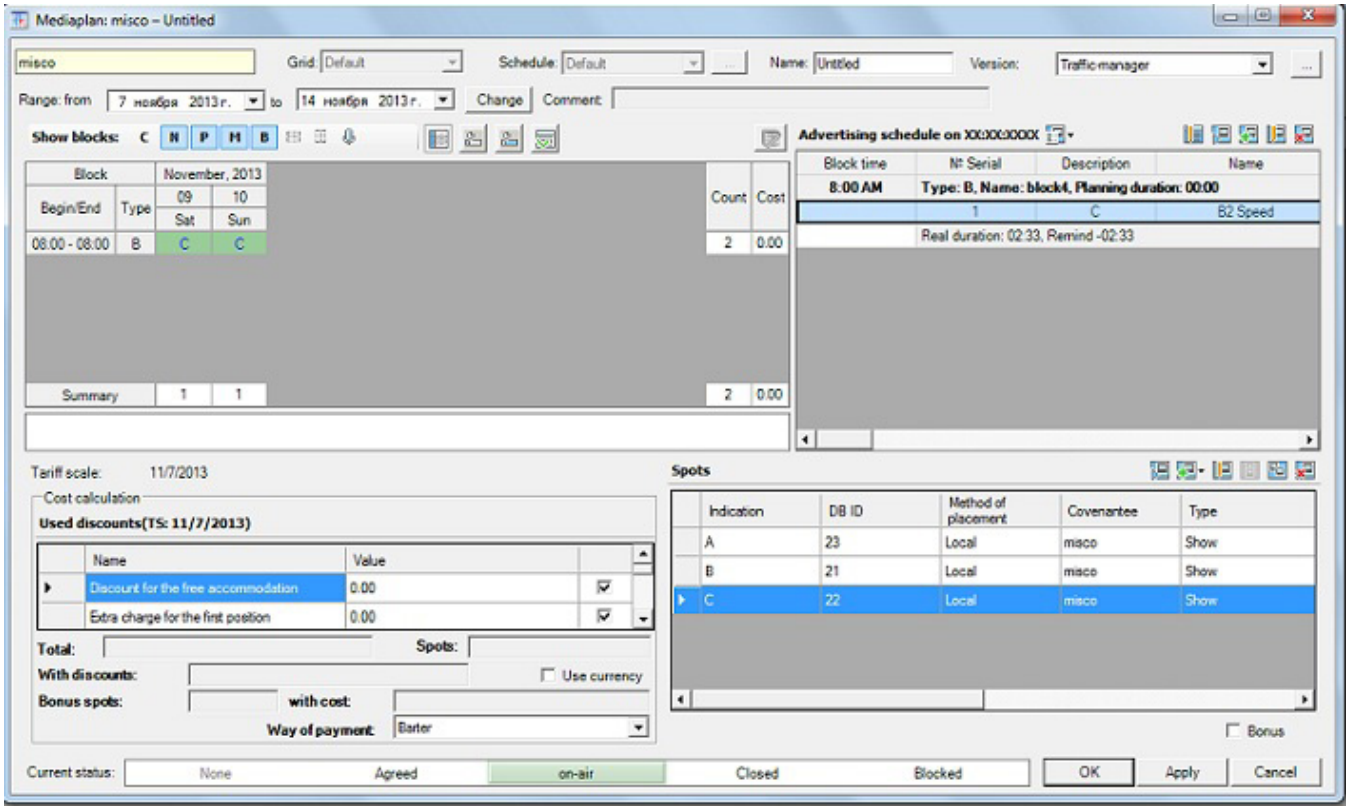


Fig. 34. media Plan window

The two right columns show the number of spots in this block and their cost *for the whole media plan*. The buttons above the table allow selecting block types (C, J, M, B, N) that will be displayed and their layout (how they will be displayed).

For clarity, background colors, filling colors and frame colors for each slot depend on the degree of completeness of respective block:

Block completeness	Background	Filling	Frame
Block not found in broadcasting grid	Grey		
Empty block	White		
Block filled partially	Light-green		
Block filled	Violet		Black
One of the positions is occupied		Hatching	
A conflict in the block			Red

Under the table there is a message window that shows information about currently selected block (its contents and conflicts).

Please note that if a broadcasting grid for a particular frequency gets changed, the media plan will change automatically:

- If the number of commercial blocks within an hour *remained the same*, only commercial block output time displayed in the left column of the table will change;
- If the number of commercial blocks within an hour *increased*, a new (empty) outputs line will appear in the media plan;
- If the number of commercial blocks within an hour *decreased*, the outputs line deleted from the grid will disappear from media plan. Consequently, the media plan cost will change, and the user will get a system error message.

3.4.1.1. Adding airings to media plan

Airing – is broadcasting of commercial materials on-air.

Now we have to edit the newly created media plan and prepare it for broadcasting. The list of commercial spots of this particular contractor is already in our possession (for conciseness, each spot in the **Media plan** window is referred to by the letters A, B, C…), and if needed, we can add stuff to the list of spots directly from this window.

Selecting one spot in the list of spots and double-clicking it, we insert it in the needed block shown in the table. Several blocks at once may be filled with this same spot via the context menu command **Insert spot** (**fig. 35**) or by pressing [Ins] after selecting these blocks:

- Select a block (left-click);
- Select several adjacent blocks (moving the cursor while holding down the left button of the mouse);
- Select several random blocks (clicking or moving with the left mouse button while holding down [Ctrl]).

Context menu of a selected block or blocks contains commands (almost all of them can also be accessed from the keyboard and some from functional buttons above the table):

- **Insert spot** – [Ins],
- **Delete spot** – delete *one* spot [Ctrl+Del],
- **Delete all spots** – delete *all* spots of a block [Del],
- **Replace spots** – replace one spot with another *without deleting* [Alt+R],
- **Play spot** – [Ctrl+P],

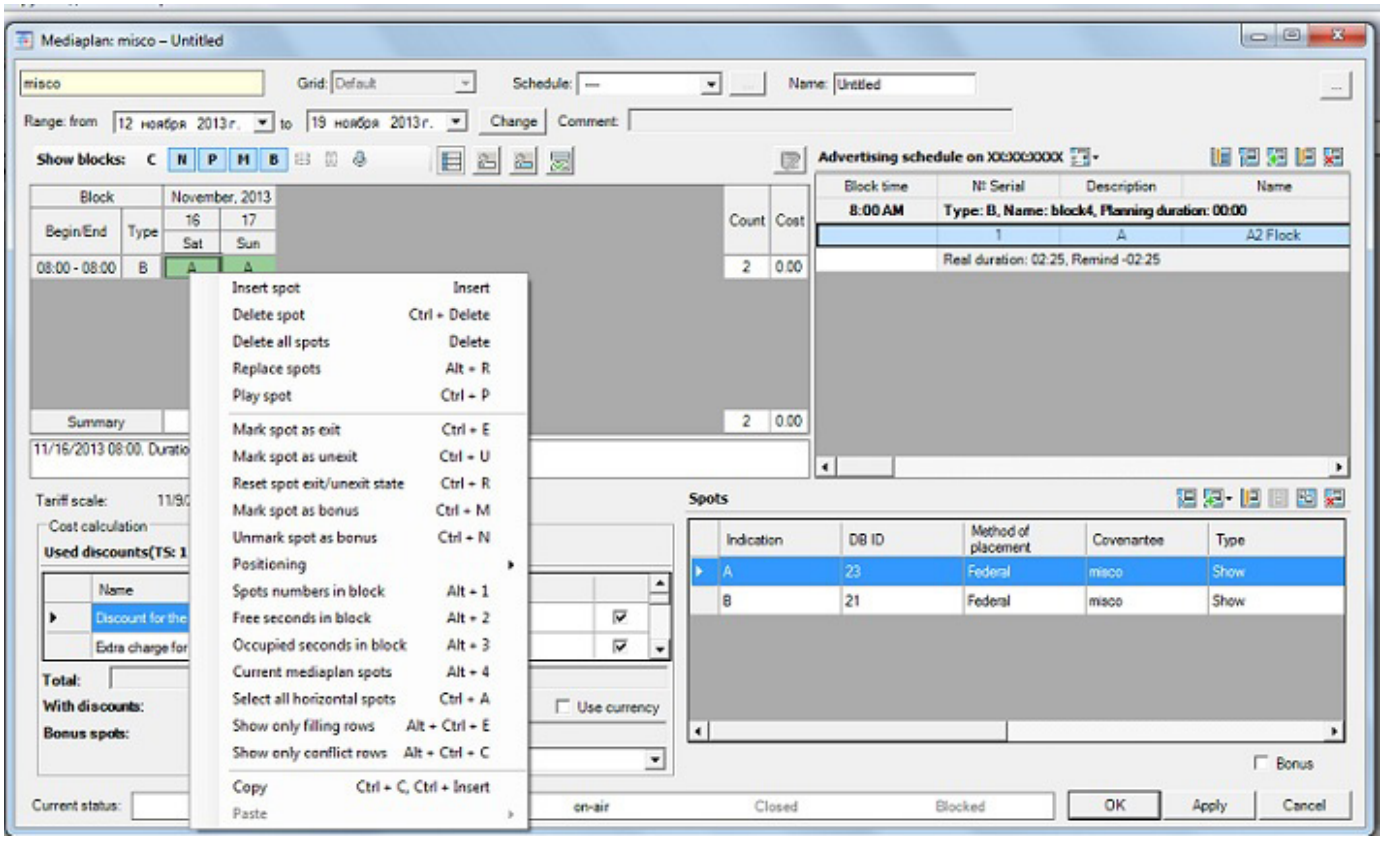


Fig. 35. Adding a spot to media plan

- **Mark spot as exit** – [Ctrl+E],
- **Mark spot as unexit** – [Ctrl+U],
- **Reset spot exit / unexit state** – [Ctrl+R],
- **Mark spot as bonus** – [Ctrl+M],
- **Unmark spot as bonus** – [Ctrl+N],
- **Positioning**:

  Set moving state to spot in hour limit – can be moved within an hour and when added, falls at the *beginning* of the block [Ctrl+H];

  Set free spot place – can be placed freely during the day and when added, falls at the *end* of the block [Ctrl+G];

  Set spot to first position – [Ctrl+1];

  Set spot to second position – [Ctrl+2];

  Set spot to third position – [Ctrl+3];

  Set spot to last position – [Ctrl+L],
- **Spots numbers in block** – [Alt+1],
- **Free seconds in block** – [Alt+2],
- **Occupied seconds in block** – [Alt+3],
- **Current mediaplan spots** – [Alt +4],

- **Select all horizontal spots** – selects all phonograms on media plan table [Ctrl+A],
- **Show only filling rows** – [Alt+Ctrl+E],
- **Show only conflict rows** – [Alt+Ctrl+C],
- **Copy** – [Ctrl+C], [Ctrl+Insert],
- **Paste**:

  With replacement (performed with the help of a block context menu command or by pressing [Ctrl+V], [Shift+Insert];

  With addition (performed with the help of a block context menu command).

Spot allocation in the table will be automatically shown on the right, inside the **Advertising schedule on…** window (**fig. 36**). Selecting any commercial block in the left table, we will see detailed schedule of all commercials in all media plans in the right window (media plans should have status no lower than **On-air**) for the day during which the block should be aired. And selected block will always be “in focus” of the window. Here you can change position of the spot (output) in relation to spots of other contractors or move the output to another block.

Each block here is represented in expanded form and has a title that includes block *type* (“C” in our case), its *name* and *planned duration*. There’s a line after each block where an *actual length* calculated by the software is shown, as well as *remaining space.*

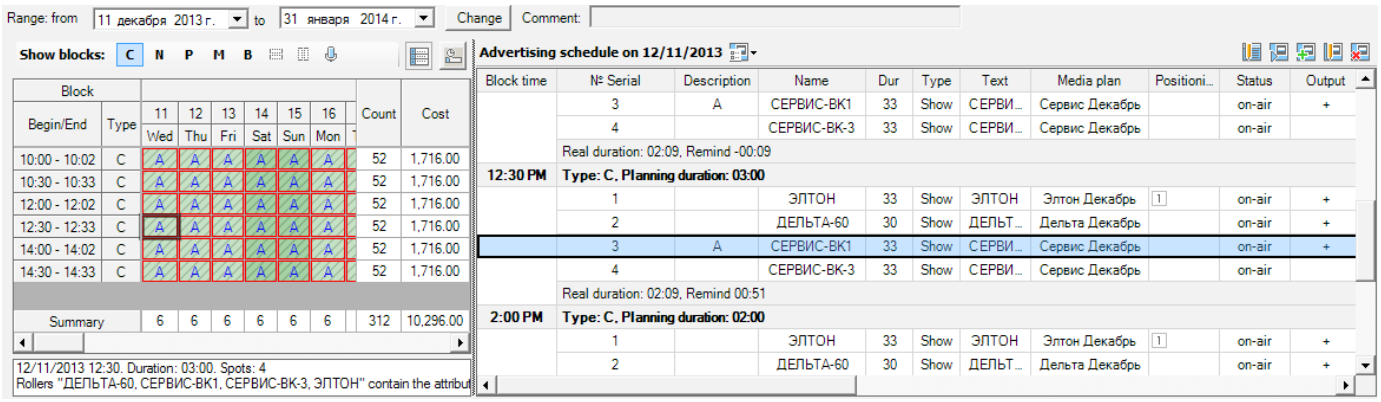


Fig. 36. Advertising schedule on…

The columns in the **Advertising schedule for…** window can be sorted by order and by displaying mode by right-clicking on their title line. The following commands are available from the context menu:

- Column sorting;
- Block time;
- № Serial;
- Description;

- Conflicts;
- Name;
- Duration;
- Type;
- Text;
- Media Plan;
- Positioning;
- Status;
- Output;
- Date output;
- Bonus;
- Line;
- Voice;
- Payment way;
- Placement type.

Unused columns can be deactivated by unchecking them.

3.4.1.2. Multi-local media plan

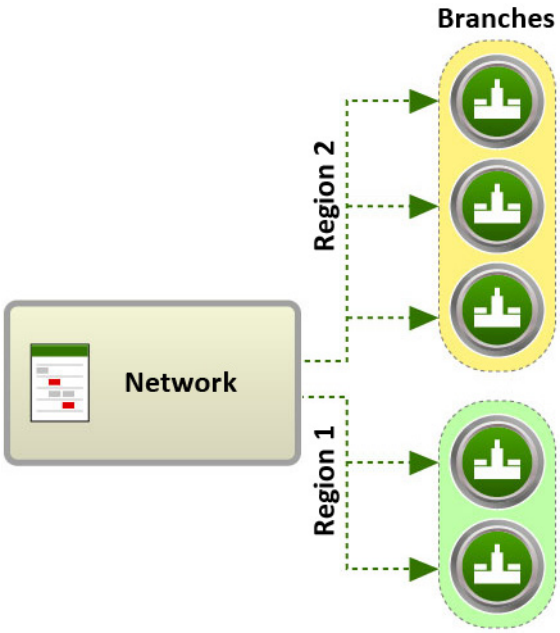
Multi-local media plan (or meta media plan) is the same type of one-campaign, one-advertiser media plan, but tied to *a particular grid*, not to a schedule.

Multi-local media plan is used by network radio stations (radio network). It can be assigned to *various broadcasting schedules*, while all properties of commercial spot outputs (such as spot position in a block for example) will remain the same for all broadcasting schedules of a radio network. There is a possibility for regional branches in multi-local media plan to add their own, local commercial spots.

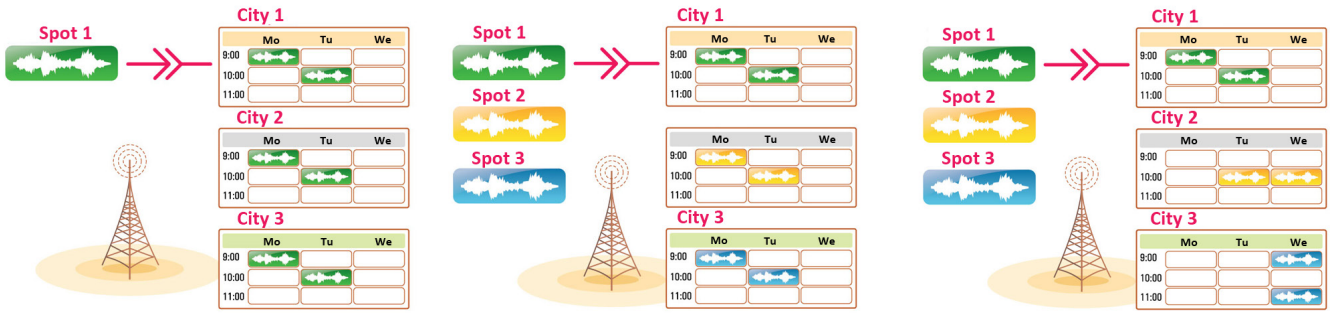
When creating a media plan, select **Multi-local** instead of **Local** and specify region (one or more broadcasting points), selecting it from the list:

- Federal – for all cities and radio network branches;
- Regional – for cities and branches of a certain region;
- Local – for one specific city or radio network branch.

A federal radio network can be schematically shown as this:



Please note that when creating a multi-local (federal or regional) media plan planned commercial output time for all broadcasting points will always be exactly the same up to a block (at the same time, the spots may be the same for the whole radio network or vary in different regions). And if you need to change something for a separate branch, a separate local media plan should be created for it (then the resulting schedule in regions will be created by *joining* all media plans related to this broadcasting point).



Multi-local media plans **Local media plan**

Before starting to work on a multi-local media plan you need to set up **Broadcasting regions**, by matching each region with its own broadcasting schedule. On the ***Media*** tab, click on the three-dot button and select **Common options**. On the **Editing regions** tab, right-click on **Federal** and then select on **Add region**. Then in the list on the right check needed schedules and add them to the newly created region by clicking on **<<** (**fig. 37**).

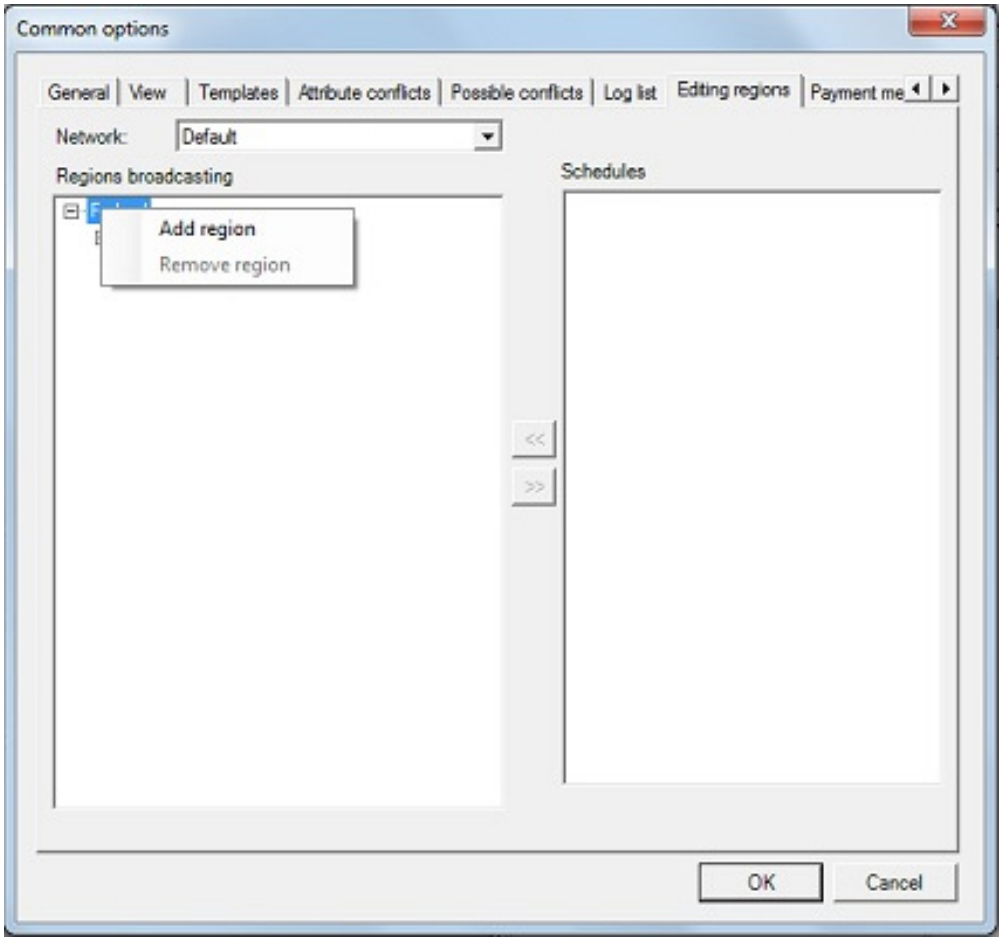


Fig. 37. Adding a region

Then we follow the same steps as during creation of a local media plan, the only difference is that in the media plan creation dialog you need to specify the media plan as **Multi-local**. Please pay attention to selection of the broadcasting grid for your new multi-local media plan, because after the multi-local media plan has been saved, the grid can not be changed anymore. Always the first grid in the list is selected by default.

Right after creation of the new multi-local media plan all schedules corresponding to the selected broadcasting grid appear in the schedule list (the **Schedule** field of the multi-local media plan editing window). To the right of the **Schedule** line, the three-dot button becomes active – this is for selection of broadcasting region schedule. It is possible not to choose existing broadcasting schedule, but use a “virtual” broadcasting schedule (marked as «---»). This is useful when, for example, you need to view commercial material of this multi-local media plan without calculating conflicts (**fig. 38**).

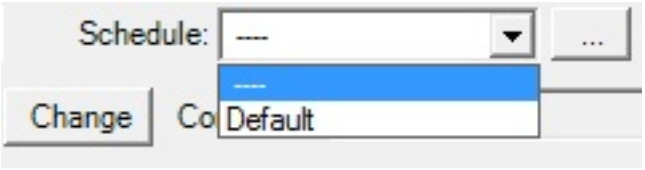


Fig. 38. Selecting a “virtual” schedule

Please note that as soon as the multi-local media plan gets the **Agreed** status, you will not be able to change the set of schedules. If you need to change something, you may “roll back” the status of any media plan to **None**, although you will need to have special administration rights to do this.

Any spot in a multi-local media plan, reserved for just one particular schedule, will have a *local* status. A spot reserved for all schedules will have a *federal* status. This information is displayed for each spot in the list of spots (outputs) in the multi-local media plan editing window. Selecting (by right-clicking) the context menu command **Change federal spot**, you can insert any local spot instead of a federal one (however, the reverse action is not available).

If a *multi-local media plan* needs to be transformed into a *local* one (and vice versa), use the **Media plan transform** command (***Media tab***, three-dot button, **Media plan transform**).

3.4.2. Media plan statuses.

A media plan has several statuses. The **Current status** line is found at the very bottom of media plan editing window. It has a consecutive row of buttons: **None**, **Agreed**, **On-air**, **Approved**, **On air**, **Closed** and **Blocked** (**fig. 39**). The number and configuration of buttons can vary and depends on settings performed on the ***Media*** tab (three-dot button, **Common options**, **View** tab) and on commercial preparation technology adopted by the commercial department of a radio station.

Fig. 39. Media plan

While **None** (for new media plans) needs no explanation, we will explain in detail all the others.

Assigning an **Agreed** status to a media plan means its ultimate tie to a tariff scale (which is, to the scale on basis of which it was calculated). The button **Agreed**, located at the bottom

of the **Media plan** window is used by the responsible manager who works with this particular advertiser. In other words, agreeing on a media plan is its approval by the contractor (the status at this point can be rolled back to **None**, if needed).

The **On-air** status is usually assigned by the traffic manager, after checking the possibility of placing spots in the time requested by the contractor. After clicking on **On-air**, the **Media plan reservation** window appears where you have to specify reservation time (**fig. 40**). This action blocks subsequent changes to media plan on the part of sales manager and spaces in commercial blocks (usually for contractor invoice billing) are reserved for this media plan for a specific period of time. After that period, the reservation is removed. By assigning this status, traffic manager passes on the media plan for approval by the supervisor. Starting from the moment of reservation the **Version** parameter appears in the media plan editing window (a copy of the media plan is created and is then handled by the traffic manager and his version may at any time be compared to the sales manager's version to avoid possible controversy). Naturally, the manager's version is used for uploading the media plan to broadcasting schedule.

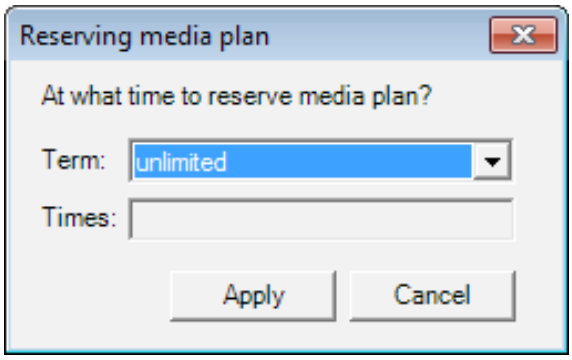


Fig. 40. Media plan reservation

Please note that if a reservation is removed, the traffic manager's version is deleted.

The **Agreed** status is a result of senior manager's checkout of the media plan and a permission to traffic manager for allocation of media plan's spots on-air.

The **On-Air** status can be assigned to an agreed media plan only. It is usually assigned by the traffic manager. After that, nothing can be changed anymore in the media plan by the responsible manager. If, for example, the need to change media plan frequency (radio station) surges, it will only be possible by *moving the media plan* (functional button in **Media plans** window on the ***Media*** tab or **Media plan move** command via three-dot button in media plan editing window).

After receiving the **On-Air** status, commercial spots belonging to the media plan can be uploaded to the broadcasting schedule.

The **Closed** status completes the “lifecycle” of a media plan and is assigned once the advertising campaign has been completed. No outputs of a closed media plan are possible and its cost is calculated only in contractor’s overall balance.

The **Blocked** status is used to temporarily block a media plan (for example, the customer has requested to temporarily suspend his or her advertising campaign). This status can only be assigned to media plans that have already received the **On-Air** status. After that, the media plan can either return **On-Air**, or get **Closed**.

3.4.3. List of media plans.

All media plans are gathered on the ***Media*** tab in the **Media plans** window (right from **Covenantees** window). Selecting any covenantee, you may create, edit and delete his media plans (**fig. 41**). Information on media plans is arranged in columns:

- **Number;**
- **Begin date;**
- **End date;**
- **Modification date;**
- **Schedule;**
- **Status;**
- **Cost;**
- **Actual cost;**
- **Bills;**
- **Payments;**
- **Payment way;**
- **Contractor;**
- **Balance;**
- **Responsible manager;**
- **Mediaplan type;**
- **Comment.**

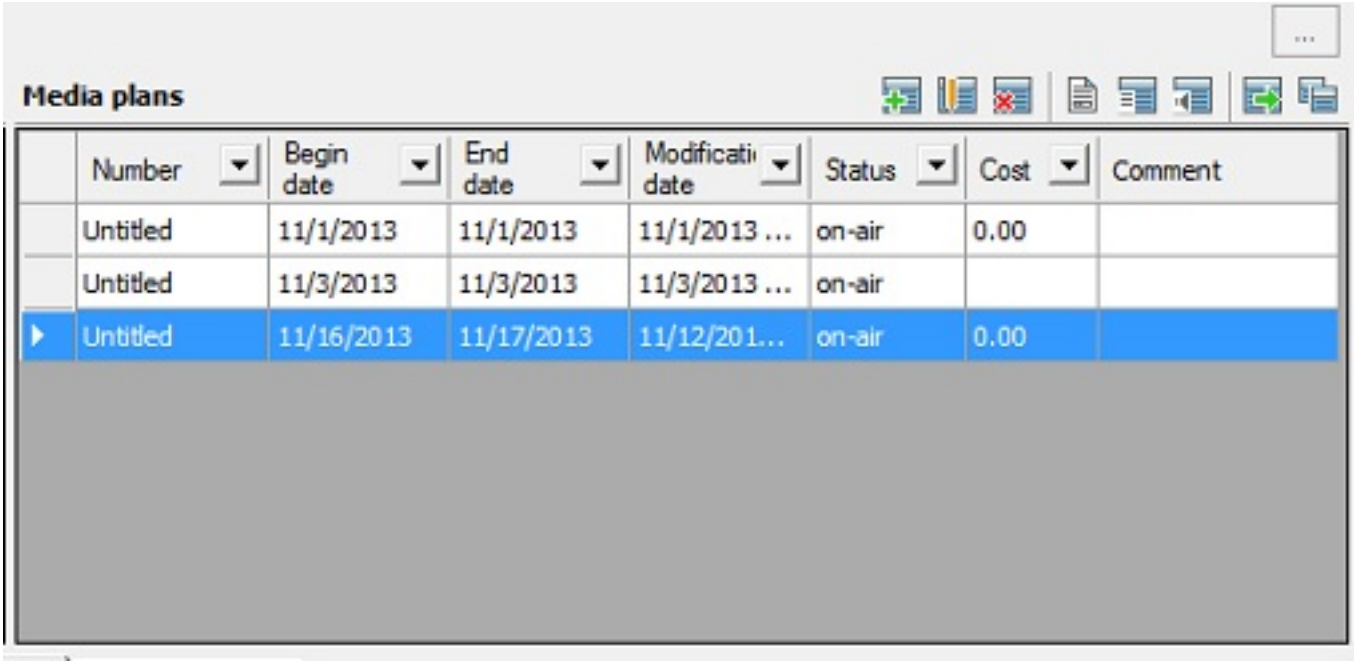


Fig. 41. List of media plans

As with all other lists, the user can disable unused columns (by right-clicking on their titles), adjust the width of displayed columns and filter the contents of the list by clicking on to the right of each title.

There are functional buttons above the media plan list:

- Add **New media plan**;

- **Edit media plan**;

- **Remove media plan** (before removing, the media plan's use in air planning is checked);

- Create **New bill**;

- **Media plan report**;

- **Media plan air report**;

- **Move media plan** (depending on the type of media plan it can be moved to another manager, another frequency and so on);

- **Copy media plan**.

If a media plan is selected from the list, information about it will appear in the **Bills and payments** window below: it includes billings, payments received and contractor's balance.

3.4.4. Media plan payment.

The payment for a media plan includes several steps, beginning with the calculation of its cost and creation of a bill and ending with registration of payments made.

3.4.4.1. Calculating of media plan cost

Information about applicable tariff scale, its date of fixation, table of discounts and the cost is available in the media plan editing window in **Cost calculation** field (**fig. 42**).

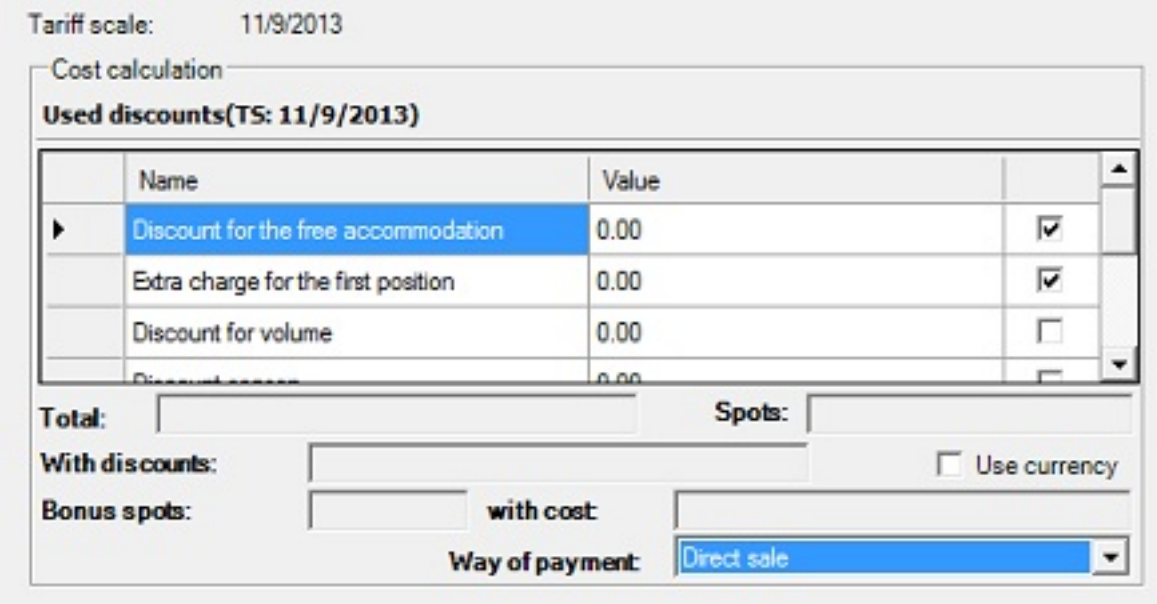


Fig. 42. media plan cost calculation

Whenever a media plan is changed, the cost of advertising is automatically calculated here. After adding commercial spots you have to specify discounts and other parameters in the media plan editing window. For example, the advertising campaign type by payment method (internal information of the department that doesn't influence the costs): barter, promo, agency, direct sale, regional sale (see Introduction: *Basic terms and definitions*).

Please note that when a new media plan is created, it is always calculated by *current* tariff scale. The tariff scale (or one of its coefficients) can not be changed for media plans with an **Approved** status.

3.4.4.2. Bill request and creation

An accounting request for a contractor bill can be formed after media plan reservation or after it's been agreed on. DIGISPOT II Media Planner Sales does not work directly with accounting software but allows forming automatic requests with contractor details and coordinates (of course only if they are specified in contractor properties). The bill (bill request) can be created in several ways: from the list of contractors, from media plan list or bill list.

If creating bill from the list of media plans (click on), the fields titled **Cost** and **Number** of outputs are filled in automatically (can be changed manually, though). In the **Middle spot cost** field, the average cost of one output is calculated. If creating from the list of covenantees, the binding to a media plan can be completed later. If creating from the bill list (**Media** tab, **Bills and Payments**), you may create either a request (print form) or the bill itself.

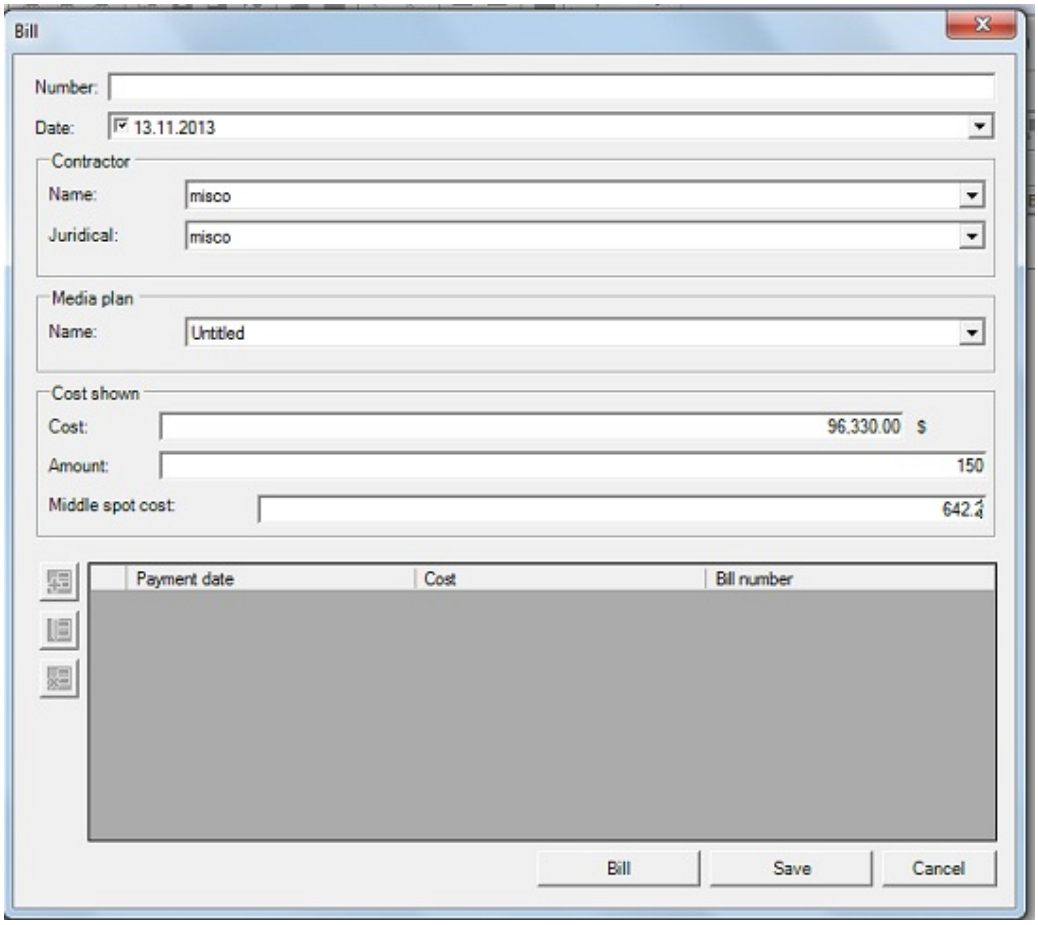


Fig. 43. A Bill

By clicking on the button in **Bills** list header or by selecting **New bill** in right-click context menu, the **Bill** window (**fig. 43**) is opened. The blank contains payment list window and the following fields:

- **Number**,
- **Date**,
- **Contractor** – **Name** and **Juridical (Organization)**,
- **Media plan**,
- **Cost shown** – **Cost**, **Number**, **Middle spot cost**.

The bill does not include any required fields. Only tying to a contractor is required.

It is quite possible that when the payment has already been done, the bill was not yet created. In that case you should create a bill, tying it to a contractor, and insert information about payment in the list of payments without specifying the number or date of the bill. These fields (number and date) may be filled in later.

3.4.4.3. The list of bills

The list of bills (**fig. 44**), located on the **Bills and payments** tab, allows adding, editing and removing bills. It contains the following columns that can be customized by right-clicking on the title:

- **Number of bill**,
- **Organization**,
- **Media-plan**,
- **Date**,
- **Amount**,
- **Payments amount** on this bill.

The following commands are available in the list of bills (accessed by right-clicking plus some of the commands are available via buttons on the list header):

- **New bill**,
- **Edit bill**,
- **Remove bill**,
- **Report bill**,
- **Show with / without media plans.**

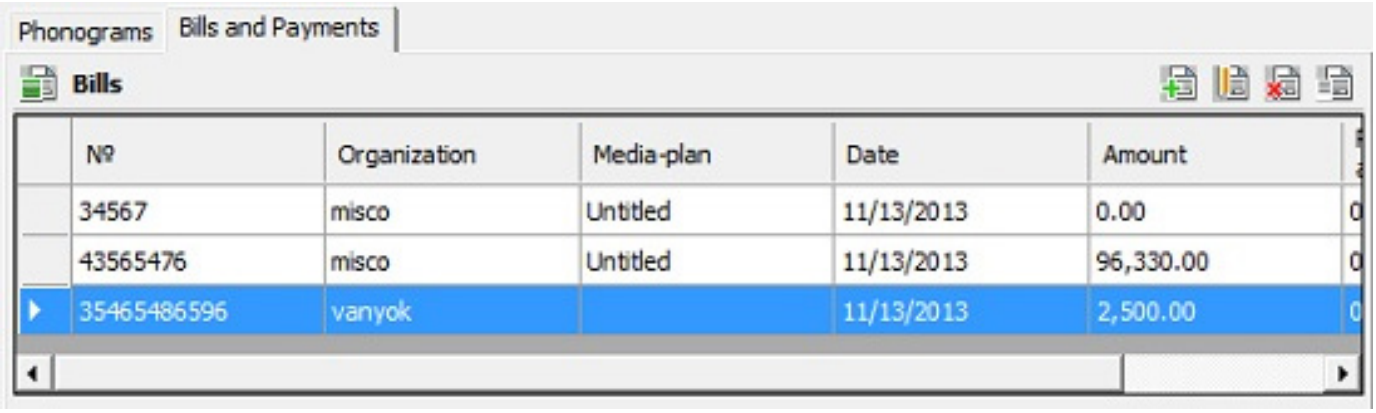


Fig. 44. List of bills

3.4.4.4. Payment registration

All payments are registered in the **Payments** window, located below the **Bills and Payments** window (you can also add, remove and edit a payment in the list of payments of the **Bills** window (**fig. 45**).

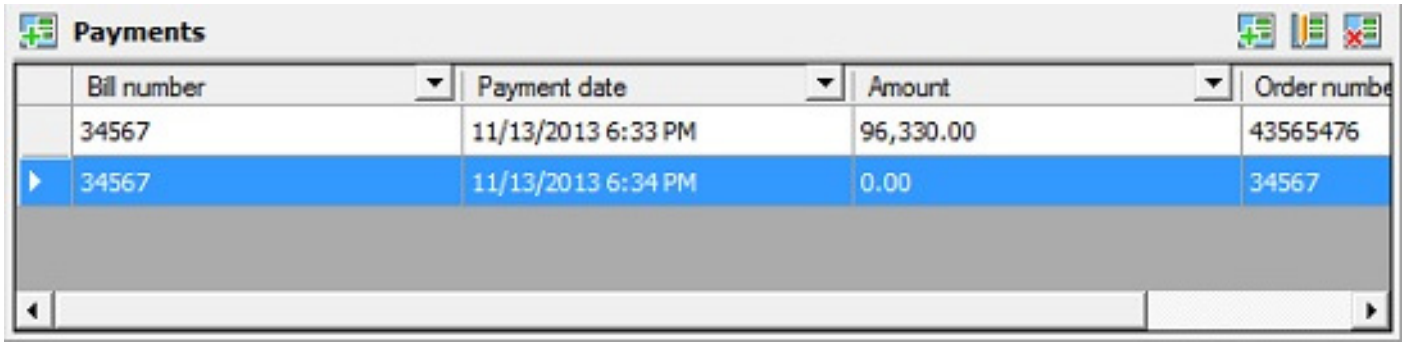


Fig. 45. Payments window

By clicking on in the **Payments** list header or selecting the right-click context menu command **Add payment** the **Payment** window is opened (**fig. 46**). The blank contains a list of bills and the following fields:

- **Date**,
- **Order number**,
- **Amount**.

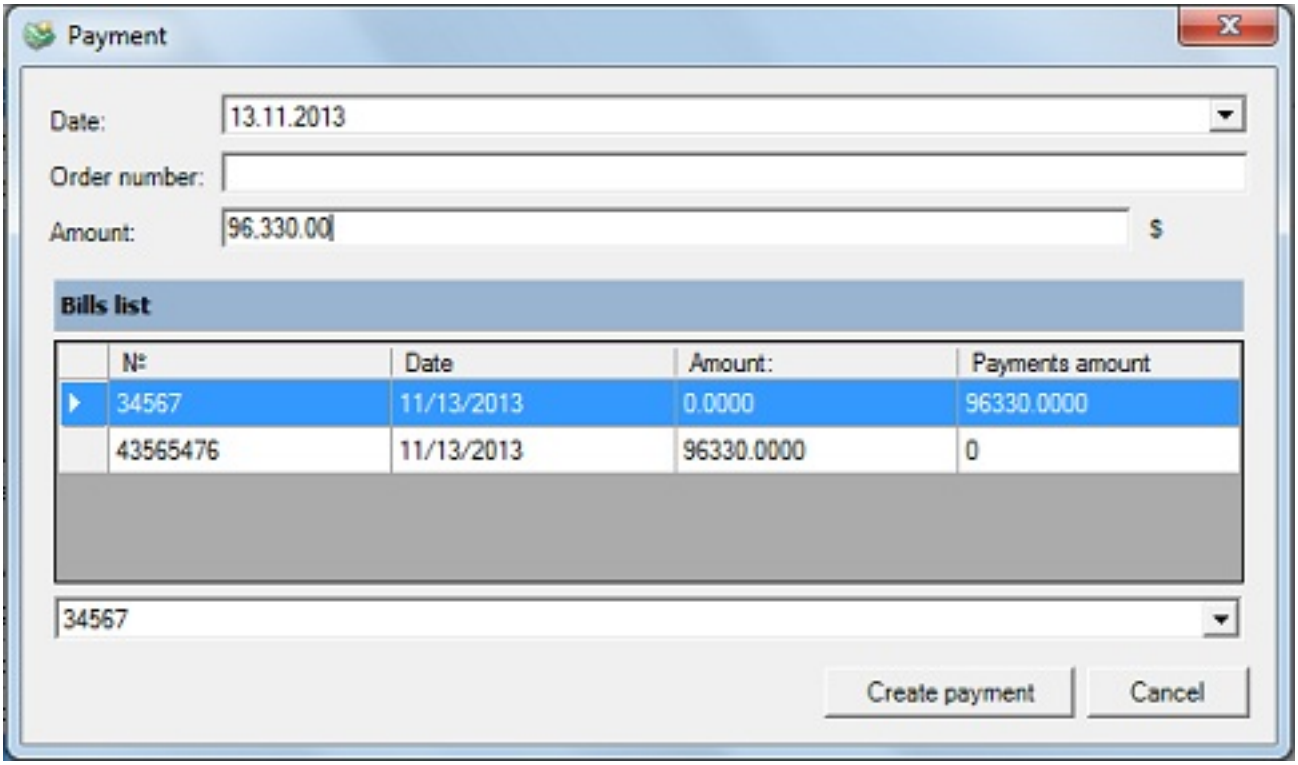


Fig. 46. Adding a payment

3.4.4.5. List of payments

The list of payments located on the **Bills and payments** tab of the **Payments** window lets you add, edit and remove payments. It contains the following columns, customizable by right-clicking on the header:

- **Bill number**,
- **Payment date**,
- **Ammount**,
- **Order number**.

The following commands are available from the list of payments (some of them can also be accessed from buttons located on the header of payment list):

- **New payment**,
- **Edit payment**,
- **Remove payment**,
- **Show with / without accounts**.

Please note that several payments can be connected to a single bill. Note also that access to contractor balance depends on user access rights.

3.4.5. Closing the day.

Closing of the day is in practice a ban on all changes in all media plans of the day that have the **On-Air** status.

Any day can be closed for a particular frequency (radio station), provided that the preceding day has already been closed (this rule is relevant for both the present and the future). Click on the three-dot button of the ***Media*** tab and select **Close day** (**fig. 47**).

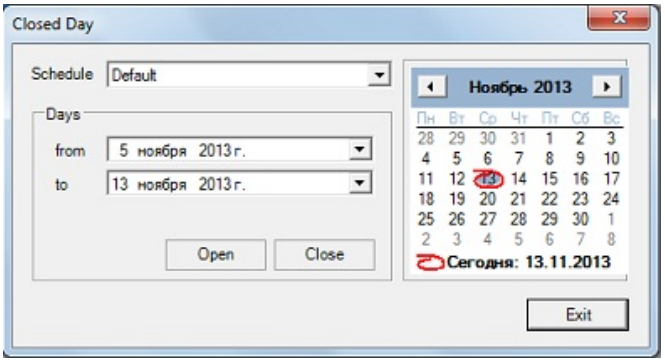


Fig. 47. Closed day window

Using the calendar, you may select not only a separate day but a whole period. To do this, select the period you wish to close with a mouse. After that, click on **Close**. Before closing anything, the system will check for conflicts in blocks and earn the user about faulty media plans (**fig. 48**).

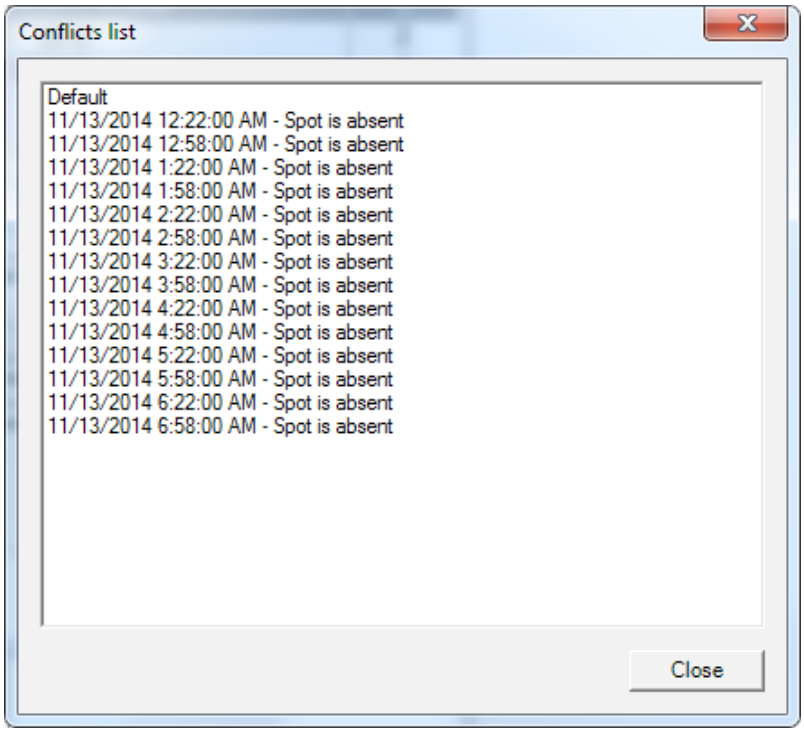


Fig. 48. Warning about conflicts when closing a day

To correct errors, open each media plan in editing window. All conflicting blocks will be put in a red frame.

You may even close days discarding all conflict messages. To do this, switch off conflict checks using the **Possible conflicts** tab of the **Common options** window accessed by clicking the three-dot button. (**fig. 49**).

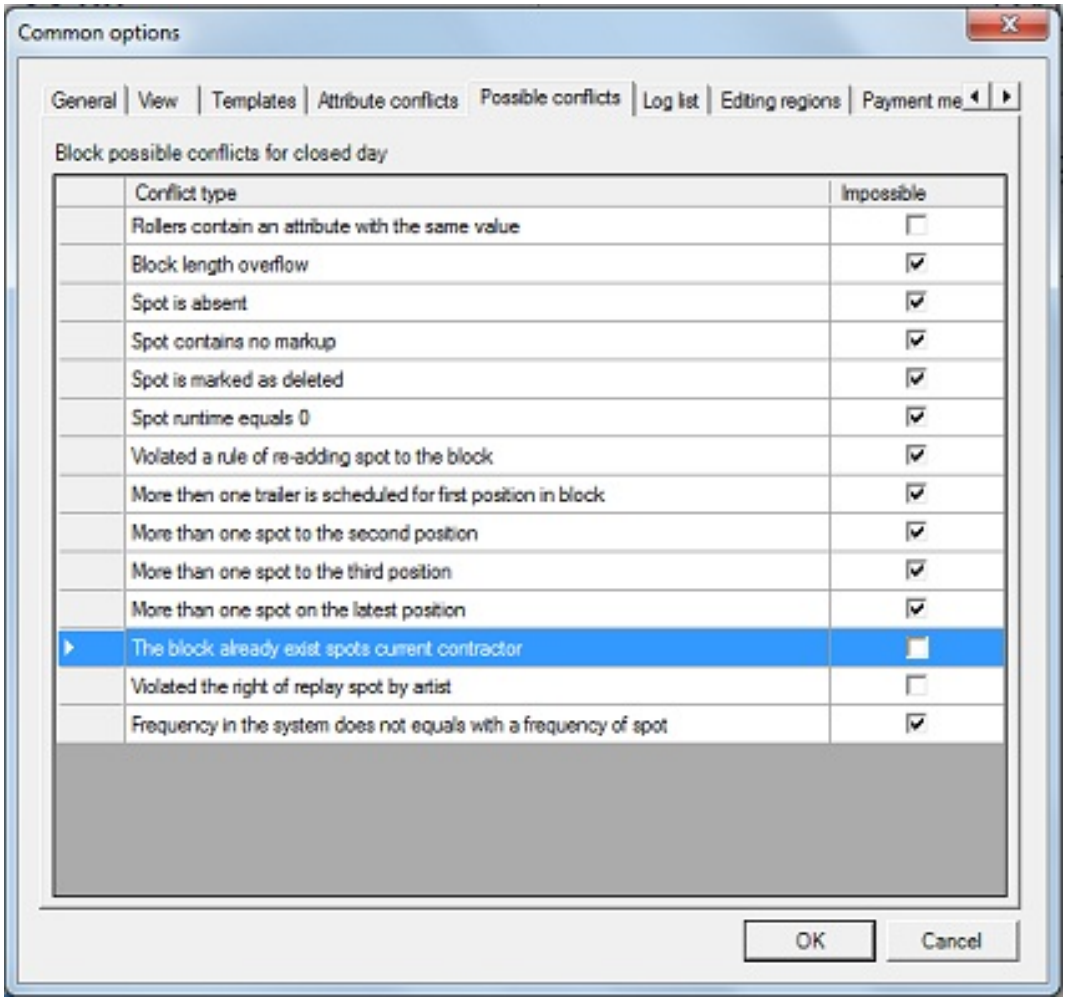


Fig. 49. Setting up possible conflicts when closing a day

If the operation of closing a day was successful, in all media plans with the **On-Air** status closed blocks are highlighted in gray, which means a ban on all changes.

Please note that a closed day can be re-opened only if you have respective administrator rights. To re-open a day, use the **Open** button of the **Closed day** window (**fig. 47**).

3.4.6. Commercial schedule for one day.

The **Commercial schedule** window displays information about all planned outputs of all media plans over the length of the day. It can be accessed by clicking on a three-dot button of the ***Media*** tab, selecting **Commercial schedule** and specifying the needed broadcasting network, schedule and date. By default, the next day (tomorrow) is always selected (**fig. 50**).

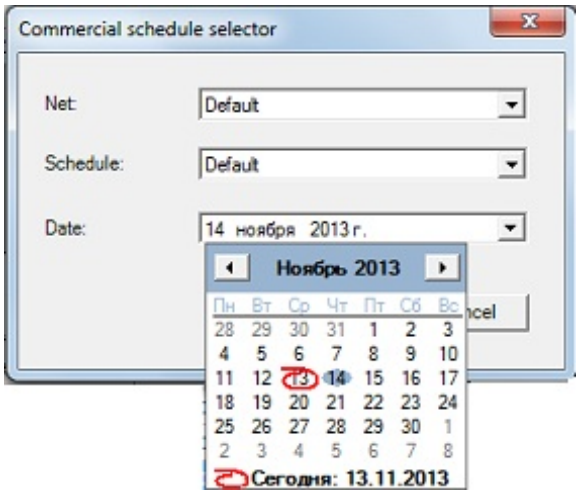


Fig. 50. Selecting a commercial schedule

The **Commercial schedule** window (**fig. 51**) is necessary for traffic manager to be able to check out the results of planning before uploading commercial material to broadcasting schedule for the next day.

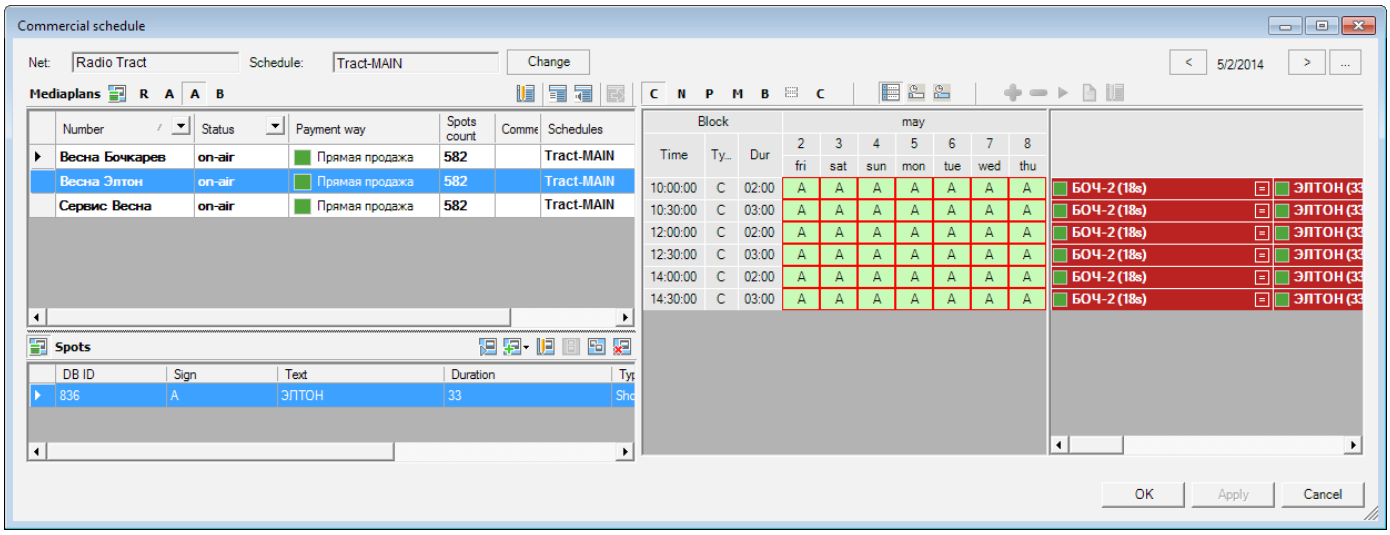


Fig. 51. Commercial schedule window

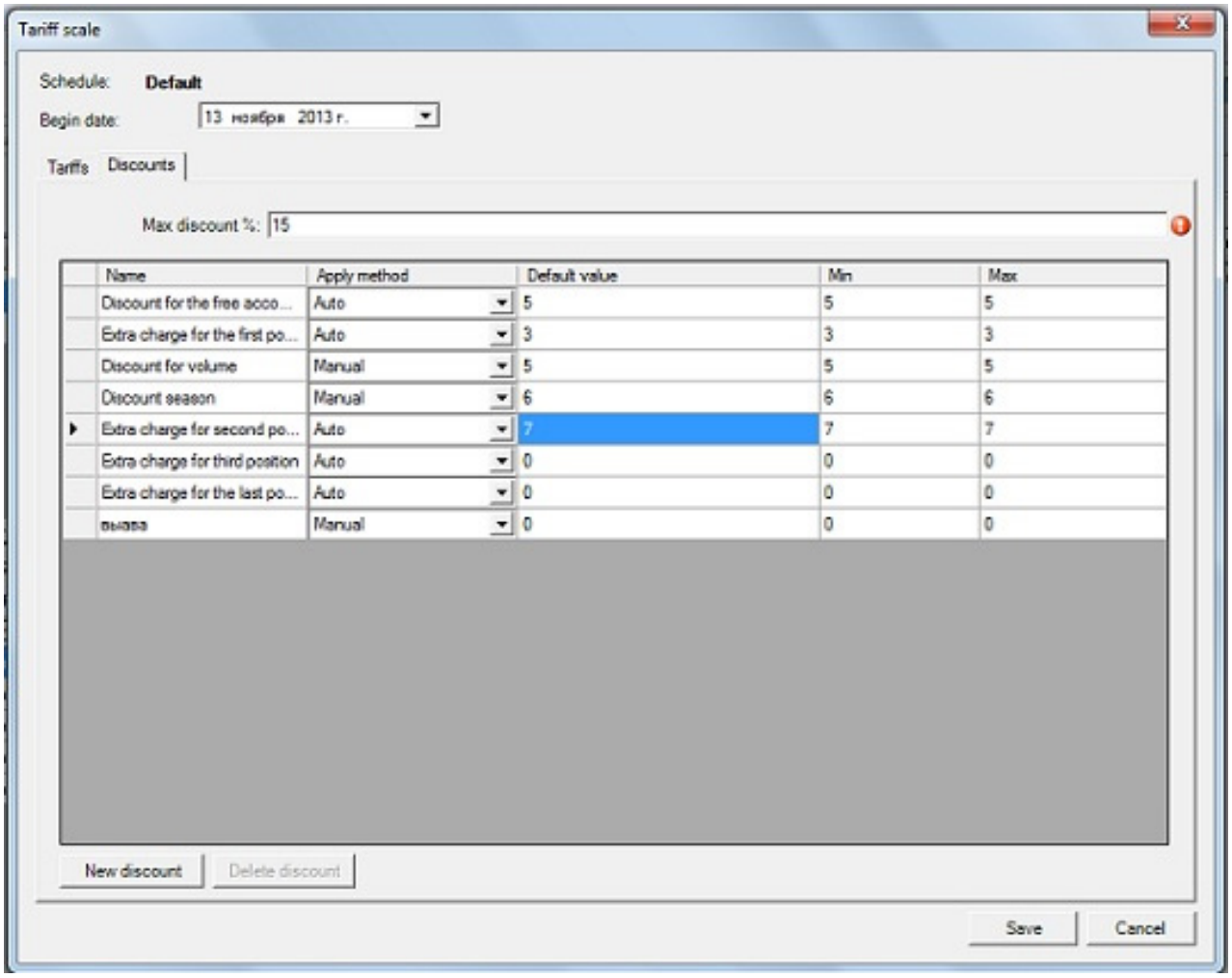
This is in fact the final stage of traffic manager's work in Media Planner Sales (auditory monitoring and mixing are already done on uploaded commercial blocks in DJin software. See Chapter 2).

As a whole, working with the **Commercial schedule** window is identical to working in other similar windows – for example, the media plan list or spot list. Here, these two lists are doubled for quick access: in the list of media plans you can filter displayed media plans by their status, quickly edit them (by double-clicking on the needed media plan), select missing outputs from the list of spots directly in the commercial schedule field for the day (on the right) and discover / solve conflicts. The field reminds on the **Advertising schedule on…** table of the media plan editing window, but, in contrast to the latter, it is connected to a schedule, not a contractor, which means that here you are able to work with all media plans of all contractors that have any outputs over the length of the day. This significantly increases the speed and efficiency of everyday commercial planning data processing by traffic manager.

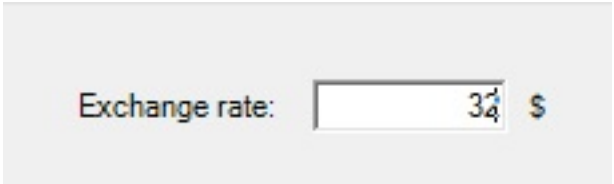
A STORY ON TOPIC

Let us continue our story about the working days of out experimental "Radio TRACT" that we started in the second Chapter. Now the Senior Sales Manager Nikita Nikolaev has got the responsibility to create a tariff grid.

N. Nikolaev: *We have rather flexible commercial tariffs and, while compiling the scale, I have to take into account all details. In the* ***Tariff scale*** *window, I have consistently filled in the cost of commercial time within each hour and separately for each of the three commercial item types: spot, sponsoring, direct inclusion (specifying tariffication type as* **By spot***, because more often than not, it's the spots that the customers put on air). It is very convenient that on the* **Discounts** *tab you can specify discounts and surcharges already from the start (we use a discount for volume and for free allocation as well as an extra charge for the first position in block – in these cases I specified the apply method as* **Automatic***, while for the seasonal discount I set the* **Manual** *method).*



There's nothing to add here. Nikita has prepared a program price-list for automatic calculation of the cost of future advertising campaigns, filling in all fields carefully. He only forgot to mention one important detail which is the fact that in the **Exchange rate** field of the **Tariff scale** window he left the default "1" value. This is correct for "Radio TRACT", as all prices are given in rubles. However, if your radio station uses arbitrary units for your price list, it is essential to specify the exchange rate of ruble in relation to arbitrary unit for all calculations to be completed properly.



Thus, the preparative work for contractors stage has completed and the first customers appeared. Let's see how the commercial department folks handle it in Media Planner Sales. Here's what the sales manager Polina Petrova has to say:

P. Petrova: *Authorized representative of "Mediamusic" company contacted me on the allocation of his commercial spots in our air. First of all I filled in the contractor card, specified the name and contacts of the organization. After that I created a new media plan. Taking into account the wishes of the customer I specified a period from 19th to 25th of August in the media plan editing window. Representative of the organization provided four complete commercial spots on a flash drive. Then I asked traffic manager Oxana Kuznetsova to add them to the Database.*

O. Kuznetsova: *I placed the spots from the flash drive into the database as follows: I opened the **Files** tab on the left side of the main window, and on the right side I opened the **Database** tab. Selecting needed files on the flash drive I dragged them to the "ACTUAL" folder with mouse (we use this folder to store commercial spots that are currently on air) and chose section "**C**" for them. I named each spot in a descriptive way: "Consultation", "Master Class", "Sound Design" and "Symposium". After that I asked the sound engineers to check the technical quality and the overall level. Thankfully, it was in order.*

Sometimes there is a situation where you have to create a media plan urgently for future spots of which you know an approximate duration, but there are no audio files yet (the contractor didn't receive them from production yet, or is only in a stage of negotiation on their preparation). In this case traffic manager creates an empty item in the Database, specifies approximate duration in the item **Properties** window and then uses the item in creation of media plan (this type of item will be highlighted in red in the Database). Without losing any time waiting, the media plan goes through all the statuses as it is. Then, when the file is finally received, all there is to do is to attach it to the empty item (**Properties** window, **File** tab), and so, the real audio file occupies its place in planning and afterwards in the broadcasting schedule.

Now, if the contractor chooses to replace the spot just before the air, when the schedule is already finished, you can use the synchronization function. Select the needed file inside the broadcasting schedule on the ***Schedule*** tab and press  on the toolbar (**Enable item synchronization from DB**). The file will then be replaced by that which has been re-saved in the Database under the same name, and the item will acquire the following icon:

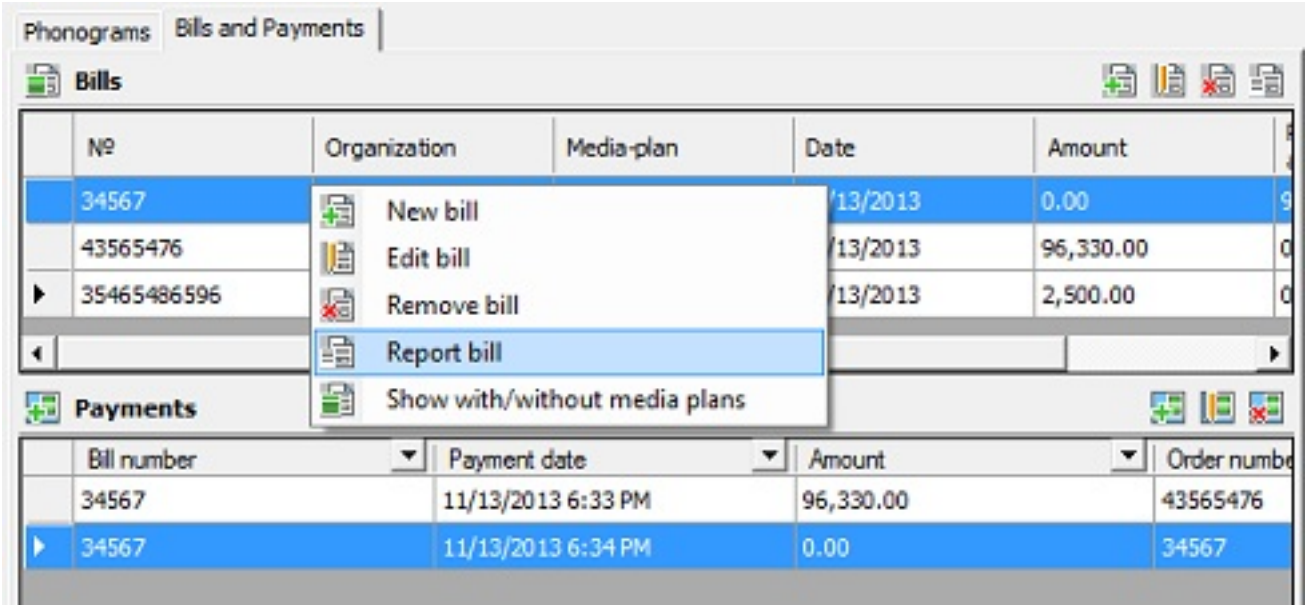
You can pre-configure synchronization of all Database items "by default" (**Main menu**, **Service**, **Global settings**, **Update from DB** tab). Or set parameters of synchronization with the Database independently for each file (item **Properties** window, **Extended** tab).

P. Petrova: *The contractor asked to air alternatively his three spots – "Consultation", "Master Class" and "Sound Design" during the whole week at any time of an hour (free allocation) every*

day from 8:00 a.m. to 10:00 p.m., while the "Symposium" spot he asked to only air hourly on Saturday and Sunday nights from 6:00 p.m. to 10:00 p.m. Distributing the spots in this way across the media plan (I usually select a spot, select the needed block in the table and press [Ins]), I sent the file to "Mediamusic" company via email (pressing the three-dot button in media plan editing window, selecting **Media plan** *menu and then* **Print***) and received a confirmation that their management is completely satisfied with this media plan. After that I hit* **Agreed** *button.*

O. Kuznetsova: *Seeing the* **Agreed** *status of the media plan, and before receiving any payment from the contractor I reserved spaces in commercial blocks for "Mediamusic" spots by pressing the* ***On-air*** *media plan status button. No conflicts appeared during the process and all the needed blocks turned out to be vacant.*

P. Petrova: *I created an bill request for accounting department as follows: I right-clicked on the media plan in the media plan list window and selected* **New bill** *and then I clicked on* **Save***. Then in the* **Bills** *window I selected my request and by choosing* **Report, report request** *with the right button of the mouse, I printed it.*



Then I sent the request to the accounting department. The client paid the bill on the next day (according to the accounting department, he chose to pay the whole sum), and I entered this data in the **Payments** *list.*

N. Nikolaev: *As a senior manager of "Radio TRACT" commercial department I need to check the parameters of each advertising campaign. In case of "Mediamusic" our employees were*

clear and consistent. The payment was received and I clicked on **Agreed** *in the media plan editing window, so that the traffic manager could start placing spots on-air…*

O. Kuznetsova: *Clicking the* **On air***, status button I have completed the process of preparation of spots for uploading to commercial schedule.*

As you can see, the process of sale and placement of commercials at “Radio TRACT” is well developed. Let’s just note that if suddenly an advertiser asks for changes like switch positions of spots for example or the traffic manager for some reason moves “Mediamusic” spots to other blocks, you can always track down these changes by using “versions”. The manager’s version contains planned outputs, while the traffic manager’s one reflects the situation at the moment of uploading the commercial schedule to main broadcasting schedule. However, changes in the order or number of outputs of commercial spots can also happen during the airing stage (there can be a lot of reasons for this: human factor, transmitter failure, urgent announcement that forced commercials off-air and so on). In order to have precise and true information about spot outputs, use reporting and statistics capacities of Media Planner Sales that are described in the next Chapter.

Chapter 4. Reporting and statistics

4.1. Outputs control (outputs processing).

This software function exists to pass data about schedule items that were played back by broadcasting players from air logs to Media Planner Sales. In other words, by user request the system analyzes commercial playback history. Apart from normal outputs and unoutputs, the system checks for *unplanned* outputs as well. These may appear if for some reason commercial material was quickly and suddenly added to broadcasting schedule by, say, director or production director.

Please note that no information about commercial playback will be passed on to Media Planner Sales until you use the **Edit** command in the **Release checker** window.

To manually edit information about spot outputs and unoutputs we can use the **Release checker** window.

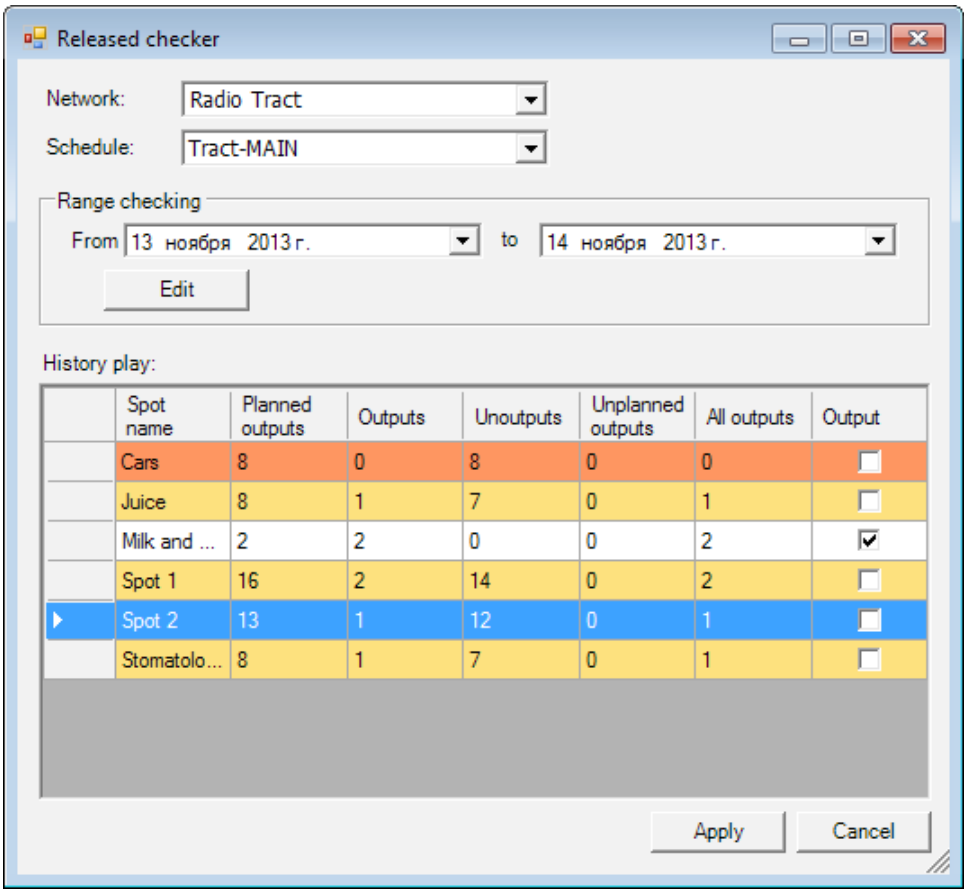


Fig. 52. Release checking window

On the ***Media*** tab click on a three-dot button and select **Release checker**. In the dialog box that appeared specify network, range of checking and click on **Edit**. In the **History play** list various statuses of spots will be highlighted in different colors (**fig. 52**):

- **orange** – there are no outputs of this spot during the checked period;
- **yellow** – there were some outputs but not within planned period or the number of outputs of this spot is not the same as planned, or there were some unplanned outputs;
- **white** – the number of planned outputs in the same as the number of actual outputs.

The **History play** list consists of the following fields: **Spot name**, **Planned outputs**, **Outputs**, **Unoutputs**, **Unplanned outputs** and **All outputs**. There will be a flag in the last column if all planned spots were aired. You can not change anything in this window. By right-clicking on the needed spot and choosing **More** you will open the history of outputs for this spot, and if you select **Media plan**, you will see the media plan in which the outputs of this spot were planned (**fig. 53**).

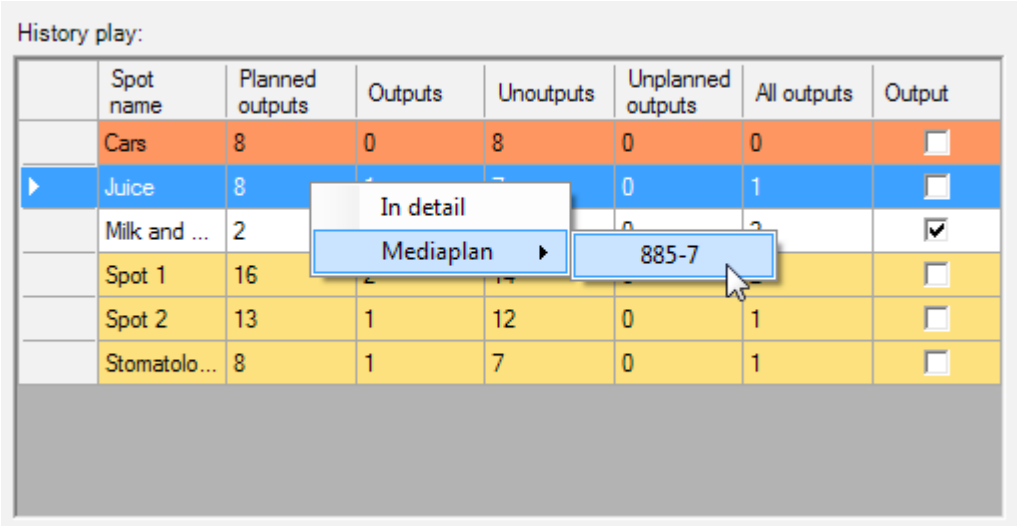


Fig. 53. History play context menu

4.1.1. Editing information about outputs

In the **Detailed information** window (**fig. 54**) of the **Output** field you can check or uncheck an output of a spot manually or change the output status of a spot.

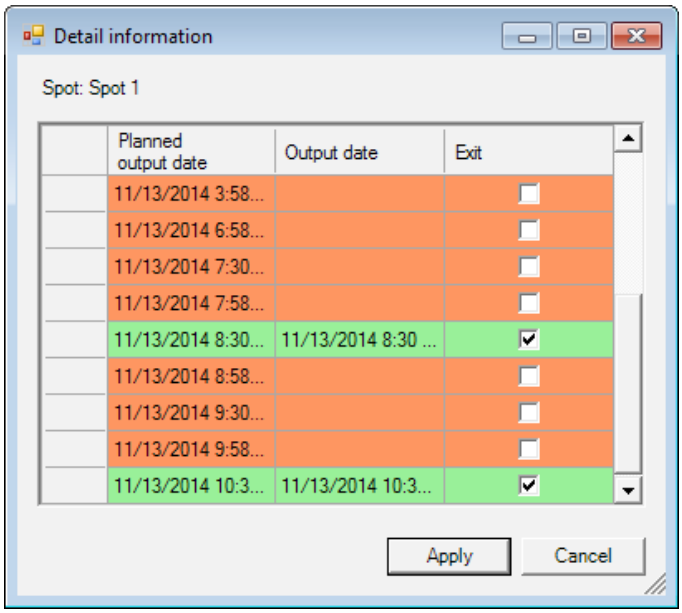


Fig. 54. Detailed information

For example, a spot is highlighted in orange, which means that there were no outputs. Then, to change the status you have to drag with mouse the **Planned output date** slot onto the **Output date** slot (**fig. 55**). The spot will acquire an output date and the output field will get checked. After clicking on **Apply** these changes will be included *only* in the media plan (in the traffic manager's version, naturally). The broadcasting schedule will not be influenced by these changes in any way.

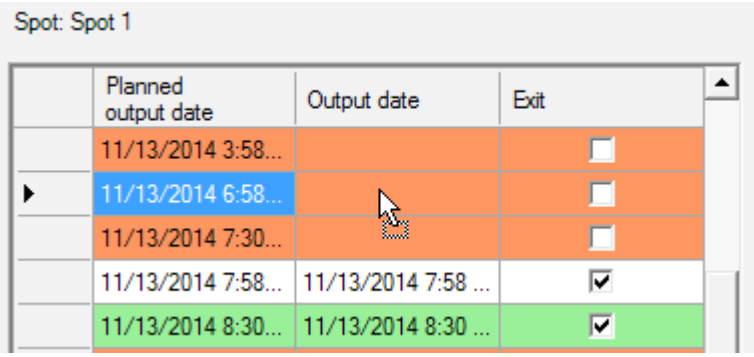


Fig. 55. Editing a spot's output date

Please note that for user changes of output information to be brought into the media plan, the **Output** field must be checked.

Now, if we repeat the process of playback history analysis in the **Release checking** window and check out detailed information about the spot again, it will already be highlighted in green,

while the **Output** column will be read only (canceling the output date changes is only possible from the media plan editing window).

Also, the output / unoutput status for any spot can be set or reset by using a functional button (**Spot status**) in the **Advertising schedule on** field (**fig. 56**)

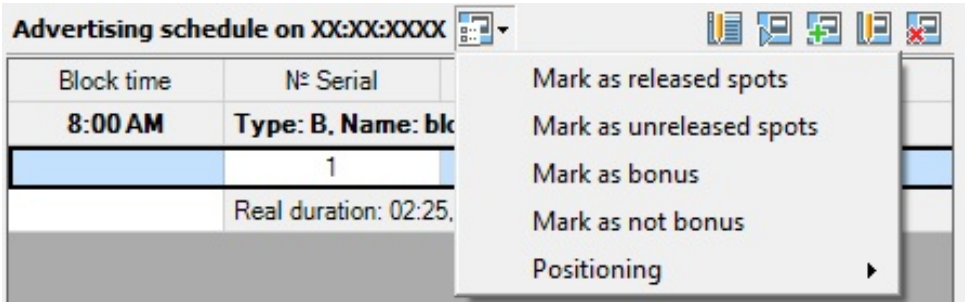


Fig. 56. Output status context menu

Or from context menu of spot allocation table in the media plan editing window (**fig. 57**).

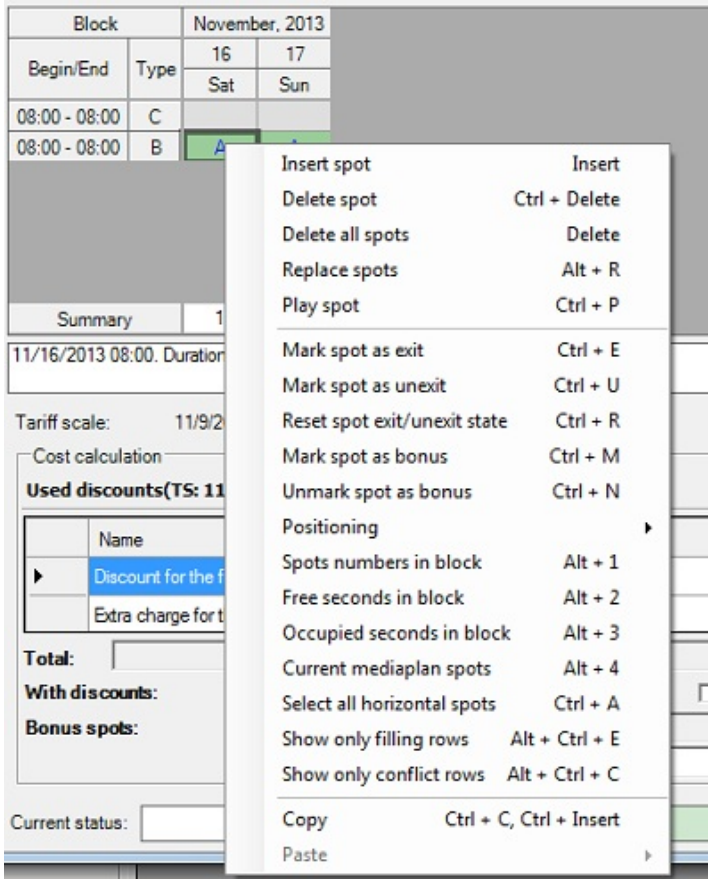


Fig. 57. Context menu of a spot in the allocation table

Click on the functional button (**Air**) located above the spot allocation table to see recently made changes.

4.2. External reporting and statistics.

External reporting and statistics is information for contractors and advertising agencies provided by the sales department of a radio station.

4.2.1. Media plan report

The media plan report form (electronic or print) is designed for sending to a contractor. Here we find information about planned *allocations* (distribution of spots, applicable discounts) and calculation of output cost (number of outputs, average cost of one output, total cost of the media plan).

Click on the button on the ***Media*** tab in **Media plans** window or select **Media plan report** command from the right-click context menu. In the **Media plan** window (**fig. 58**) specify reporting period, covenantee (contractor), name of the media plan and its version (sales manager or traffic manager; in other words, planned or actual media plan, respectively), then check the needed options. After clicking **OK**, a reporting print document will be created.

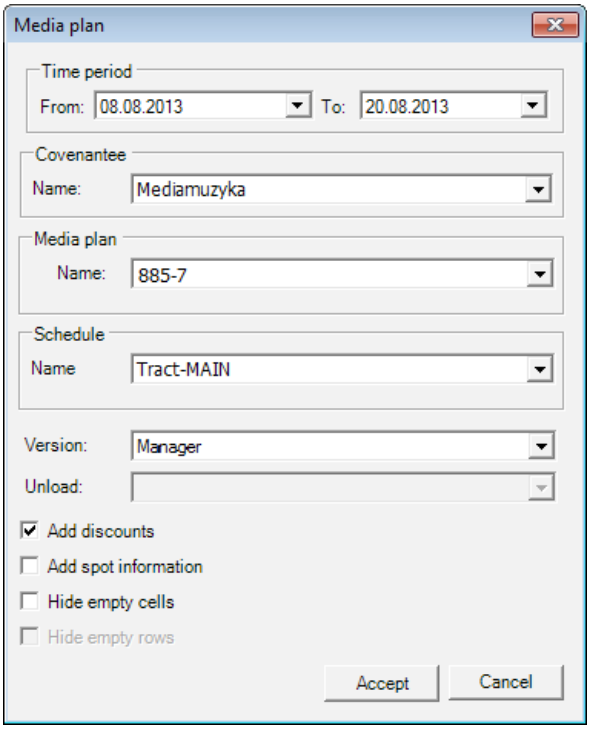


Fig. 58. Media plan report window

Please note that the document template for all types of reports can be changed at: ***Media*** tab, three-dot button, **Common options** menu, **Templates** tab (**fig. 59**).

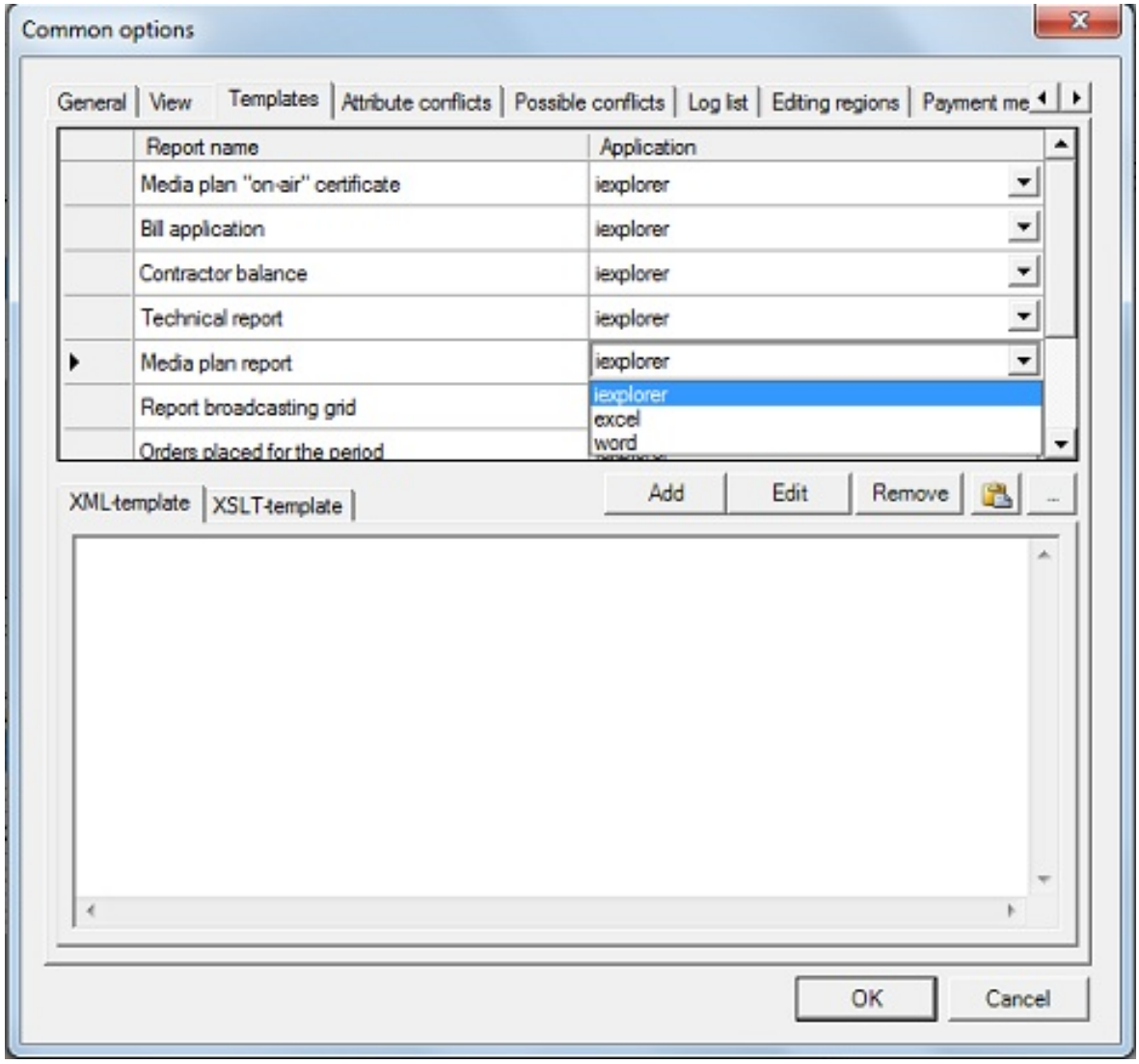


Fig. 59. Configuring report templates

4.2.2. Media plan air report

Media plan air report is designed for a contractor as a report *on outputs* (airings or failed airings of commercial spots). It is formed on the basis of DIGISPOT II broadcasting complex data, and more precisely, on the basis of original media plan and analysis of broadcasting player's activity, which should first be done manually (***Media*** tab, three-dot button, **Release checker**, **Edit** button).

An air report represents a table containing the following fields:

- **Date/Time**,
- **Output/Unoutput**,
- **Output time** (if any),
- **Output type**.

Frequency, contractor, analyzed period, media plan number, total number of spots, aired spots, unaired spots and the cost based on actual output are also all specified here.

Click on the button of the ***Media*** tab in the **Media plans window** or select **Media plan air report** from the right-click context menu. In the **Media plan air report** window (**fig. 60**), specify analyzed period, contractor, media plan and version (sales manager or traffic manager), then check the needed options. After clicking **OK**, a media plan air report will be formed and opened.

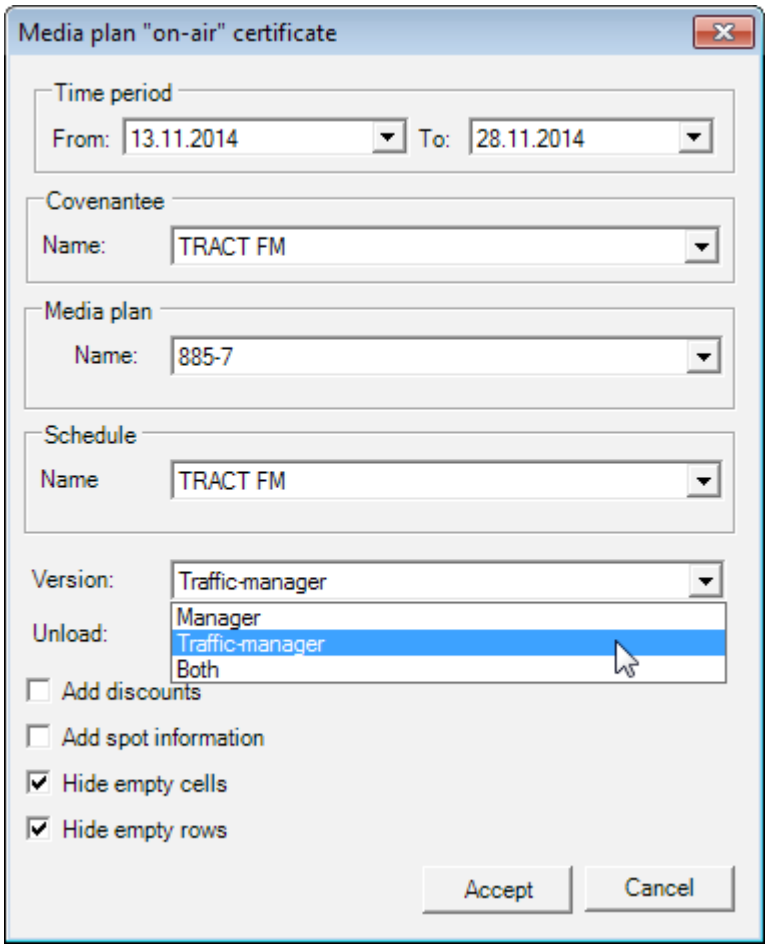


Fig. 60. Media plan air report

4.3. Internal reporting and statistics.

Internal reporting and statistics is information about commercial outputs and statistics intended for radio station employees.

There is a special menu in Media Planner Sales called **Reports** (***Media*** tab, three-dot button, **Reports**). It includes the following items:

- **Contractor balance**,
- **Technical report**,
- **Report broadcasting grid**,
- **Orders placed for the period**,
- **Playlist for the period**,
- **Allocation for the period**,
- **CustomReport**.

4.3.1. Contractor balance

Contractor balance is the difference between the sum of his bills and the sum of his payments. It is calculated for all bills and payments of a contractor. The following information is included in the report:

- **Organization**,
- **Number of media plan**,
- **Date**,
- **Bill number**,
- **Bill amount**,
- **Payment amount**,
- **Balance=(bill-payment)**.

Click on the three-dot button of the ***Media*** tab and while in the **Reports** submenu, select **Contractor balance**. The **Contractor balance** window will appear (**fig. 61**). Select contractor from the drop-down list and click **OK**. The balance will be shown inside the template you've selected in settings.

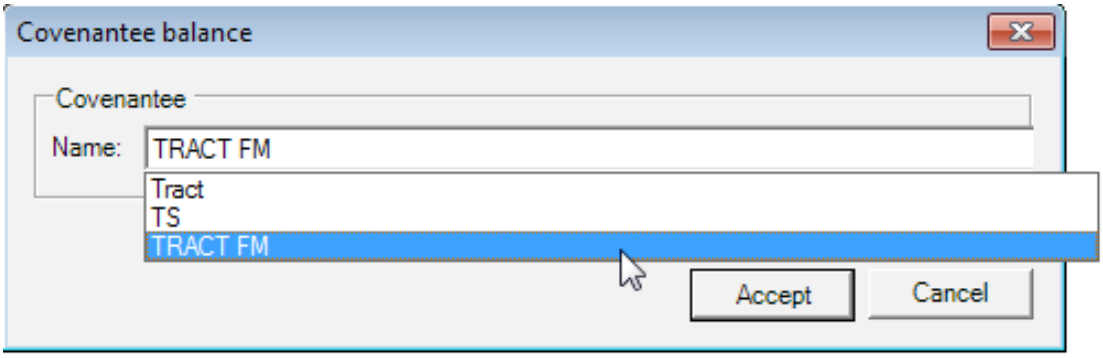


Fig. 61. Contractor balance window

4.3.2. Technical report

Technical report is intended to control output / unoutputs of commercial spots on all media plans for a particular frequency (radio station). If is formed by the software for one day only and represents a table containing the following fields:

- **Date**,
- **Spot**,
- **Output**,
- **Output date**.

Click on the three-dot button of the ***Media*** tab and while in the **Reports** submenu, select **Technical report**. The **Technical report** window will appear (**fig. 62**), where you have to specify date for analysis, grid, schedule and version (manager or traffic manager), and then click on **OK**.

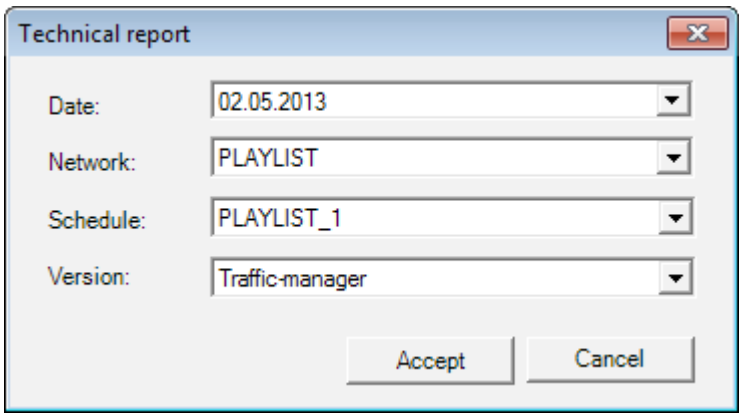


Fig. 62. Technical report window

4.3.3. Broadcasting grid report

This variety of report provides information about the fullness of commercial blocks in one broadcasting schedule and during a particular period.

Click on the three-dot button of the ***Media*** tab and while in the **Reports** submenu, select **Report broadcasting grid**. The **Report broadcasting grid** window will then be opened (**fig. 63**), where you have to specify analyzed period, grid and schedule, and then click **OK**. Filled blocks will be highlighted in red in the report.

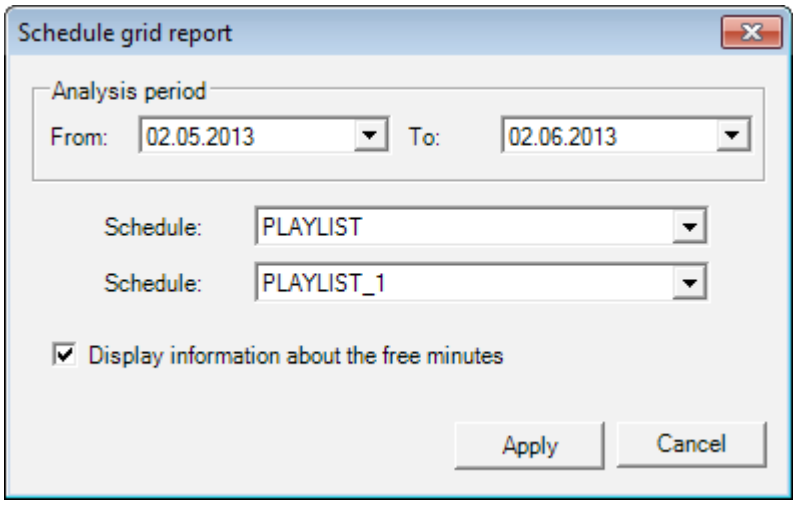


Fig. 63. Report broadcasting grid window

4.3.4. Orders placed for the period

This report allows you to view the most complete information on all commercial allocations in several schedules of one grid during a particular period of time. It is in fact a visual display of the results of efforts by the whole commercial department or a particular sales manager (for traffic manager this table will appear empty!). The orders are calculated *by media plans*.

Click on the three-dot button of the ***Media*** tab and while in the **Reports** submenu, select **Orders placed for the period**. A respective window will open (**fig. 64**), where you have to specify grid, needed schedules, analyzed period, saving path for the newly created file and manager's surname (or select «----» to view information on all sales department employees), then click **OK**.

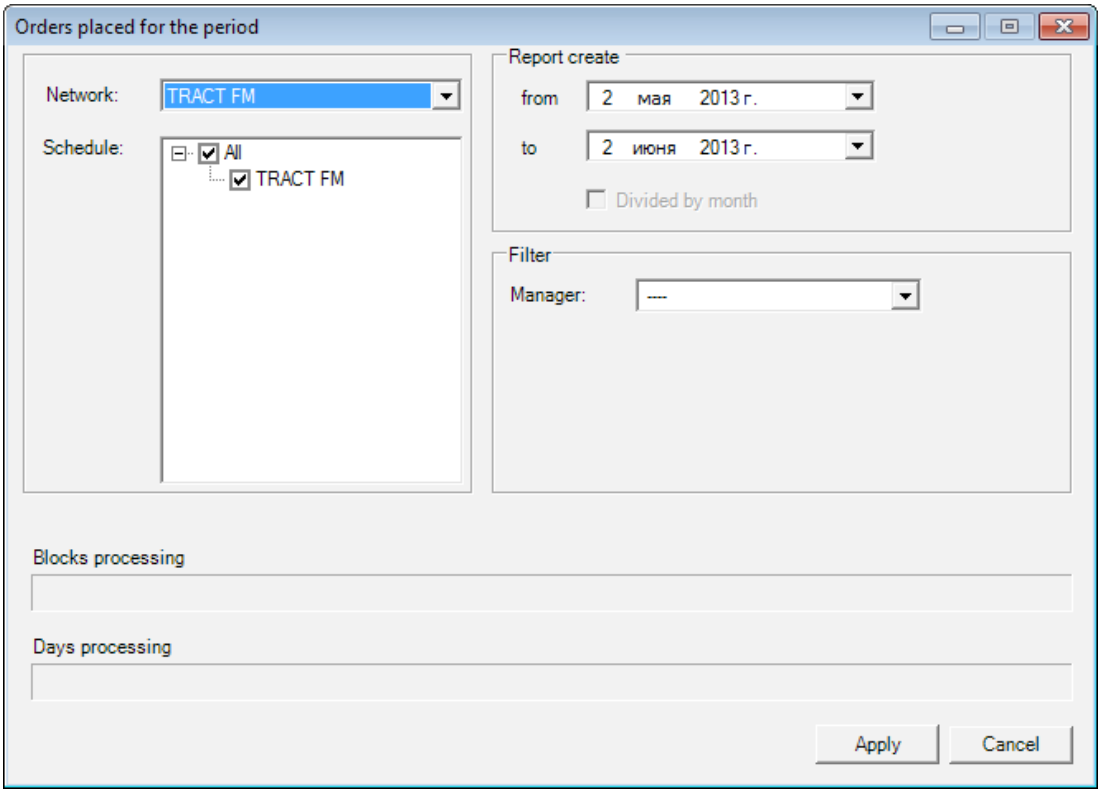
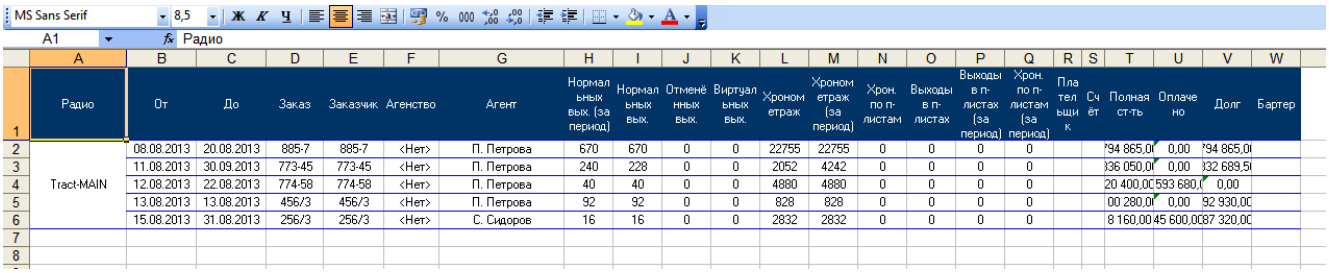


Fig. 64. Orders placed for the period window

There are the following columns in the table:

Radio, From, To, Order, Customer, Agency, Agent, Normal weekends (for period), Normal weekends, Canceled weekends, Virtual weekends, Duration, Duration (for period), Duration by play lists, Outputs in play lists, Outputs in play lists (for period), Duration by play lists (for period), Payer, Bill, Total cost, Paid, Debt, Barter. As you can see, this type of report provides the most complete information on the commercial department efficiency as well as that of each employee in particular. (**fig. 65**).



Радио	От	До	Заказ	Заказчик	Агенство	Агент	Нормальных вых. (за период)	Нормальных вых.	Отменённых вых.	Виртуальных вых.	Хроном етраж	Хроном етраж (за период)	Хрон. по п-листам	Выходы в п-листах	Выходы в п-листах (за период)	Хрон. по п-листам (за период)	Платёльщик	Счёт	Полная ст-ть	Оплачено	Долг	Бартер
Tract-MAIN	08.08.2013	20.08.2013	885-7	885-7	<Нет>	П. Петрова	670	670	0	0	22755	22755	0	0	0	0			94 865,0	0,00	94 865,0	
	11.08.2013	30.09.2013	773-45	773-45	<Нет>	П. Петрова	240	228	0	0	2052	4242	0	0	0	0			36 050,0	0,00	32 689,5	
	12.08.2013	22.08.2013	774-58	774-58	<Нет>	П. Петрова	40	40	0	0	4880	4880	0	0	0	0			20 400,0	593 680,0	0,00	
	13.08.2013	13.08.2013	456/3	456/3	<Нет>	П. Петрова	92	92	0	0	828	828	0	0	0	0			00 280,0	0,00	92 930,0	
	15.08.2013	31.08.2013	256/3	256/3	<Нет>	С. Сидоров	16	16	0	0	2832	2832	0	0	0	0			8 160,00	45 600,0	87 320,0	

Fig. 65. An example of a complete “Orders placed for the period” table

4.3.5. Playlist for the period

This report reflects positions of spots inside the broadcasting schedule blocks (it is as if we'd choose to view just the commercial blocks in the schedule). Apart from that, the storage path for the physical file connected to each spot is specified here.

Sometimes, traffic manager has some difficulty explaining in layman's terms how is or how was a spot positioned inside the block, when exactly it was broadcast and so on. Although the broadcasting schedule is very intuitive, not all employees of a radio station have DIGISPOT II broadcasting complex installed on their computers. Therefore, traffic manager used to do a print screen or to create tables manually (for the station's top management for example).

Now it is enough to click on the three-dot button of the ***Media*** tab and launch the **Playlist for the period** command in the **Reports** submenu (**fig. 66**). Then you have to specify grid, needed schedules, analyzed period, saving path for the newly created file, manager's surname (or choose «----» to view information on all employees of the sales department) and then click **OK**. The following columns will be shown in the table: Radio, Date, Day, Order, Spot, Planned duration, Real duration, Position, Start, Stop, Number (position in block) and Attachment (path to physical file).

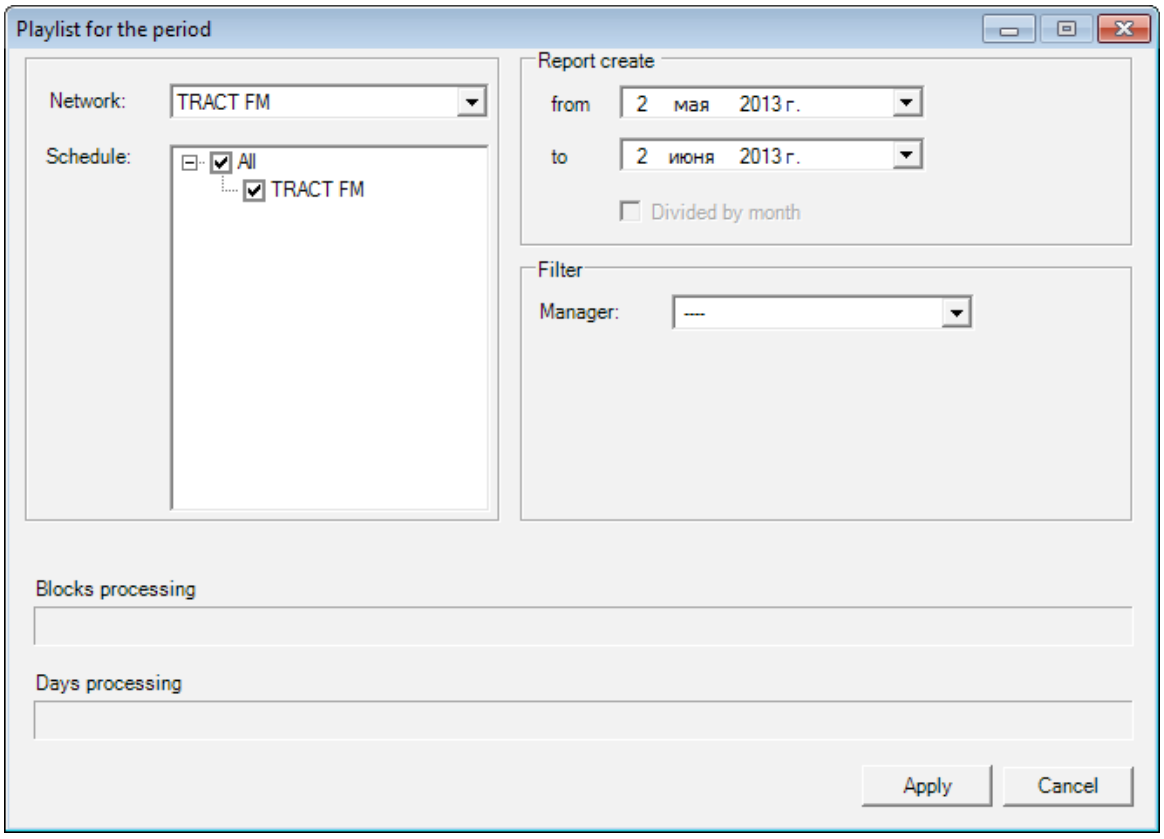
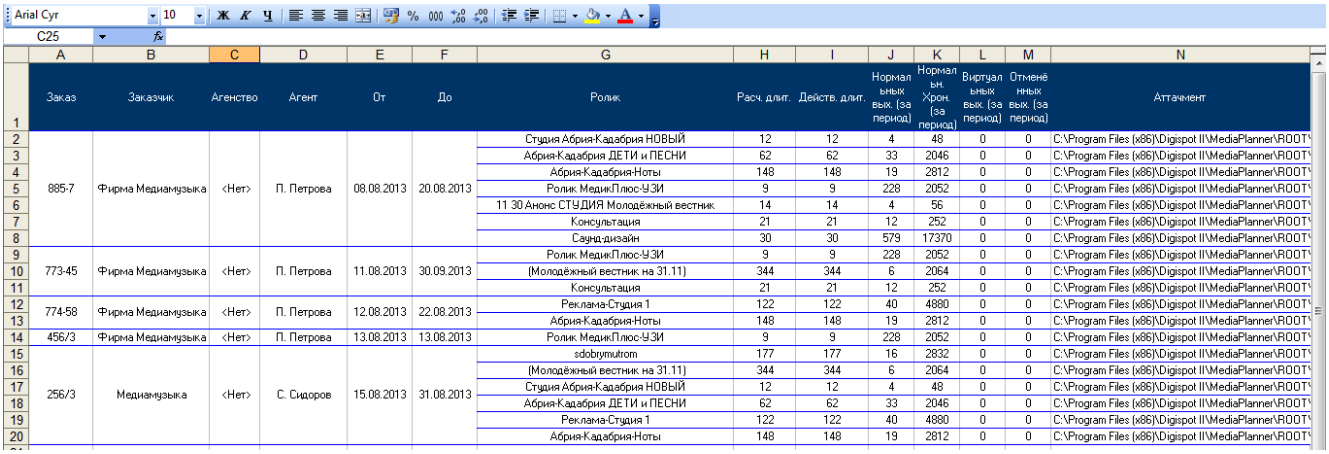


Fig. 66. Playlist for the period window

4.3.6. Allocation for the period

This report as a whole is identical to the **Orders placed for the period** report. However, in contrast to the latter, this report contains detailed information on each spot (**fig. 67**).

The following columns are shown in the **Allocation for the period** window (click on the three-dot button of the ***Media*** tab, and select **Allocation for the period** in the **Reports** submenu): Order, Customer, Agency, Agent, From, To, Spot, Planned duration, Real duration, Normal weekends (for period), Normal duration (for period), Virtual weekends (for period), Canceled weekends (for period) and Attachment (path to physical file on server).



Заказ	Заказчик	Агенство	Агент	От	До	Ролик	Расч. длит.	Действ. длит.	Нормальных вых. (за период)	Нормальн. Хрон. (за период)	Виртуальных вых. (за период)	Отменённых вых. (за период)	Аттачмент
885-7	Фирма Медиамузыка	<Нет>	П. Петрова	08.08.2013	20.08.2013	Студия Абрия-Кадабрия НОВЫЙ	12	12	4	48	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
						Абрия-Кадабрия ДЕТИ и ПЕСНИ	62	62	33	2046	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
						Абрия-Кадабрия-Ноты	148	148	19	2812	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
						Ролик МедикПлюс-УЗИ	9	9	228	2052	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
						11 30 Анонс СТУДИЯ Молодёжный вестник	14	14	4	56	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
						Консультация	21	21	12	252	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
						Саунд-дизайн	30	30	579	17370	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
773-45	Фирма Медиамузыка	<Нет>	П. Петрова	11.08.2013	30.09.2013	Ролик МедикПлюс-УЗИ	9	9	228	2052	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
						(Молодёжный вестник на 31.11)	344	344	6	2064	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
						Консультация	21	21	12	252	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
774-58	Фирма Медиамузыка	<Нет>	П. Петрова	12.08.2013	22.08.2013	Реклама-Студия 1	122	122	40	4880	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
						Абрия-Кадабрия-Ноты	148	148	19	2812	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
456/3	Фирма Медиамузыка	<Нет>	П. Петрова	13.08.2013	13.08.2013	Ролик МедикПлюс-УЗИ	9	9	228	2052	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
256/3	Медиамузыка	<Нет>	С. Сидоров	15.08.2013	31.08.2013	sdobrymultrom	177	177	16	2832	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
						(Молодёжный вестник на 31.11)	344	344	6	2064	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
						Студия Абрия-Кадабрия НОВЫЙ	12	12	4	48	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
						Абрия-Кадабрия ДЕТИ и ПЕСНИ	62	62	33	2046	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
						Реклама-Студия 1	122	122	40	4880	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\
						Абрия-Кадабрия-Ноты	148	148	19	2812	0	0	C:\Program Files (x86)\Digispot II\MediaPlanner\ROOT\

Fig. 67. An example of complete Allocation for the period table

4.3.7. CustomReport

Optionally, any required reports can be included in the Media Planner Sales package for a radio station. A special submenu item for custom reports based on user templates appears is the **Reports** submenu, accessed the three-dot button of the ***Media*** tab.

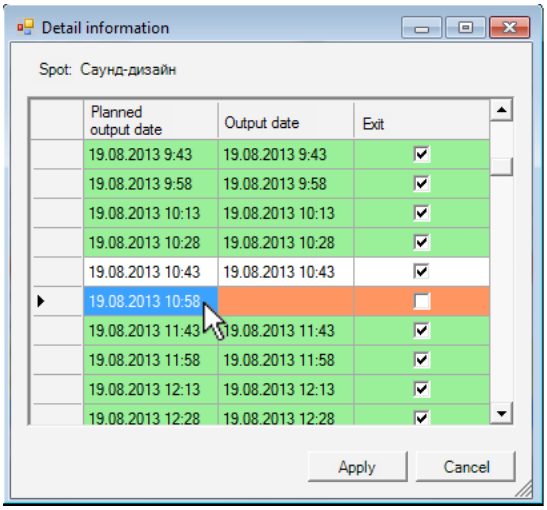
A STORY ON TOPIC

We continue to accompany the activities of “Radio TRACT” commercial department. A week has passed, and the advertising campaign of “Mediamusic” company is now complete. However, not all spots were aired as planned. Traffic manager Oxana Kuznetsova noted the fact when she started to prepare an air report for contractor.

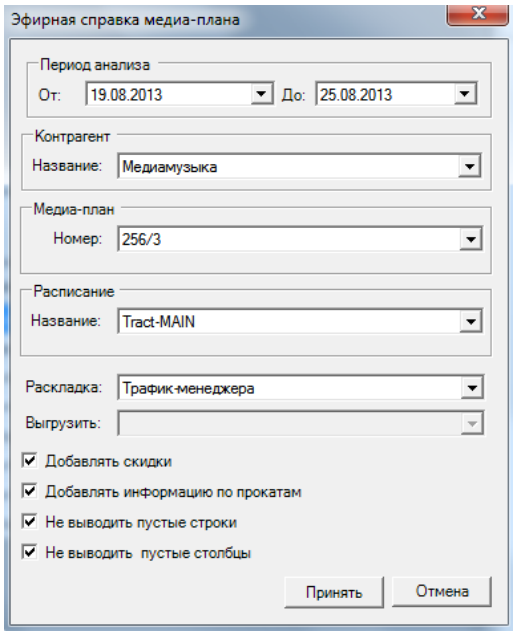
O. Kuznetsova: *Because of an emergency news issue on the 19th of August, the “Sound design” spot missed two outputs at 10:43 a.m. and 10:58 a.m., respectively. I realized this while I was viewing the schedule: the spots remained unchecked and this means that they were not played back by broadcasting players.*

Oxana searched the whole broadcasting schedule up until the end but she didn’t find them in other, later blocks and so she came to a conclusion that these two spots were not broadcast on that day. It seems rather obvious at first: no trace of the spot in the schedule means that it wasn’t on-air. However, she forgot about the fact that apart from the two main players, the “Radio TRACT” control room has one additional player at the disposition of the director. And in a complex situation like that (which the emergency news issue and subsequent need to re-do the broadcasting grid certainly was) the director moved a few items from the main schedule to the additional player. Among these items were also our two commercial spots.

O. Kuznetsova: *I checked it with the studio director. As it turns out, the spots were in fact aired from the additional player one hour later at 11:13 a.m. and 11:28 a.m. respectively. Now I will have to manually insert these two outputs into the media plan. For this, I selected* **Release checker** *from the three-dot menu of the* ***Media*** *tab and processed schedules during the week from 19th to 25th of August (the period during which the “Mediamusic” company media plan was relevant). I found these two unoutputs in the list and, selecting them and clicking on* **More**, *I dragged them over to adjacent vacant slots, as if they had been broadcast as planned. Like that:*



Then I clicked **Apply**. *And in the media plan editing window I set the status as* **Closed**, *as the related advertising campaign ended. Now that all outputs were edited, I could begin making an air report. I right-clicked the media plan in the list of media plans and selected* **Media plan air report**. *I specified the same period of 19th – 25th of August and then I checked all additional fields (for all discounts to be displayed in the final report and so that there'd be no empty lines or columns). I then clicked on* **Apply**.

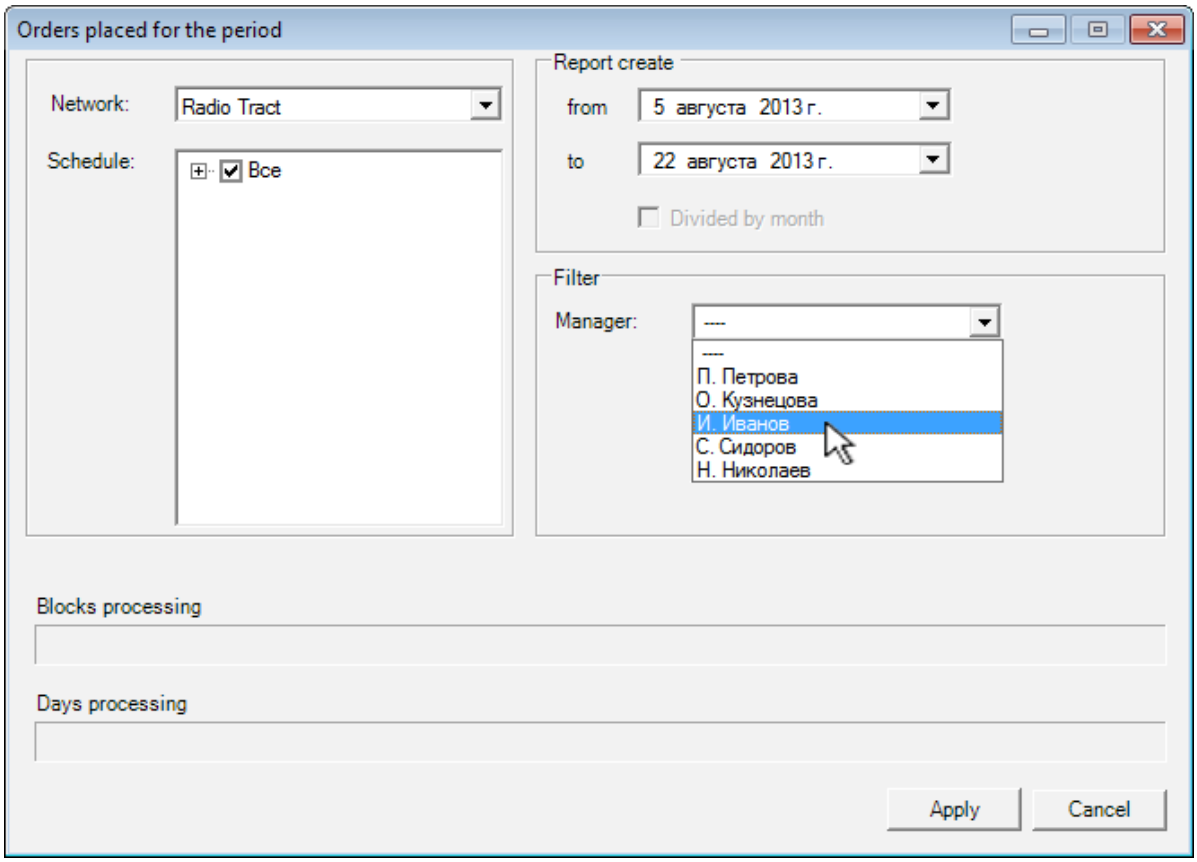


I printed the resulting table and gave it to the senior manager Nikita Nikolaev to sign.

Arial Cyr | 10 | O12

	A	B	C	D	E
1	Частота		----		
2	Контрагент		Фирма Медиамузыка		
3	Периода анализа		19.08.2013 - 25.08.2013		
4	Номер медиаплана		885-7		
5	Общее кол-во роликов		652		
6	Вышедшие ролики		652		
7	Невышедшие ролики:		0		
8	Стоимость по факту выходов		791 815,00		
10	Дата/Время	Выход/Невыход	Время выхода	Название	Тип проката
11	19.08.2013 5:13:00	Выход	5:13:00	Саунд-дизайн	Прокат ролика в блоке
12	19.08.2013 5:28:00	Выход	5:28:00	Саунд-дизайн	Прокат ролика в блоке
13	19.08.2013 5:43:00	Выход	5:43:00	Саунд-дизайн	Прокат ролика в блоке
14	19.08.2013 5:58:00	Выход	5:58:00	Саунд-дизайн	Прокат ролика в блоке
15	19.08.2013 6:13:00	Выход	6:13:00	Саунд-дизайн	Прокат ролика в блоке
16	19.08.2013 6:28:00	Выход	6:28:00	Саунд-дизайн	Прокат ролика в блоке
17	19.08.2013 6:43:00	Выход	6:43:00	Саунд-дизайн	Прокат ролика в блоке
18	19.08.2013 6:58:00	Выход	6:58:00	Саунд-дизайн	Прокат ролика в блоке
19	19.08.2013 7:13:00	Выход	7:13:00	Саунд-дизайн	Прокат ролика в блоке
20	19.08.2013 7:28:00	Выход	7:28:00	Саунд-дизайн	Прокат ролика в блоке
21	19.08.2013 7:43:00	Выход	7:43:00	Саунд-дизайн	Прокат ролика в блоке
22	19.08.2013 7:58:00	Выход	7:58:00	Саунд-дизайн	Прокат ролика в блоке

N. Nikolaev: *Of course, the "Mediamusic" company is not our only contractor. Each sales manager works with his or her own clients. I make weekly reports before the "Radio TRACT" management on commercial department efficiency. Together we try to find ways to increase sales and attract more advertisers. And it is very easy to make such a report in Media Planner Sales: I use the* **Orders placed for the period** *command (**Media** tab, three-dot button,* **Reports***). In the* **Orders placed for the period** *window I enter the analyzed period (for example, from 5th to 22nd of August), and then I always select either a particular manager's surname, or «----» to get data on all employees at once).***N. Nikolaev:** *Of course, the "Mediamusic" company is not our only contractor. Each sales manager works with his or her own clients. I make weekly reports before the "Radio TRACT" management on commercial department efficiency. Together we try to find ways to increase sales and attract more advertisers. And it is very easy to make such a report in Media Planner Sales: I use the* **Orders placed for the period** *command (**Media** tab, three-dot button,* **Reports***). In the* **Orders placed for the period** *window I enter the analyzed period (for example, from 5th to 22nd of August), and then I always select either a particular manager's surname, or «----» to get data on all employees at once).*



Clicking **OK**, *I get a complete table where I can see who managed to attract advertisers during this week, how many of them he or she managed to attract and how much profit each manager gave to our radio station. I can confirm that after we started to use Media Planner Sales we*

have been able to dedicate much more time to other tasks, the time that we had to spend on manual calculations before. Besides, all the nervous tension was gone – no more thinking about having forgotten something or not having done something important. The efficiency of our department has increased drastically, as my colleagues are now able to dedicate more time to searching for advertisers and unusual creative approaches to advertising campaigns. Our managers have become more creative, and creative work is the key to success!

Chapter 5. Technical issues

This chapter is intended mostly for technical personnel of radio station and for DIGISPOT II complex administrator.

5.1. System requirements.

As any other component of DIGISPOT II software complex, Media Planner Sales works in Microsoft Windows environment (NTFS file system) on Intel-compatible machines (more information in DJin software description).

Minimal hardware requirements:

- Processor – Pentium 4 or higher (for editing stations and loggers, machines with an increased processing power are recommended);
- RAM – OS requirements + 512 Mbytes;
- HDD – 200 Mbytes for installation and getting started (total disk space required for operation depends on the final DIGISPOT II Media Management and Automation System configuration);
- Screen resolution of 1024x768 pixels;
- USB port;
- Keyboard, mouse;
- Network capacity equal to or higher than 100 Mbps.

Software requirements:

- Microsoft Windows XP Professional/Windows 7;
- Windows Installer v. 3.1 or higher;
- Internet Explorer v. 6.0 or higher;
- Microsoft Visual C++ 2008 SP1 Redistributable Package (x86);
- Sound device drivers;
- One of the local network machines must have Microsoft SQL Server 2005, SQL Server 2008 R2 or higher (configured to work with DIGISPOT II MDB);
- On the machine that the Media Planner Sales will operate from, and in case you are using Microsoft SQL Server 2005 Express Edition or SQL Server 2008 R2, Native Client must be installed;

On all workstations that you are going to install DIGISPOT II Media Planner Sales to, Microsoft. NET v 3.5 SP1 must also be installed.

5.2. Program installation.

To install the program for the first time, you need to:

1. Install Microsoft Windows Installer 3.1.
2. Install Microsoft Visual C++ 2008 SP1 Redistributable Package (x86) and Microsoft.Net v.3.5 SP1.
3. Install Microsoft SQL Server 2005, SQL Server 2008 R2 and SQL Server Management Studio Express Edition (SSMSEE). This can be done both manually, and with the help of instalmssql.cmd (<CD>:\Tract Digispot Basic CD (MediaPlanner)\System Software\ MSSQLServer2005EE).
4. After SQL Server installation is complete, it is required to create a DIGISPOT II Media DB, by manually launching mdb_create.sql, mdb_update.sql and mdb_create_media_reports scripts, or by executing install mdb.cmd (CD:\Tract Digispot Basic CD (MediaPlanner)\ Applications\sql).
5. Install Hasp HL driver, as Media Planner Sales comes with a HaspHL protection key.
6. Launch mplansetup.exe (CD:\Tract Digispot Basic CD (MediaPlanner)\Applications).

After the installation you have to configure Media Planner Sales with the help of the setup wizard (Main menu ➔ **Service**, **Setup wizard…**).

Specify the following server connection parameters:

- DRIVER=SQL Native client;
- login=sa;
- PWD=sql4digispot;
- DATABASE=digispot_mdb.

The schedule (and consequently a frequency) is created automatically after the **Setup wizard** has completed its part (in Chapter 2 you can read about manual creation of a frequency (schedule) and working with several frequencies). Select **Service** from the main menu, then **Global settings** and go to **Networks** tab (**fig. 68**). Here you need to create at least one **Network** (broadcasting net) for each frequency (radio station).

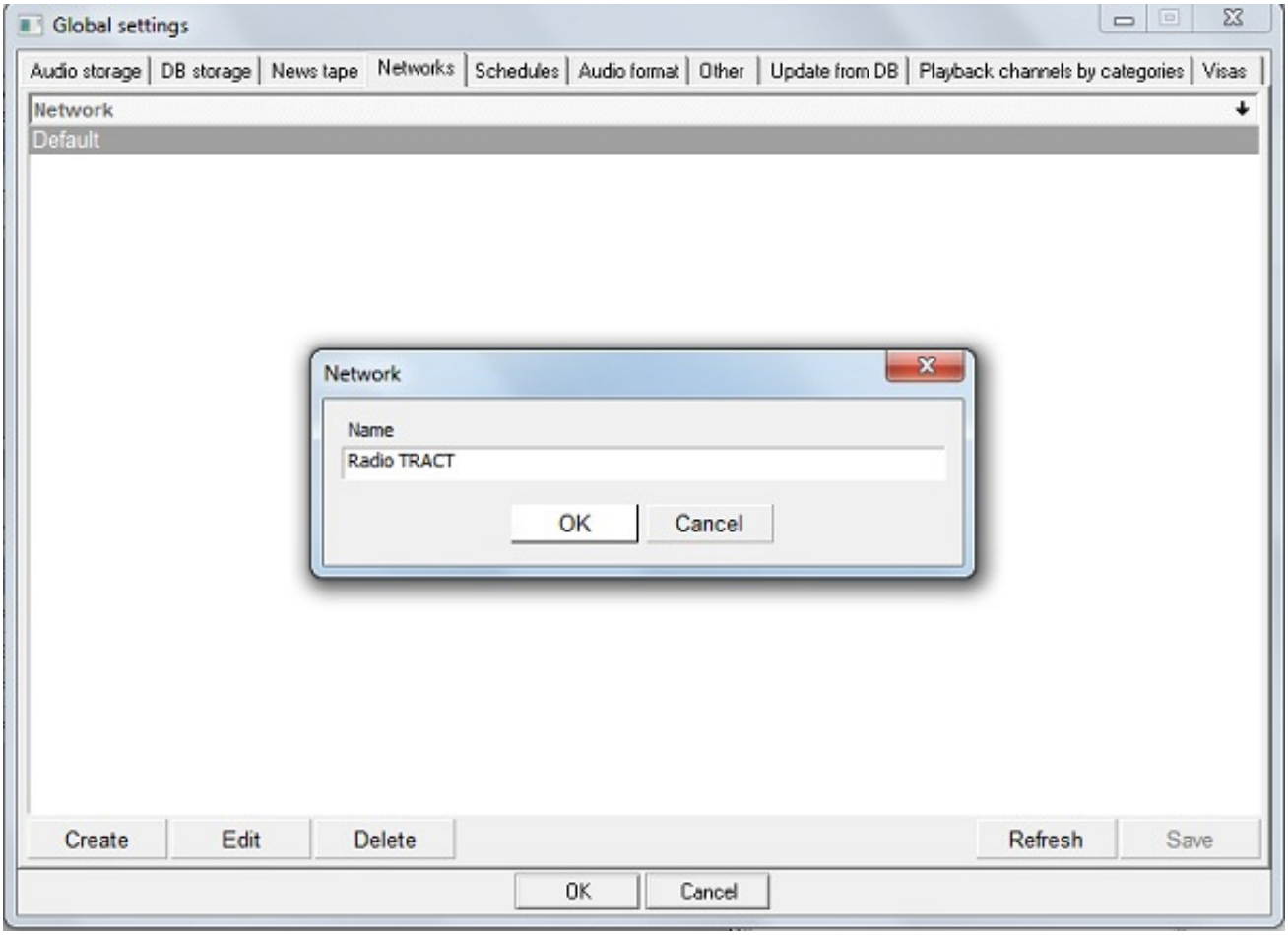


Fig. 68. Creating a network

5.3. Media Planner Sales settings.

5.3.1. Common options.

Click on the three-dot button of the ***Media*** tab and select **Common options**. There are the following tabs in this window: General, View, Templates, Attribute conflicts, Possible conflicts, Log list, Editing regions, Payment method and Service block time. All settings done in this window by the system administrator are relevant for all Media Plan Sales users. Most of these settings are only done once when launching the program for the first time and depending on concrete tasks that the radio station has to complete.

5.3.2. Local options.

Click on the three-dot button of the ***Media*** tab and select **Local options**. The window has three tabs: Colors, Mouse and Keyboard. The settings located here are applicable only for this particular workstation and are available to its user. Thus, each employee may configure the layout of the program according to his or her preferences and assign hot keys and results of mouse actions.

5.4. Administration.

To facilitate further administration and avoid confusion with all the numerous access rights out there, Media Planner Sales (just like all other DIGISPOT II components) allows user grouping. Each group has its own customizable access level. Therefore, when creating a new user, it is enough to include him or her in one of the existing groups. Select **Administration** in the main **File** menu… (**fig. 69**).

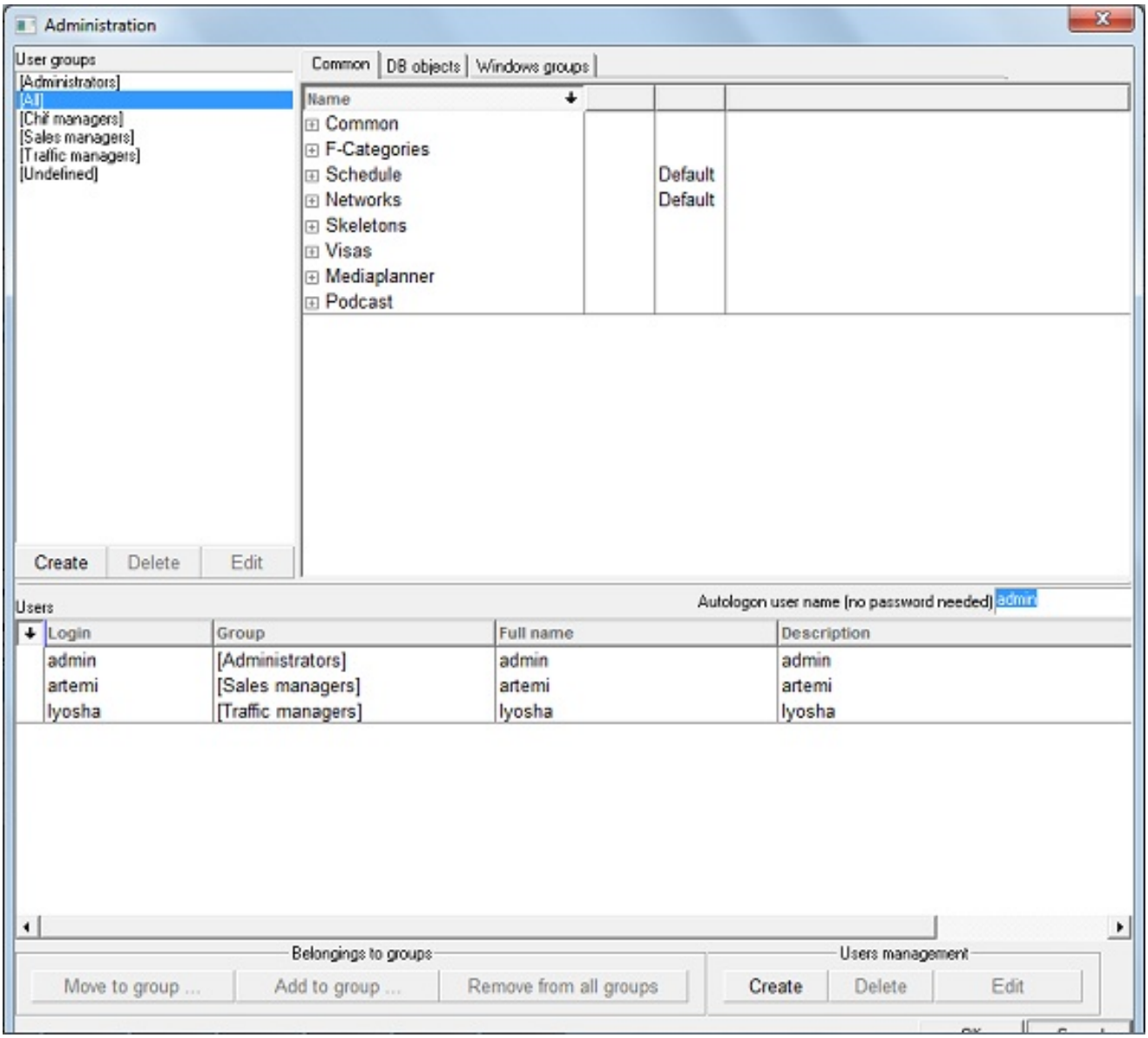


Fig. 69. Administration window

On the left there is a standard list of user groups:

- **Administrators**
- **Chief managers**

- **Sales managers**
- **Traffic managers**
- **All**
- **Undefined**

The **All** and **Undefined** groups include all existing users and users that are not part of any group, respectively. Selecting any group in that list, we will see all users belonging to that group in the lower part of the **Administration** window. To add new group, click on **Create** under the *list of groups* and enter the name of the group.

5.4.1. Creating and editing an account

➡ To begin working with Media Planner Sales it is required to create at least one user.

To add a new user to a group, select the group and click on **Create** under the *list of users.* Then edit the account (**fig. 70**).

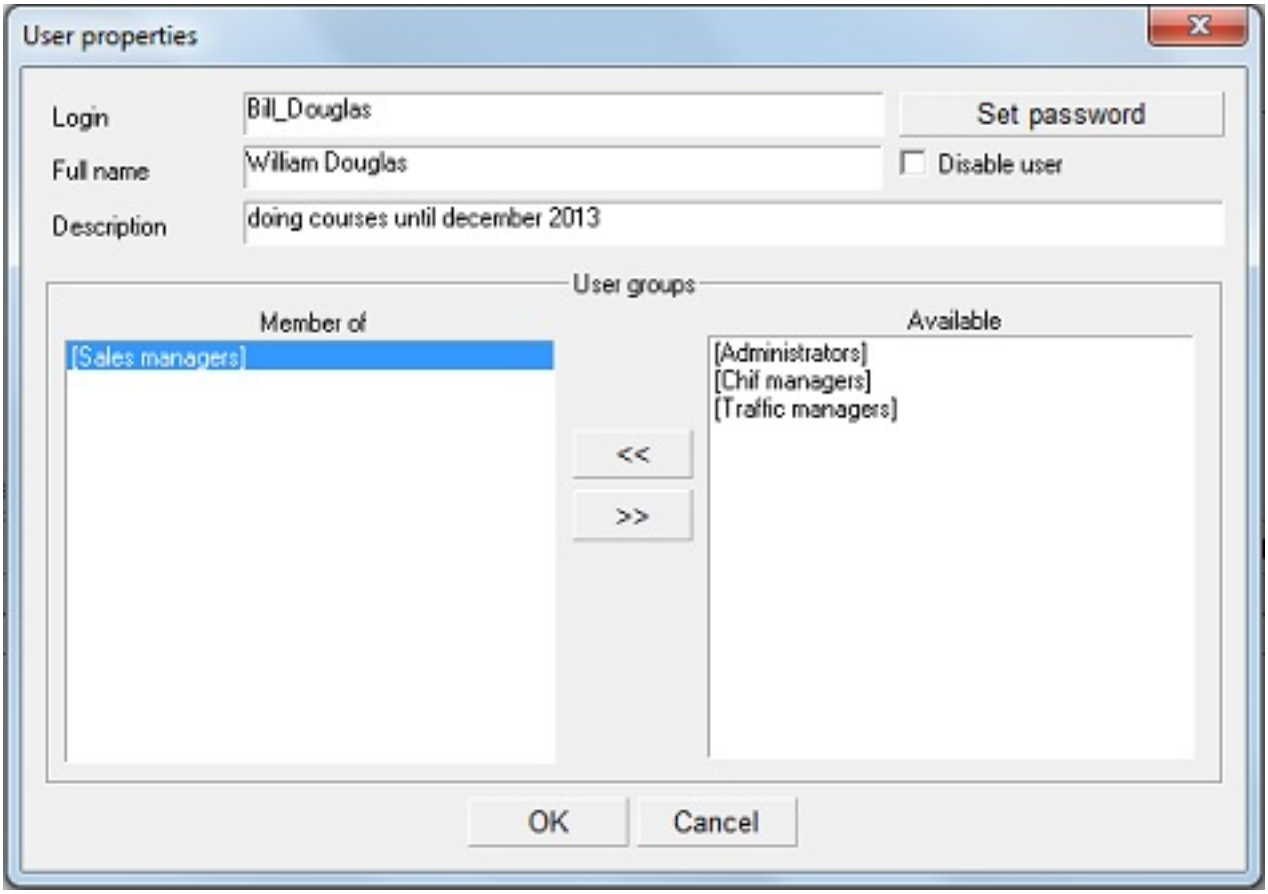


Fig. 70. User properties window

In the **User properties** window there are two required fields: **Login** and **Full name**. Whether the **Description** field should be filled is determined by the system administrator. It is possible to set password or change password of a user with the help of the **Set password** button in the additional **Enter user name and password** field (**fig. 71**). After entering and confirming the password click **OK**.

Fig. 71. Enter user name and password window

If the password has not been set, the user may access the program using login only. To configure automatic login for a particular user please fill in the additional **User default name (no password)** field.

By checking **Disable user** in **User properties** window, you temporarily disable this account.

In the two **User groups** fields you can see affiliation of the account with one or several groups. Each user has all the rights of a group he belongs to and his name is displayed in the lists of this group appearing in software operating windows (for example, when adding a new contractor, the program will automatically lift the manager's surname from the **Sales managers** group).

Buttons within the **Belonging to groups** field allow to make quick changes to one or several users.

5.4.2. Access rights

On the right end of the **Administration** window (**fig. 72**) there is a field that allows editing access rights for various user groups. It has three tabs: **Common**, **DB objects** and **Windows groups**.

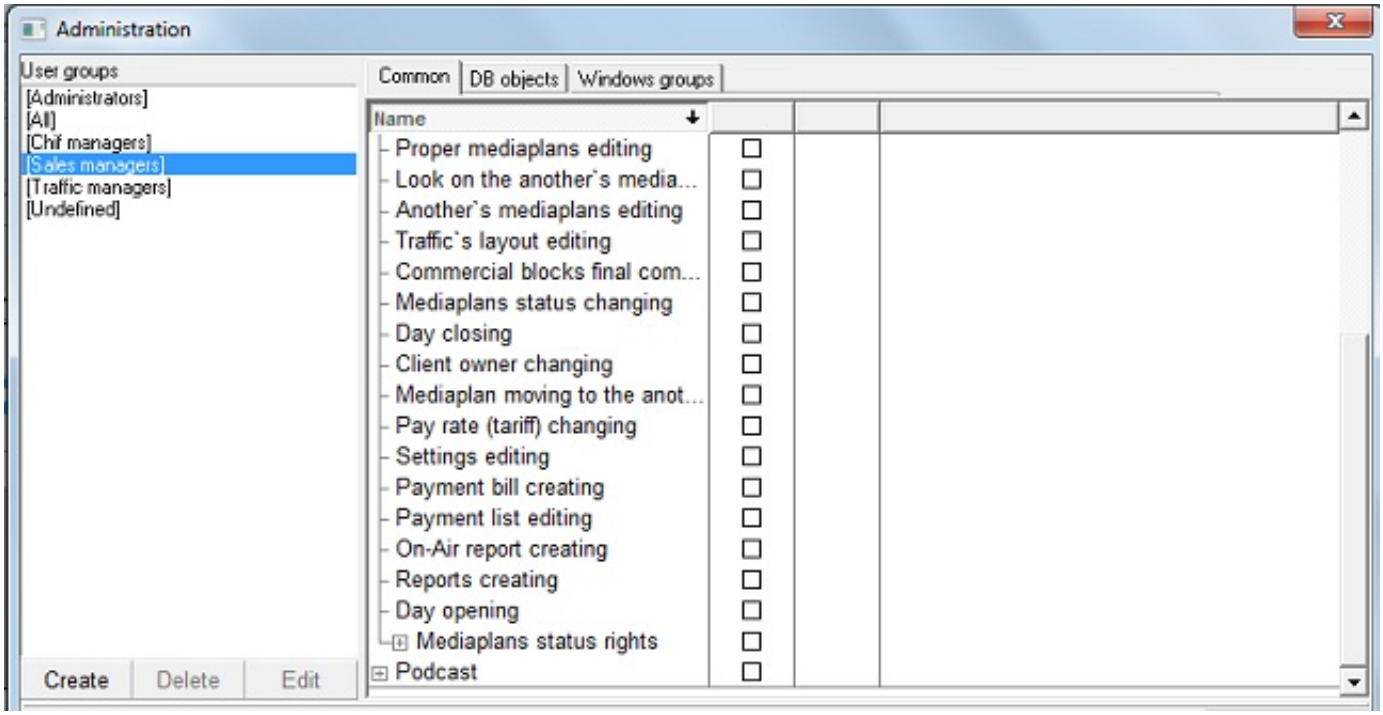


Fig. 72. Administration window, Access rights

On the **Common** tab the system administrator permits or bans various actions by user groups in Media Planner Sales. On the **DB objects** tab system administrator can grant or restrict access to particular Database categories.

Permissions set automatically by the system for a particular group are marked with a gray square. Manually set permissions are marked with a check sign (tick). An empty square means a ban. **Administrators** group has no limitations action-wise.

The **Windows groups** tab shows **Windows** domain groups if current workstation belongs to a domain. Here, internal user groups can be matched with a **Windows** domain group and granted respective rights. Thus, when a user enters his or her login and password, the system will automatically recognize him (her) and his (her) level of authorization.

5.4.3. User logs

All user actions can be saved into a special text file for subsequent control. To configure the log, click on the three-dot button of the ***Media*** tab, select **Common options**, then **Log list** tab, and check the **Enable log writer** field. After that specify the saving path for the file and specify the types of events you wish to save (**fig. 73**).

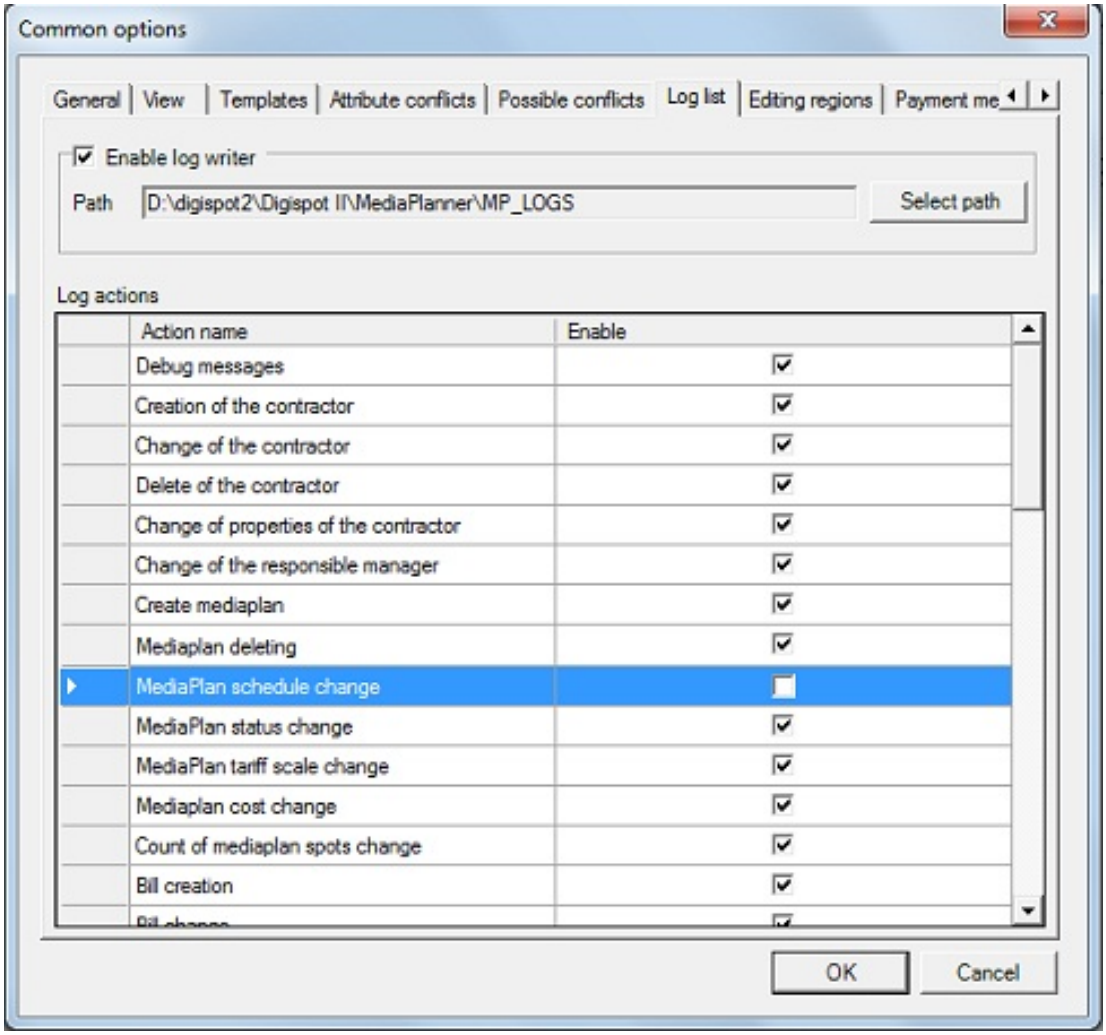


Fig. 73. Common options window, Log list

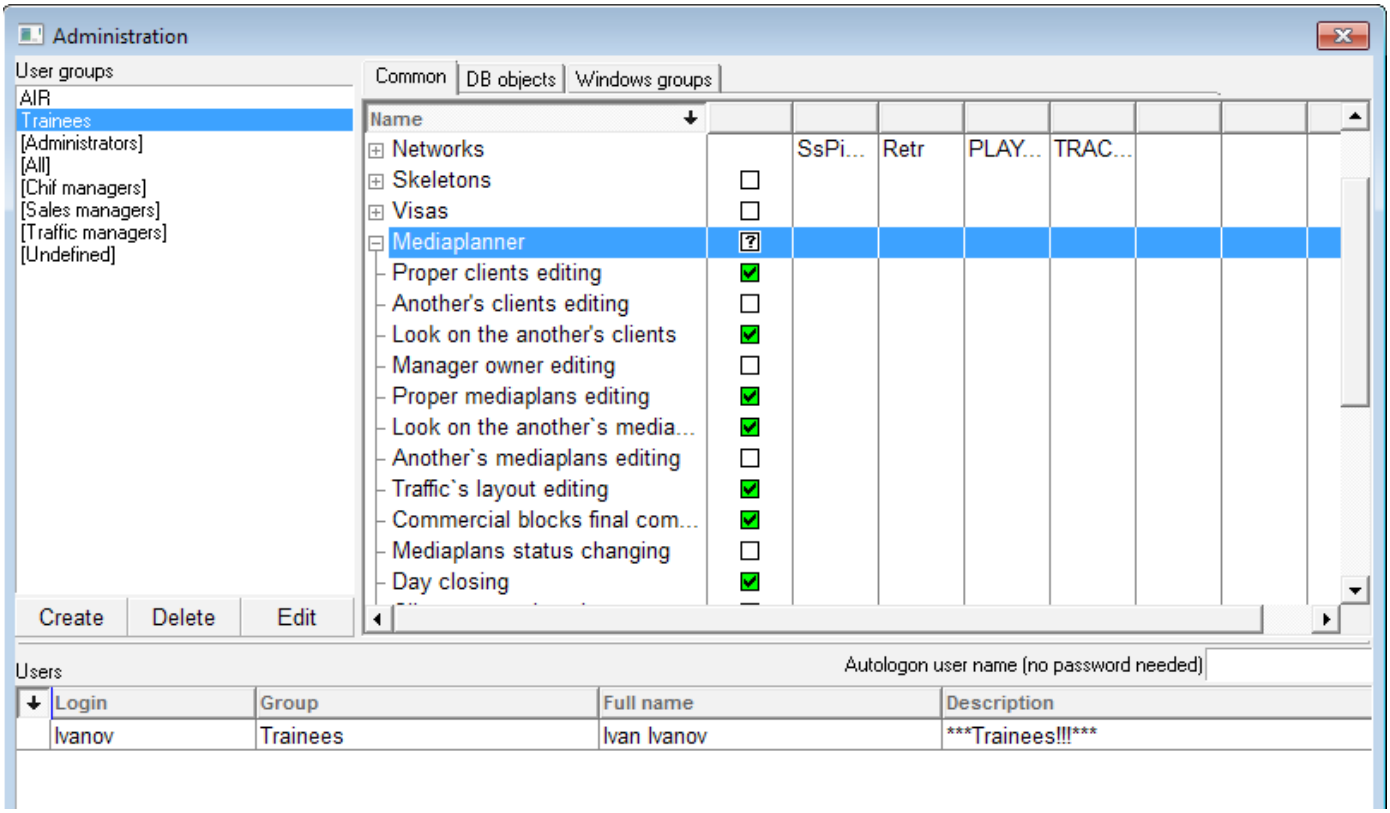
A STORY ON TOPIC

Concluding our story of “Radio TRACT” activities that we simulated in previous chapters, we would like to talk about the initial settings connected with access rights. When Media Planner Sales was integrated into the already existing DIGISPOT II Media Management and Automation software complex, the system administrator began creating user accounts for sales department employees.

DIGISPOT II system administrator: *In the main* ***File*** menu *(***Administration***) I added user accounts for sales department people. The group “senior managers” includes: N. Nikolaev. The “sales managers” group: I. Ivanov, P. Petrova and S. Sidorov. The “traffic manager” group: O. Kuznetsova. Then I set individual rights for each of the groups.*

I made all the necessary initial settings (in **Global settings** *of the main menu I selected the “Radio TRACT” network on the* **Networks** *tab, and then on the* **Schedules** *tab for this network I selected the main schedule that we named «Tract-MAIN»).*

After a while I had to add rights to the “sales managers” group. The thing is that their working routine requires using the **Look on the another’s media plans** *option. I did it by checking the respective item (***Administration** window*,* **Common** tab*,* **Mediaplanner***).*



Then, after trainee I. Ivanov by accident changed one of the media plans of P. Petrova, I had to create a new group called "Trainees" and temporarily place I. Ivanov in it. I gave limited rights to "Trainees", including unchecking the **Another's mediaplans editing** option. *(***Administration** window*,* **Common** tab*,* **Mediaplanner***).*

Note that the flexibility of access rights settings in the **Administration** window will allow setting up any combination of options depending on your working routine. After showing you the example of trainee I. Ivanov who, due to carelessness and lack of experience almost ruined an expensive advertising campaign, we advise you to base your actions on the principle of sufficiency and not grant all rights to all users from the very beginning. It's always better to gradually move users to groups with higher access rights than having to pay the contractor with bonus commercial air time because of the faults of a commercial manager.

Conclusion

Dear colleagues!

The Media Planner Software tutorial will help you optimize the activities of a digital radio station's commercial department. As you were able to see, the automation of the working process is relevant for many types of work, from the creation of a tariff scale, negotiation of a media plan with contractors and reservation of spaces in the broadcasting schedule, through main payment stage, creation of a commercial schedule and uploading it to the broadcasting schedule of a radio station, to auditory monitoring of commercial materials, reporting and statistical data on media plans. All of this is relevant for both individual radio frequencies and multi-frequency radio networks.

However, automation needs related knowledge from the part of the employees. Commercial department employees should have a clear idea of the whole operating process of a broadcasting complex that incorporates Media Planner Sales software. That's why it is useful to list main DIGISPOT II software components (bar Media Planner Sales, of course) that serve as the media for all work stages: from preparation of broadcasting material and up to post-air logging and archiving (DIGISPOT II system was developed by *TRACT* (Saint-Petersburg), *R. Barth KG* and *Digispot-Systems GmbH* (Hamburg)).

DJIN – automated radio broadcasting software: planning, editing and control of broadcasting schedule, filling the schedule with audio and text materials from the DB, playback of audio materials in broadcasting players.

BCS EDITOR – audio editor with a built-in text module that provides recording, editing and processing of audio materials, as well as the possibility of deciphering speech phonograms and joint text and sound editing.

LOGGER – automatic logging software for radio station air (cutting the audio into specified chronometric intervals – logs – for further storage on the server), as well as input signal level control.

MAG – musical radio station playlist generator, automatic rotator of musical materials from the DB.

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