

Upload and schedule audio spots

Important information regarding volumes on recorded audio spots.

Audio files recorded by yourself using a computer or a mobil phone

If the audio files you want to upload and schedule are recorded by yourself:

Follow the guide on page 2, 3 & 4.

Audio files recorded in a professional studio

If the audio files you want to upload and schedule are recorded in a professional studio:

Follow the guide on page 5.



Important information!

If the audio file has been recorded in a professional studio, the volume of the audio file is optimized and with a high and clear volume.

The problem many times when you record an audio file yourself with a computer or mobile phone is that the volume of the audio file is too low.

Campaign Media

Guide when using audio files recorded by yourself

Upload and manage media files, to be used in audio campaigns (spots and announcements)

- Content Management
- Content Media
- Content Playlists
- Content Scheduling
- Campaign Media
- Campaign Playlists
- Campaign Scheduling
- Announcements
- Stream Library
- Switchable Streams

Upload audiofiles (spots and announcements)

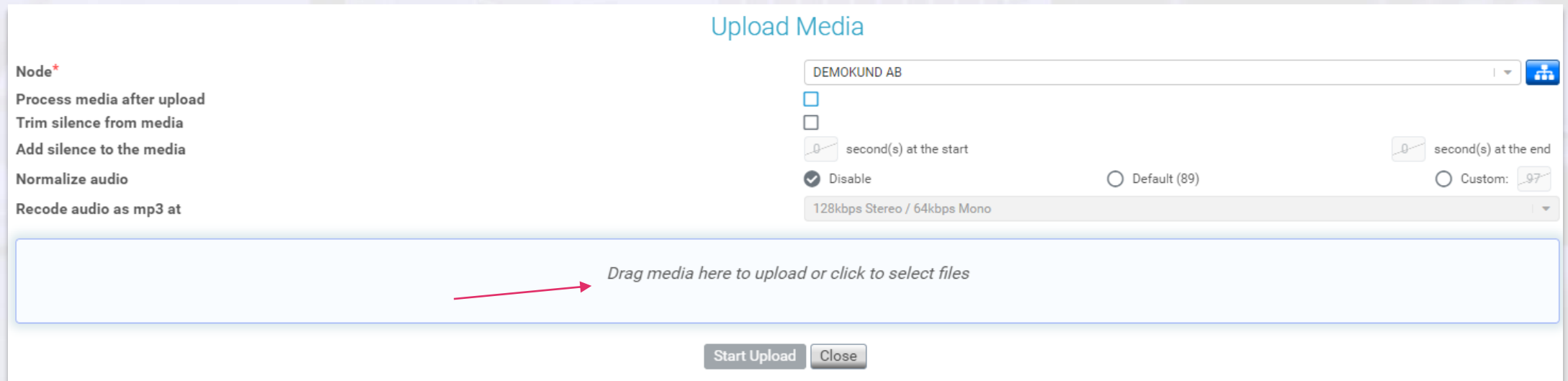
Step 1: To upload audiofiles (only mp3-files is supported) click on the button

”Upload media”



Step 2: Drag your audiofile/audiofiles to the area ”Drag media here to upload or click to select files”.

See page 3 for Step 3 (Normalize audio files).



The screenshot shows the 'Upload Media' dialog box. It features a dropdown menu for 'Node*' set to 'DEMOKUND AB'. Below this are several checkboxes: 'Process media after upload' (unchecked), 'Trim silence from media' (unchecked), and 'Add silence to the media' (unchecked). There are also input fields for 'second(s) at the start' and 'second(s) at the end'. Under 'Normalize audio', the 'Disable' option is selected. The 'Recode audio as mp3 at' dropdown is set to '128kbps Stereo / 64kbps Mono'. A large light blue area in the center contains the text 'Drag media here to upload or click to select files' with a red arrow pointing to it. At the bottom, there are 'Start Upload' and 'Close' buttons.

Step 3: Normalize audio files

See next page 3 for a detailed information about normalizing audio files (to fix low volumes on audio files recorded by you).

Campaign Media

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Normalize audiofiles

Step 3: When the audiofiles have been recorded with a mobilphone or a computer the volume on the recordings often are very low. After you have dragged the audiofiles (see step 2 on page 2) the following steps need to be done:

- *1** – Tick the checkbox for "Process media after upload"
- *2** – Tick the checkbox Custom (in the section Normalize audio) – dont change the default value "97"
- *3** – Click on "Start Upload" to upload your audio files.

The screenshot shows the 'Upload Media' interface. At the top, the title 'Upload Media' is centered. Below it, there is a form with several sections. The 'Node*' section has a dropdown menu set to 'DEMOKUND AB'. The 'Process media after upload' section has a checked checkbox, with a red arrow pointing to it and the label '*1'. The 'Trim silence from media' section has an unchecked checkbox. The 'Add silence to the media' section has two input fields, both set to '0', with labels 'second(s) at the start' and 'second(s) at the end'. The 'Normalize audio' section has three radio buttons: 'Disable', 'Default (89)', and 'Custom: 97'. The 'Custom: 97' option is selected, with a red arrow pointing to it and the label '*2'. The 'Recode audio as mp3 at' section has a dropdown menu set to '128kbps Stereo / 64kbps Mono'. Below the form, there is a list of uploaded files. The first file is 'Morgonmeddelande.mp3' with a size of '0.4 MB'. At the bottom of the form, there is a 'Start Upload' button and a 'Close' button. A red arrow points to the 'Start Upload' button with the label '*3'.

Important information uploaded files

See page 4 regarding the processing of the uploaded audio files

Campaign Media

Guide when using audio files recorded by yourself

Upload and manage media files, to be used in audio campaigns (spots and announcements)

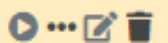
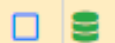
- Content Management
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Uploaded audiofiles need to be processed


Before you can add your uploaded audiofiles to a playlist the files need to be processed. It takes about 3-5 minutes for the system to analyze and adjust the volume on your uploaded files.

The uploaded files that are not processed are marked with a yellow background (you find your uploaded files under the section "Campaign Media". After the audio files have been processed the yellow background disappears

Unprocessed files (not able to listen or add the audio to a playlist)

		Morgonmeddelande	mp3	DEMOKUND AB
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Processed files (The audiofiles can be previewed and be added to a playlist)

		Morgonmeddelande	mp3	DEMOKUND AB
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Working with playlists

See **page 6** for a detailed information about working with playlists.

Campaign Media

Guide when using audio files that is recorded in a professional studio

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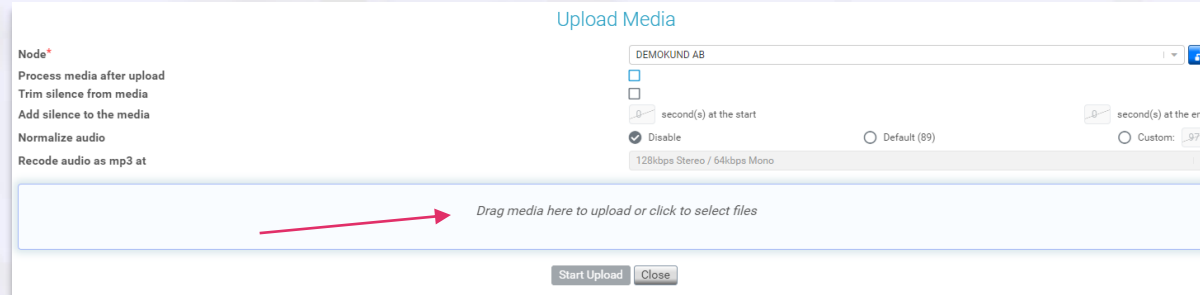
Upload audiofiles (spots and announcements)

Step 1: To upload audiofiles (only mp3-files is supported) click on the button

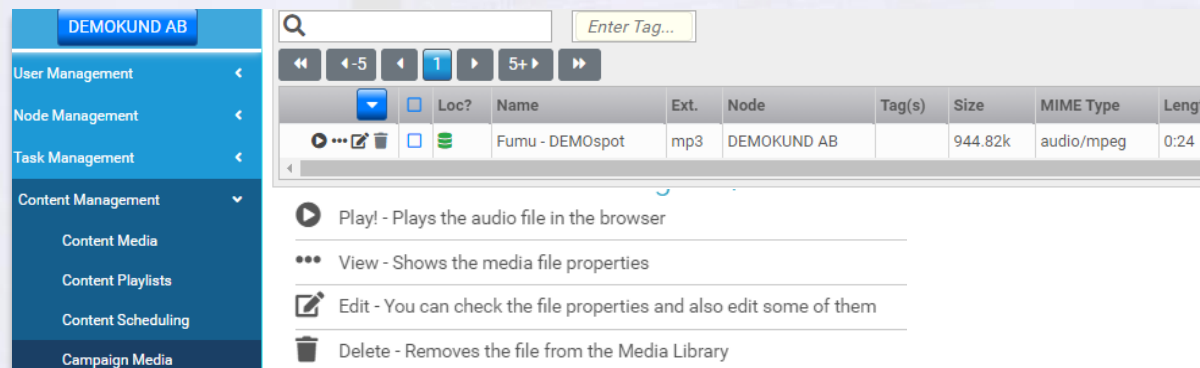
”Upload media”



Step 2: Drag your audiofile/audiofiles to the area ”Drag media here to upload or click to select files”.



All uploaded audio files is stored in Campaign Media



Loc?	Name	Ext.	Node	Tag(s)	Size	MIME Type	Length
<input type="checkbox"/>	Fumu - DEMOspot	mp3	DEMOKUND AB		944.82k	audio/mpeg	0:24

- Play! - Plays the audio file in the browser
- View - Shows the media file properties
- Edit - You can check the file properties and also edit some of them
- Delete - Removes the file from the Media Library

Working with playlists

See next page 6 for a detailed information about working with playlists.

Campaign Playlists

One or several audiofiles saved in a playlist.

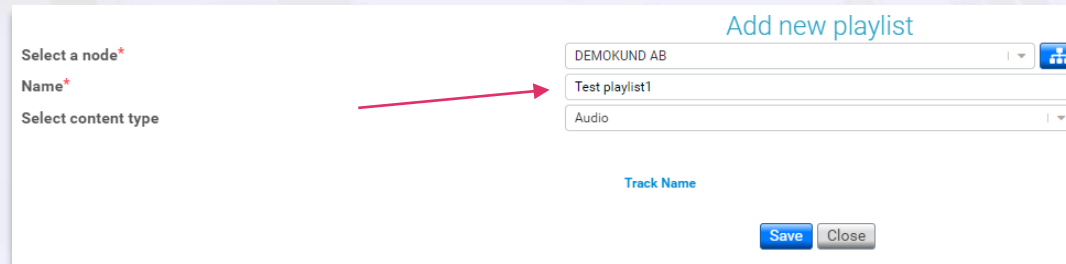
- Content Management
- Content Media
- Content Playlists
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Create a new playlist (spots and announcements)

Step 1: To create a new playlist click on the button "New Playlist"



Step 2: Name the playlist (every playlist must have a unique name). In this example we call our playlist "Test playlist 1"



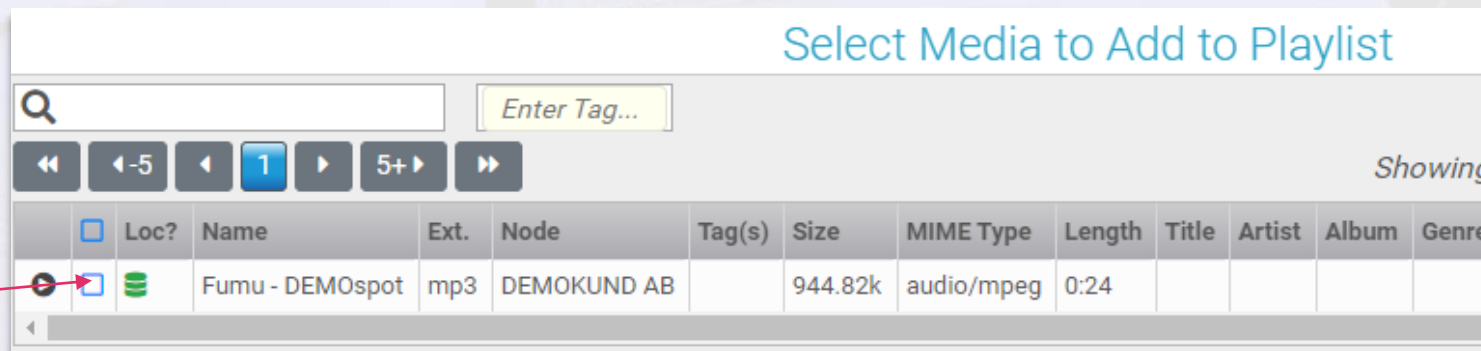
Select a node* DEMOKUND AB
Name* Test playlist1
Select content type Audio

Track Name

Save Close

Step 3: Click the button "Add Entry..." to add audiofiles to the playlist: **Add Entry...**

Step 4: Tick the box to add one or several audiofiles:



Select Media to Add to Playlist

Enter Tag...

Showing

	Loc?	Name	Ext.	Node	Tag(s)	Size	MIME Type	Length	Title	Artist	Album	Genre
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Fumu - DEMOspot	mp3	DEMOKUND AB		944.82k	audio/mpeg	0:24				

Important information playlists!
Individual audio files cannot be scheduled.
Only playlists can be scheduled

A playlist must always be created. It is the playlist that is scheduled (detailed information regarding scheduling on page 7).

Schedule audio spots step by step guide
See next page (page 7)for a Step by step Quickguide regarding scheduling audio spots

Step by Step - Campaign Scheduling

Scheduling audio spots

- Content Management
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Create a Campaign schedule

Step 1 Click on "New Campaign Schedule"



Step 2 – Name the Schedule (every schedule must have a unique name). In this example we call our schedule "Testschedule 1"


Campaign Schedule Editor

Select a node this campaign schedule belongs to* DEMOKUND AB

Name of this schedule* Testschedule 1

Select the content type for this campaign schedule Audio

This campaign schedule is empty. Feel free to add items with the button below.

Step 3 – To add an entry click on "Add slot": 

Step 4 – Schedule playlists":

Select a node this campaign schedule belongs to* DEMOKUND AB

Name of this schedule* Testschedule 1

Select the content type for this campaign schedule Audio

Playlist [PLEASE SELECT PLAYLIST] *1

*2 1 *3 *4 Interval Start Date *5 End Date *6 Start Time *6 End Time *7 Mo Tu We Th Fr Sa Su

- *1 Please select playlist**
Choose a playlist (campaign playlist) for the slot
- *3 Shuffle**
Shuffle ON/OFF
- *5 Start & End Date**
Set a Start and End date. If its empty the schedule will play during Start & End time.

- *2 Play settings**
Default 1, Number of times the spot shall play
- *4 One time or interval**
If this box is unticked the playlist plays once (according Start Time). If the box is ticked the audio spot plays once according to the amount of minutes that is set in the field "Interval"

- *6 Start & End Time**
Set a Start and End time. There must be a Start Time. If the *4 is set to interval there must be a End Time.
- *7 Weekdays**
Tick for which days the audio spots shall play

Next page – example campaign schedule
See next page (page 6)

There is no limitations how many different slots that can be added.

Step by Step - Campaign Scheduling

Example - Scheduling audio spots

Campaign Schedule Editor

Select a node this campaign schedule belongs to*

DEMOKUND AB

Name of this schedule*

Testschedule 1

Select the content type for this campaign schedule

Audio

Playlist				Interval	Start Date	End Date	Start Time	End Time	Mo	Tu	We	Th	Fr	Sa	Su		
[16296] Test playlist1		1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20	2022-08-14	2022-09-30	09 03	16 30	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
[16297] Morning Messages		1	<input checked="" type="checkbox"/>	<input type="checkbox"/>			06 30		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
[16300] Sales - Aug Weekends		1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	60	2022-08-01	2022-08-31	09 08	21 00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
[16298] Hourly announcement - Sales		1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	60			09 15	20 00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
[16299] Saturday - extra deal		1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	30			09 20	20 30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

Add Slot Remove All Slots

Save Schedule Close

Save the schedule

Save Schedule

When you are finished with your scheduling click on "Save Schedule", then click on "Close" to close the scheduling view.

Next step – Deploy campaign schedule

See next page (page 7) how to deploy/send campaign schedule to the media player

Deploy- Campaign Scheduling

Deploy Campaign Schedule to a media player

Deploy Campaign content schedule

Click on "Campaign Scheduling", Then click on the "Rocket-symbol" on the schedule you want to deploy



Showing 1 of 1 campaign schedules (1 selected)

<input type="checkbox"/>	Serial number	Customer No.	Name	Node	Tag(s)	Product	Hours	on?	sync?	Storage	WLAN?	Audio Campaign	Audio Content	Audio Announcement	Video Campaign	V
*1 <input checked="" type="checkbox"/>	100052007		Demobutiken Spelare 01	DEMOKUND AB		ISR		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="16%"/>	<input checked="" type="checkbox"/>		Musik schema			

*2

Send/Deploy the Campaign content schedule to one or several media player(s)

- ***1 "Tick"/Select** which media player that shall download the Campaign content schedule
One or several media player(s) can be selected
- ***2 Click on "Deploy"**
Click on on "Deploy" to send the schedule to the player / players.