



JAZLER RADIOSTAR WHITE PAPER

how to import commercial playlists

- This white paper is applied for versions of Jazler RadioStar 2.8.10 and higher
- This white paper also assumes that you have a basic knowledge of using JazlerRS2

Summary

As you can program your commercials from Jazler, there are also lots of clients who want an external program to do this, mostly because it also gives them extra capabilities, like billing and extended reports.

The Jazler programming team assembled a feature to be able to import a commercial playlist with the easiest way possible, so it can integrate with almost any commercial management application.

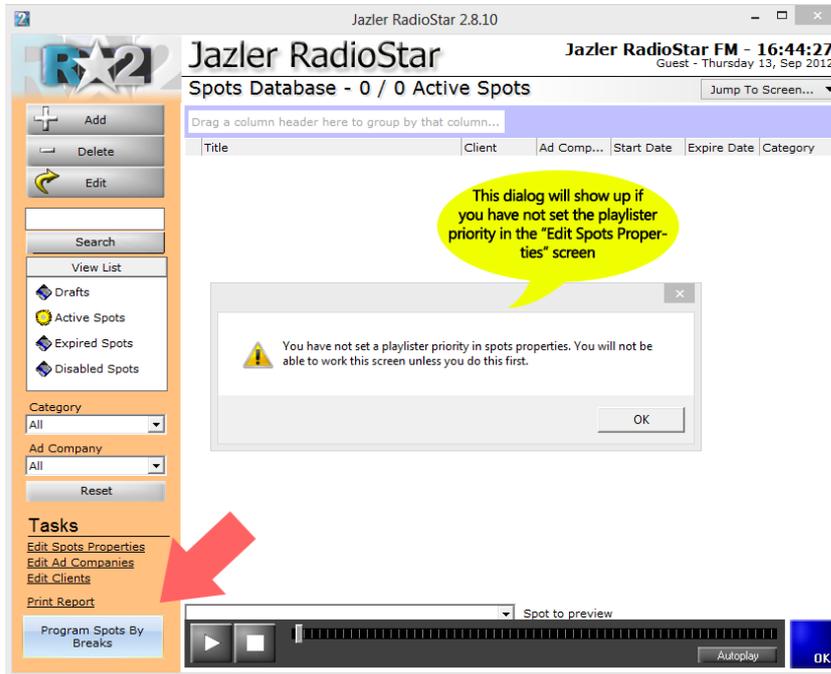
Understand how this works

The whole key to this feature is the **Playlister ID**. The Playlister ID is an alphanumeric text that must be identical in both Jazler and the external commercial management system. When this is set-up properly, you will be able to program a commercial with these easy steps:

- Load the audio file(s) of the commercial to the Jazler database and get their Playlister ID (or set one yourself)
- Program the commercial in your commercial management system, and set its Playlister ID to the ones given from Jazler.

That's it! Then the next step basically, is to export the day's commercial playlist from your management system and import to Jazler for each individual day.

Setting up Jazler to accept commercial playlists



The commercials playlist is imported by the **“Program Spots By Breaks”** button. This shows a screen where you are able to program your spots for every individual break, and not with the classic Jazler method of programming the times from the spot programming. If you upgraded your Jazler though from older

Priorities

Priority	Comments
15	
16	SPOTS PRIORITY 02
18	My playlister priority
19	SPOTS PRIORITY 03
20	
21	SPOTS END
22	
23	TRAILERS (AFTER SPOTS)

versions, you will see a dialog that tells you that the Playlister priority is not set. You will have to enter the “Edit spots properties” screen, go to the middle tab and set the priority of the Playlister.

Why set a Playlister priority?

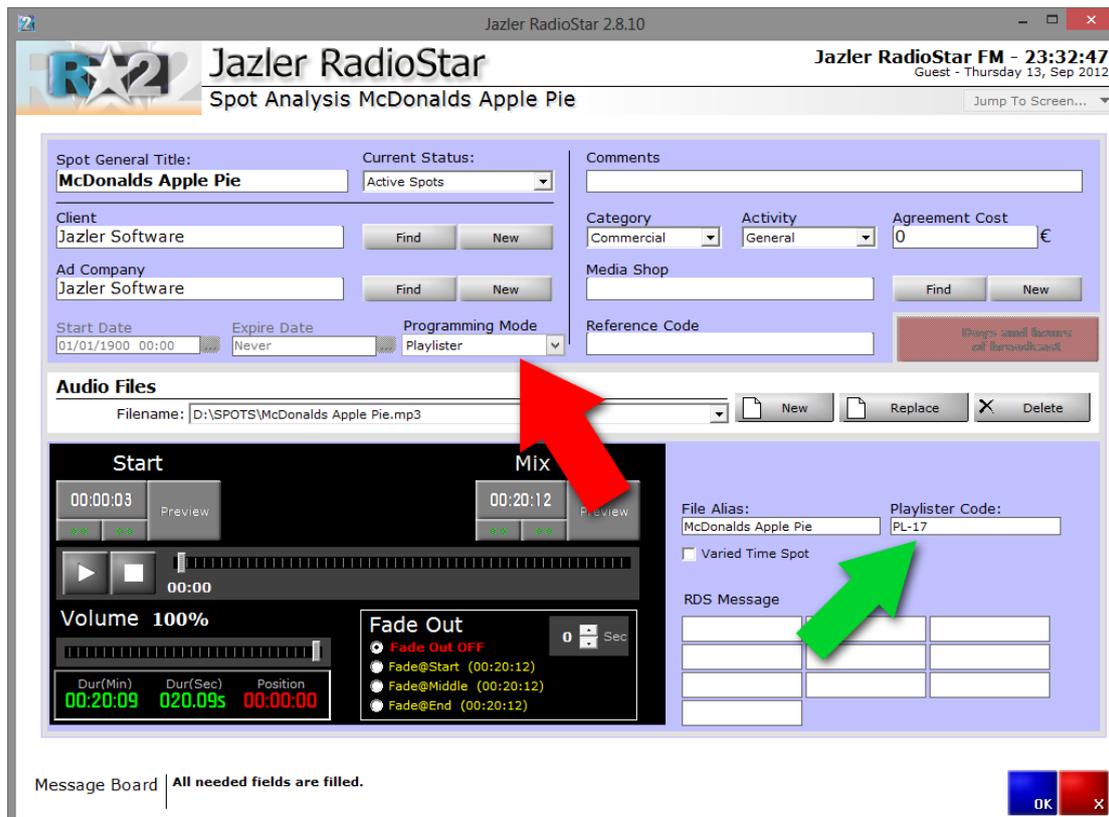
Because you will be able to use all the capabilities of Jazler. You will be able to program all your commercials from your commercial management system, and import them to Jazler, but you won’t need to program your Station ID’s, as you can have them programmed permanently from Jazler.

In this example, all Playlister spots will be placed in priority 18, and you will also be able to add spots/station ID’s from Jazler

programming in the priorities before and after 18. Either create a new priority, or select one and click the cyan button **“Set as Playlister Priority”**

Import the audio file in Jazler

- In the main spots database of Jazler, click on the Add button
- When asked to select an expire date, click “never” and OK
- Then you will be asked to browse for your audio file
- When you have selected your audio file, you just have to turn its programming from “Weekly” to “Playlister” (Red Arrow)
- You will also automatically see that the start/expire dates and programming button will be disabled, as Jazler will be waiting this commercial to be programmed by the Playlister, and not from its internal programming screen.



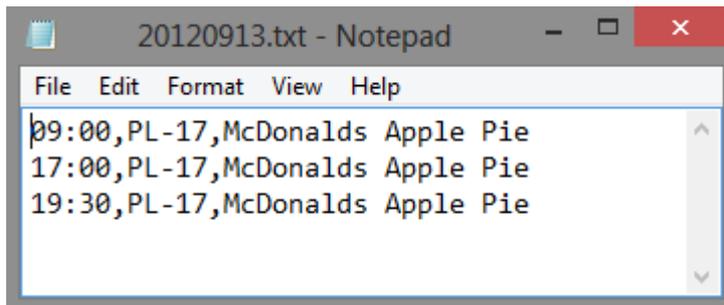
The final thing to do is to remember the Playlister ID (Playlister Code), or set something that suits you. (Green Arrow)

By clicking OK, your commercial file is ready to be recognized by the commercial Playlister. You can add as many files you like, and set a different Playlister Code for each one.

The text file specifications

- The file must be in .txt or .asc format
- The filename must be representing the date of the commercial spots programming in the format of YYYYMMDD.txt or YYYYMMDD.asc
- You can also set the filename to whatever you want, and set the date in the Jazler import wizard, just before importing.

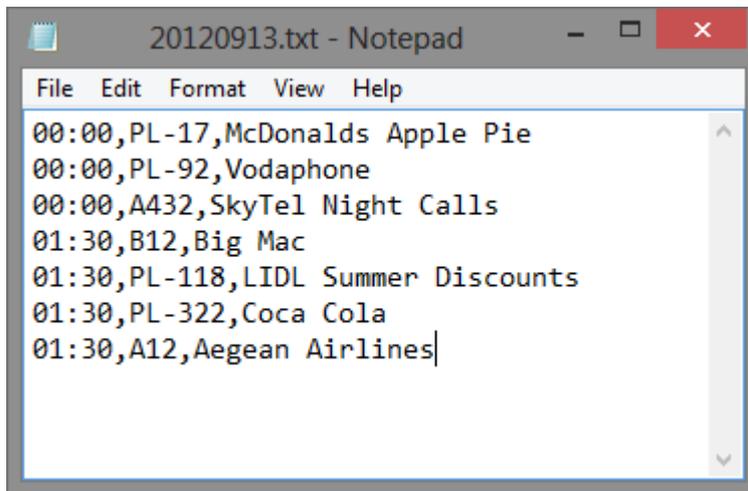
The format of the text file is very simple:



This text file will program McDonalds Apple Pie at 9am, 5pm and 7:30pm of September 13 2012.

Jazler accepts three comma separated fields
TIME,PLAYLISTER CODE,COMMERCIAL TITLE (optional) +(line break)

So let's make a couple of commercial breaks:



This text file will make two commercial breaks. At 12am and 1am, with three and four commercials respectfully.

As you can see, you can put whatever Playlister Code you want. Please do not use characters though like asterisk (*) and percentage (%). It is also obvious that you cannot use the comma

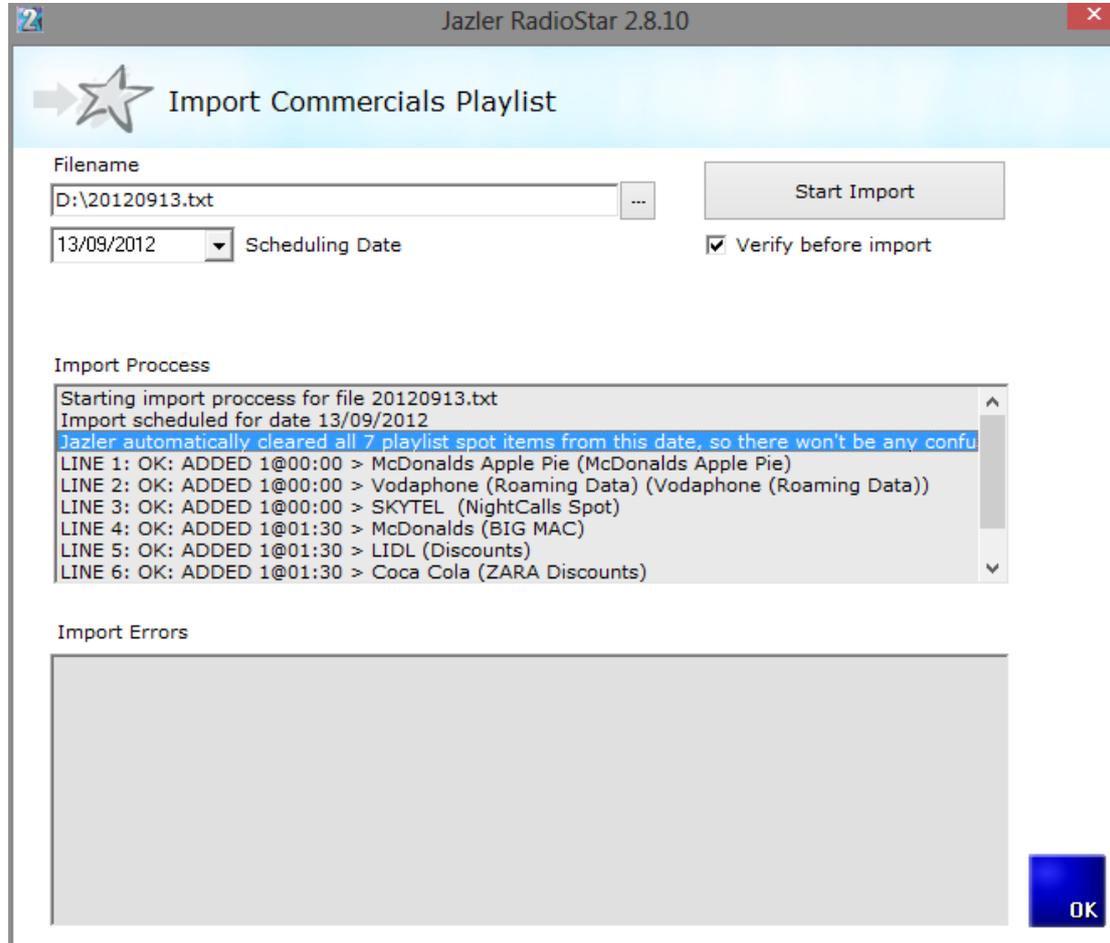
anywhere else except separating the fields. The commercials sequence will be programmed exactly as you have entered them. So it is in the responsibility of your commercial management system to decide the exact order of the commercials.

*****IMPORTANT:** You must have stated in Jazler spots properties screen the commercial breaks time-slots. If you try to program a commercial into a timeslot that does not exist (like 00:05) Jazler will not accept it.

Importing the schedule

Now that you have your schedule file ready, you can import it into Jazler! Just go to the commercial/spots database > Program Spots by Breaks > Import spots playlist.

Set the file you are going to import, and click on the “Start Import” button



Your screen must look like this.

- If there are import errors, you will see them on the bottom list.
- If you imported earlier for the same day, Jazler will automatically clear the previous import and freshly import the playlist again. (See the blue highlight)
- The “Verify before import” check to see if there are any errors before importing. If there is at least one error, Jazler will abort import.

Spots Break 01:30 13 September 2012

13/09/2012	Move Up	Move Down	Add
00:00	18	McDonalds (BIG MAC)	20sec
00:30	18	LIDL (Discounts)	20sec
01:00	18	Coca Cola (ZARA Discounts)	8sec
01:30	18	Aegean Airlines (Online Tickets)	15sec
02:00			
02:30			
03:00			
03:30			
04:00			
04:30			

After the import, you will be able to see the playlists loaded to each time-slot.

As mentioned before, you are also able to program spots simultaneously from the Jazler spots scheduler.

Move Up	Move Down	
12	POP FM (COMMERCIALS INTRO JINGLE)	8sec
18	McDonalds (BIG MAC)	20sec
18	LIDL (Discounts)	20sec
18	Coca Cola (ZARA Discounts)	8sec
18	Aegean Airlines (Online Tickets)	15sec
29	POP FM (SPOTS CLOSING STATION ID)	20sec

Finally, if you have also used the programming of spots from the Jazler scheduler, you will be able to see both playlists merged exactly as they will be played on-air. You won't be able to edit though the spots that were not imported by the Playlister. You will only be able to preview their position in the break.