

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	18 My playlister priority				
19	19 SPOTS PRIORITY 03				
20	20				
21	21 SPOTS END				
22					
23 TRAILERS (AFTER SPOTS)					
Add M Prior	New Inse	ert Priority -			
Set As Time Announcement					
Set As Playlister Priority					
Set As	Clear Optiona Play	ıl			

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"

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# 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.

Jazler RadioStar 2.8.10 – 🗖 🗙					
Jazler R	adioStar	Jazler RadioStar FM - 23:32:47 Guest - Thursday 13, Sep 2013			
Spot Analysis	McDonalds Apple Pie	Jump To Screen			
Spot Ceneral Title	Current Status:	Comments			
McDonalds Apple Pie	Active Spots				
Client Jazler Software	Find New	Category Activity Agreement Cost Commercial ▼ General ▼ 0 €			
Ad Company Jazler Software	Find New	Media Shop			
Start Date Expire Date	Programming Mode	Reference Code Drogs and licours; of Browelcast			
Audio Files Filename: D:\SPOTS\McDonalds Ap	ple Pie.mp3	New Replace X Delete			
Start 00:00:03 <- >> Preview	Mix 00:20:12 << >>	P. eView File Alias: Playlister Code: McDonalds Apple Pie PL-17 Varied Time Spot			
00:00		RDS Message			
Volume         100%           IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII	Fade Out     C       Fade Out OFF     Fade@start (00:20:12)       Fade@Middle (00:20:12)       Fade@End (00:20:12)				
essage Board All needed fields are fille	ed.	ок			

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.

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## 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:

20120913.txt - Notepad	-	×
File Edit Format View Help		
09:00,PL-17,McDonalds Apple 17:00,PL-17,McDonalds Apple 19:30,PL-17,McDonalds Apple	Pie Pie Pie	^

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

JazleracceptsthreecomaseparatedfieldsTIME,PLAYLISTERCODE,COMMERCIALTITLE(optional)+(linebreak)

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.

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# 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

Zi Jazler RadioStar 2.8.10	×			
Import Commercials Playlist				
Filename				
D:\20120913.txt Start Import				
13/09/2012  Scheduling Date  Verify before impor	rt			
Import Proccess				
Starting import process for file 20120913.txt	^			
Jazler automatically cleared all 7 playlist spot items from this date, so there won't be any	confu			
LINE 1: OK: ADDED 1@00:00 > McDonalds Apple Pie (McDonalds Apple Pie) LINE 2: OK: ADDED 1@00:00 > Vodaphone (Roaming Data) (Vodaphone (Roaming Data)	))			
LINE 3: OK: ADDED 1@00:00 > SKYTEL (NightCalls Spot) LINE 4: OK: ADDED 1@01:30 > McDonalds (BIG MAC)				
LINE 5: OK: ADDED 1@01:30 > LIDL (Discourts)				
JEINE 6: OK: ADDED 1@01:30 > COCA COIA (ZAKA Discounts)	· ·			
Import Errors				
	ок			

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.

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13/09/2012	•		Move Up	V	Move Dn	+
00:00		18	McDonalds (BIG MAC)		20sec	Add
00:30 01:00		18	LIDL (Discounts)		20sec	- 24
01:30 02:00		18	Coca Cola (ZARA Discounts)		8sec	Insert
02:30		18	Aegean Airlines (Online Tickets)		15sec	Replace
03:30						
04:00 04:30						

Spots Break 01:30 13 September 2012

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	V m	ove Dn
12	POP FM (COMMERCIALS IN	TRO 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 S	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.

Issued by Jazler Software in September 14, 2012 Written and captured by Chris Valasellis ©2012 – Jazler Software – All rights reserved

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