

# *Etere*

a consistent system

**RAI:**

**Features requested for RAI Pubblicità**



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## 1. INTRODUCTION

RAI (Radiotelevisione italiana) is the Italian state owned public service broadcaster controlled by the Ministry of Economic Development. RAI is the biggest television company in Italy, and operates, using Etere's standard and tailored solutions, many television channels stations including both analogue and digital terrestrial, as well as satellite offerings.

RAI and Etere have a strong relationship based on a long series of custom-tailored solutions delivered over more than 10 years for the management of the wide range of channels provided by the RAI group with a seamless integration and expansion capabilities.

One of the solutions delivered to RAI was "**RAI Pubblicità**", a module able to manage the station's commercial broadcast through a user-friendly playlist of commercial breaks. With "**RAI Pubblicità**", operators are able to load commercial breaks prepared by the RAI's advertising agency (SIPRA) and transmit them under a fault-tolerant main/backup broadcast system.

In order to improve the management of its commercial transmission, the RAI group has requested two new features to be performed on the "**RAI Pubblicità**" module, the requested features are:

- **Flash breaks management:** Implementation of a dedicated interface for managing and transmitting "flash breaks" (i.e. mini-spots lasting less than 10 seconds which are identified within schedules through a mark provided by SIPRA) and thus allow operators to perform a more efficient and error-free commercial broadcast.
- **Copy breaks between stations:** Inclusion of a new function to permit operators to access the broadcast playlist of a station different from the current one to select and copy break contents into the current station playlist.

This paper will provide a detailed explanation on the solutions proposed by Etere, describing them on separate chapters while making emphasis on the smooth integration of the new features with the current system workflow.

## 2. FLASH BREAKS MANAGEMENT

The current interface of “RAI Pubblicità” will be modified to include an **extended panel** to be automatically displayed each time an event containing “Flash breaks” is loaded, this panel will permit operators to manage not yet transmitted commercial breaks whether they are **advertisement** (*tabellare*) and **flash** (*minispot*) breaks:

- **Advertisement break** (*Pubblicità tabellare*): Commercial breaks containing spots which are specifically transmitted at a certain time slot (e.g. 12:00 - 12:03) and usually last **more than 10 seconds**.
- **Flash Breaks** (*Mini spots*): Commercial breaks containing spots which are specifically transmitted along with a certain event (e.g. *GP Singapore 2012*) and usually last **less than 10 seconds**. Flash breaks are identified within playlists through a special mark provided by SIPRA.

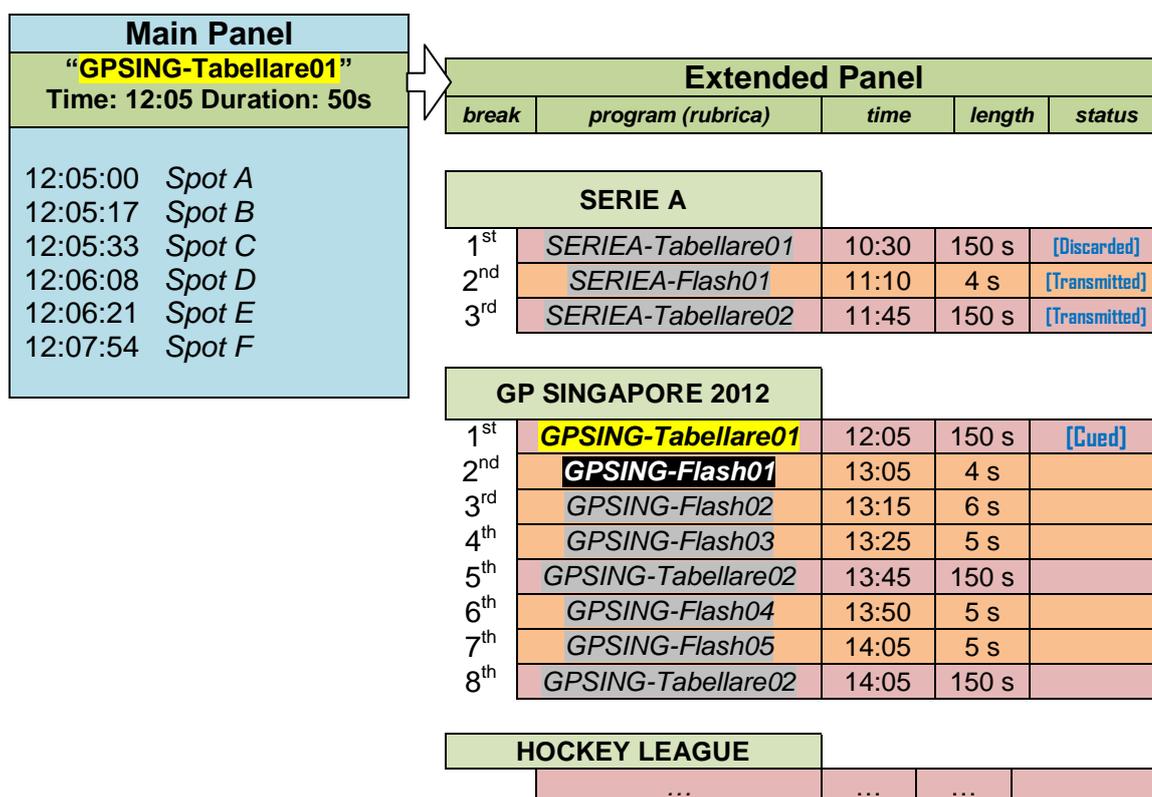
The **extended panel** will be displayed at the right hand of the main panel, showing to the operator all the **commercial breaks** currently available. By default, the **chronologically first** break –whether *tabellare* or flash- will be proposed for being loaded (cued).



As shown in the figure above, each time a break is cued, it will be entirely loaded in the **main panel** and highlighted -in yellow- in the **extended panel**.

## 2.1 Detailed Description

In order to implement the dedicated management of “**flash breaks**”, the interface of “**RAI Pubblicità**” will be modified to include the following **two panels**:



- Main panel:** It comprehends the current interface which is “always enabled” for the transmission of the playlist of **loaded breaks** (i.e. cued for being transmitted).  
 The **main panel** will change color according to the coming next break to indicate if it's either an “**advertisement**” (*tabellare*) or “**flash**” (*minispot*) break.
- Extended panel:** It is the special interface enabled for displaying all “**advertisement**” (*tabellare*) and “**flash**” (*minispot*) breaks which are available (i.e. related and not yet transmitted) for the loaded event.  
 This panel will display the breaks information (e.g. program, schedule time, duration and status) and will be colored according to the following criteria:
  - White**: Break available for being loaded.
  - Yellow**: Break currently loaded in the **main panel**.
  - Gray**: Breaks unavailable for being loaded because they alter the sequence of the “**advertisement**” (*tabellare*) or “**flash**” (*minispot*) breaks.

In case an event is moved to a different day/time, the scheduling consistency is maintained since **all the event's related flash breaks will be moved along with it** whereas the **"advertisement breaks" (pubblicità tabellare) will remain in their scheduled position.**

For instance, if a sports event (e.g. GP Singapore 2012) is delayed due to bad weather, the scheduled time of its "flash breaks" will be updated according to the new event scheduled time while the "advertisement breaks" (*tabellare*) will remain as originally scheduled.

## 2.2 Functioning Controls

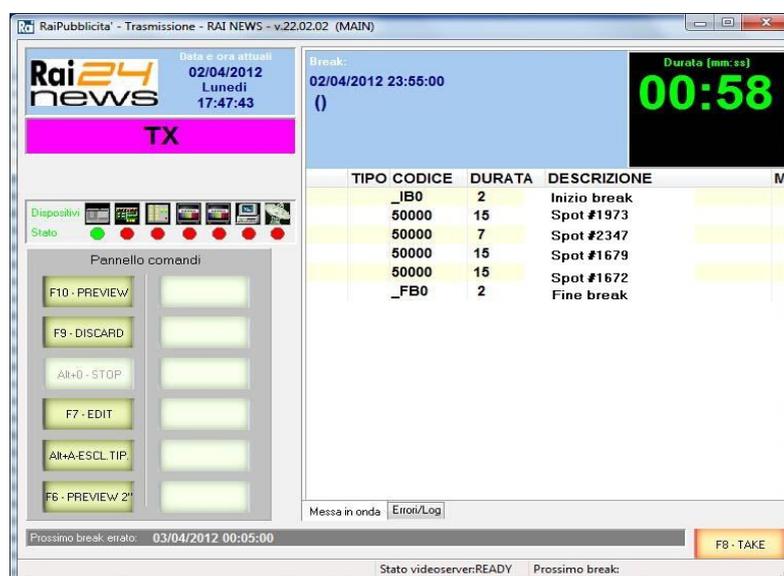
It's worth mentioning that, in order to avoid undesired behaviors, the following controls have been included in the management of the extended panel:

- The spots sequence within **"advertisement breaks" (tabellare)** cannot be modified.
- The spots sequence within **"flash breaks"** cannot be modified.
- The spots sequence within **"flash breaks"** is related to a single container event.
- It is not possible to load **"flash breaks"** not belonging to the current event until the current event finishes.

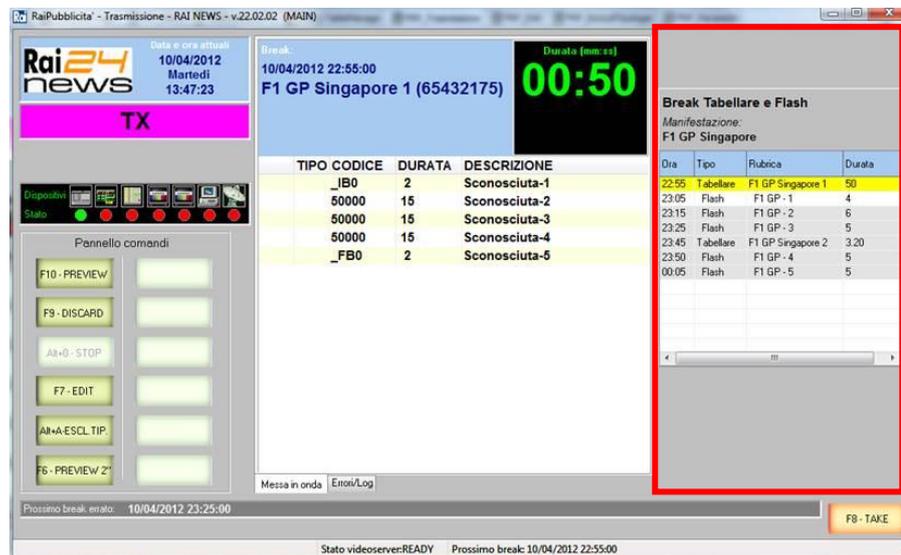
## 2.3 Example of use

The functioning of the **extended panel** has been illustrated in the following example:

1. During the transmission of events without **"flash breaks"** only the **main panel** is displayed:



2. As soon as an event containing “flash breaks” is loaded, the **extended panel** is automatically displayed (the chronologically first break will be automatically cued):



3. The **extended panel** will allow operators to perform one of the following actions:

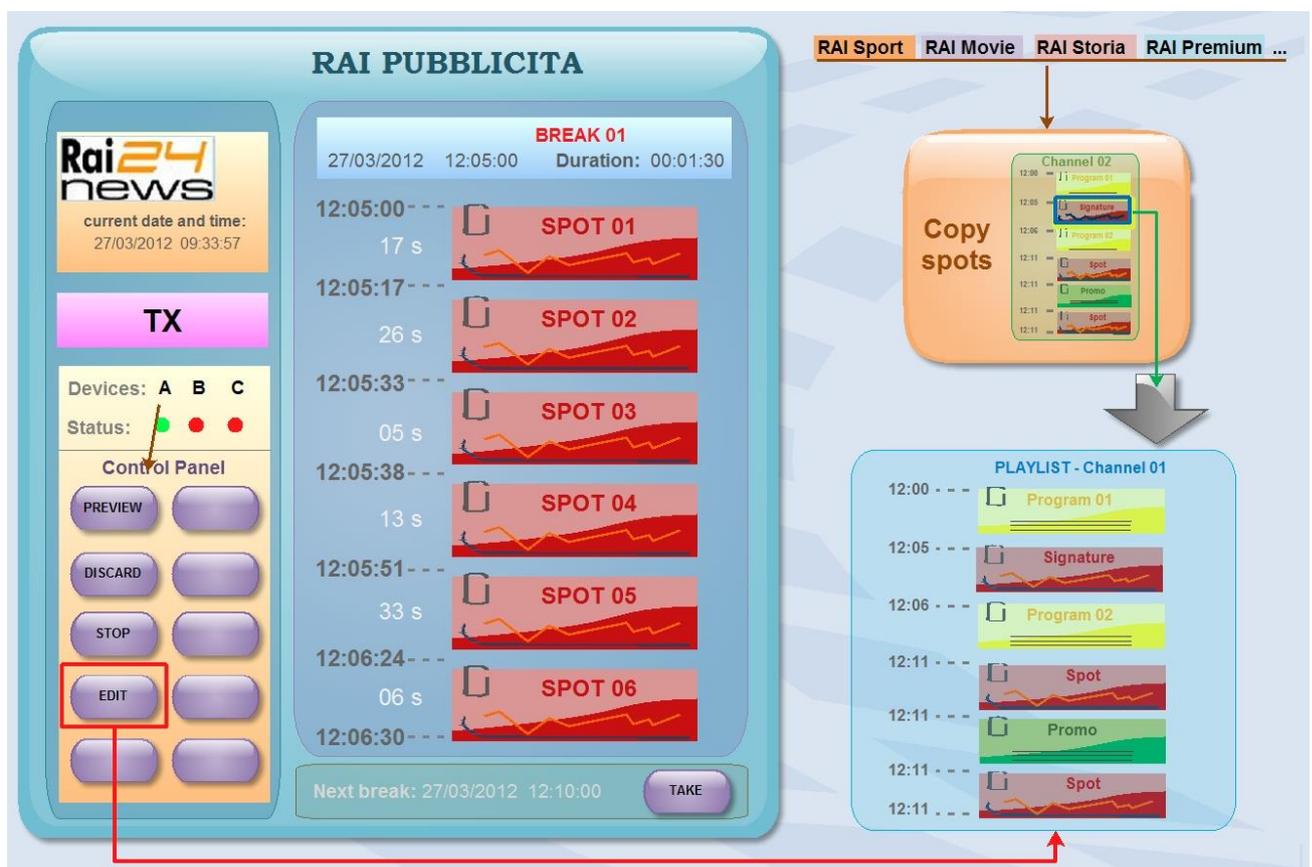
- **Start** the automatically loaded break.
- **Discard** the automatically loaded break (the next break in the list will be automatically loaded).
- **Load** the next “advertisement” break (*tabellare*) in case the currently loaded break is a flash break
- **Load** the next “flash” (*minispot*) break if the currently loaded break is an advertisement break.

**NB:** In order to **manually load** breaks just make double-click on them or select the “load” function from their right-click contextual menu.

**NB:** Please note that, as mentioned before, the operator won’t be allowed to pass to a different event (e.g. Hockey league game) until all the “flash breaks” of the current event (e.g. GP Singapore 2012) have been transmitted or discarded.

### 3. COPY BREAKS BETWEEN STATIONS

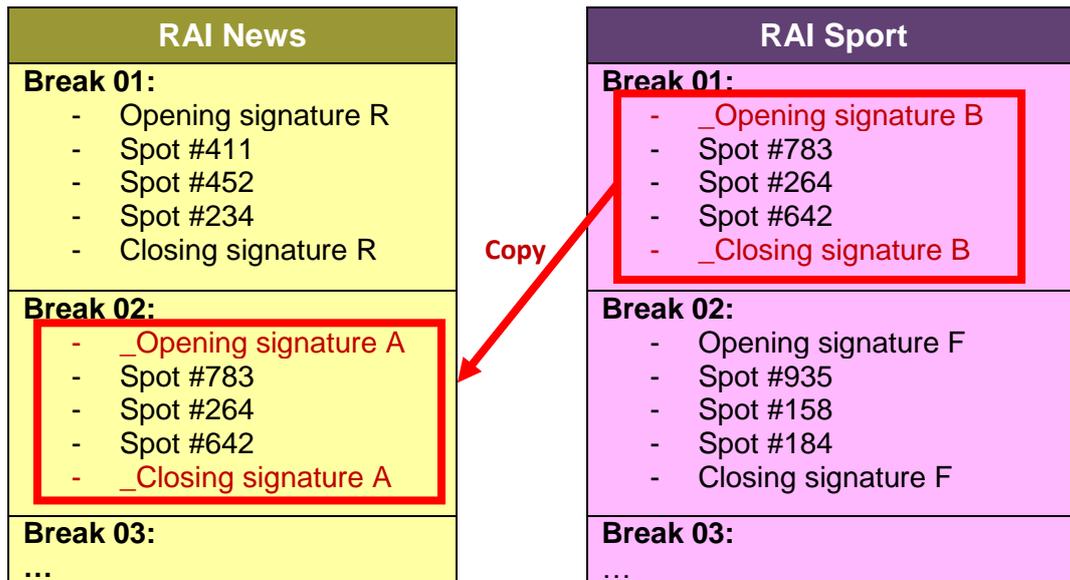
A new proposed function will permit to access the various RAI system channels to allow operators to **consult another station's playlists** (e.g. RAI Sport) and **copy** entire “commercial breaks” into current channel playlist (e.g. RAI News) getting the “**signatures**” (*sigle*) present in the source break automatically replaced with the current channel signatures.



As shown in the figure above, the new feature will be able to **integrate different station databases** such in a way that it will be possible to quickly share broadcast information between stations.

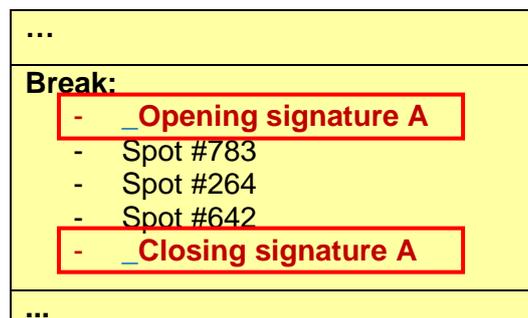
### 3.1 Detailed Description

The user interface of “RAI Pubblicità” will allow operators to consult another station’s playlist (e.g. RAI Sport) and copy commercial breaks into their current channel (e.g. RAI News):



### 3.2 Automatic change of signatures

A key feature of the “copying” function consists in the automatic replacement of the “signatures” (*sigle*) of the source station (e.g. RAI Sport) with the signatures of the current station (e.g. RAI News).



The automatic replacement is possible thanks to the “discriminating character” used for naming “signatures” (*sigle*), that is, due to the fact that signatures are named placing an underscore at the beginning of their names (e.g. RAISport23, RAINews416, etc.).

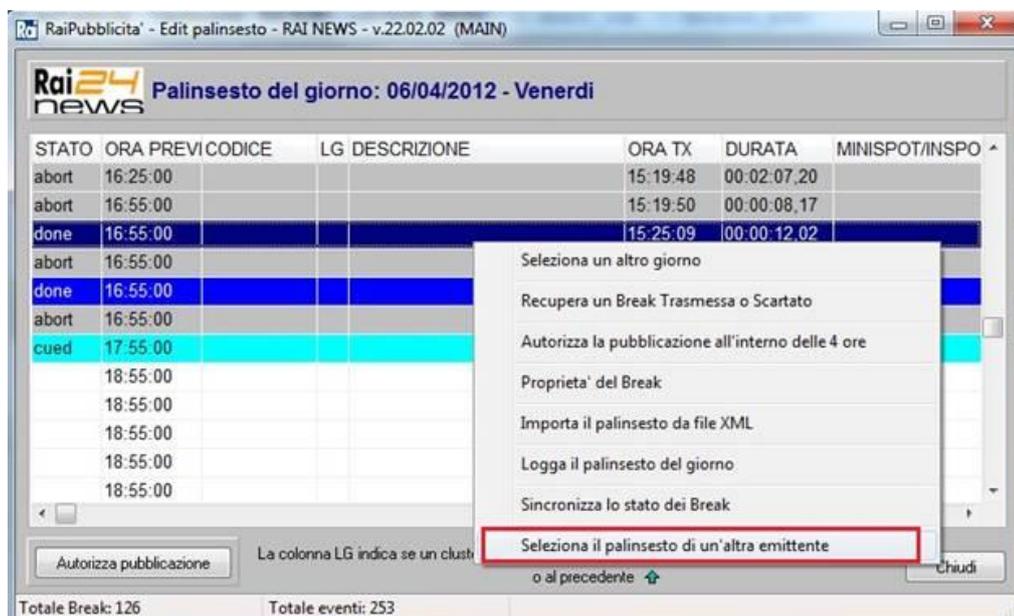
### 3.3 Example of use

The **possible functioning** of the proposed solution for copying breaks between channels has been illustrated in the following lines:

1. The operator use the **[EDIT]** button to active the application's "editing" mode (i.e. the station's current day playlist will be open):



2. From the station's current day playlist, a right-click function will allow the operator to **"Select the playlist of another channel"**:



3. A small form will be displayed to allow the operator to select the channels for which the playlist will be open (only online channels will be displayed):



4. Once the desired channel has been selected (i.e. making double-click on it) the current day playlist of the selected channel will be open to allow copying breaks:

A screenshot of a software window titled 'RaiPubblicita' - Edit palinsesto - RAI NEWS - v.22.02.02 (MAIN)'. The window displays a playlist for 'Palinsesto del giorno: 06/04/2012 - Venerdì' on Rai Uno. The playlist is shown in a table with columns: STATO, ORA PREVISTA, CODICE, LG DESCRIZIONE, ORA TX, DURATA, MINISPOT/INSPOT, and SPOT 1. The row for 'Copia nell'emittente sorgente' is highlighted with a red rectangular box. At the bottom of the window, it shows 'Totale Break: 42' and 'Totale eventi: 253'. A 'Chiedi' button is visible in the bottom right corner.

STATO	ORA PREVISTA	CODICE	LG DESCRIZIONE	ORA TX	DURATA	MINISPOT/INSPOT	SPOT 1
	22:55:00	65432175	Incontro sindacale		00:01:11,05		_IB0 1/1
	23:25:00	65432176	Copia nell'emittente sorgente		00:02:06,00		_IB0 1/1
	23:25:00	65432177			00:01:08,05		_IB0 1/1
	23:55:00	65432178	Oggi in Borsa		00:01:45,15		_IB0 1/1

**NB:** In order to maintain the system consistency, accessed playlists are opened in “read only” mode, thus allowing to select and copy breaks without altering the source playlist.

5. At this point, the operator will be allowed to select the “break” to be copied (e.g. an opening signature) and make right-click on it to select the “**Copy into the source channel**” function.
6. The application will ask the operator to specify the exact time at which the break will be inserted, after which; the **selected “break” will be copied** and all the “**signatures**” will be replaced.

#### **4. ABOUT ETERE**

Etere is an international leader in the media market. Etere develops and distributes a wide range of high technology software for broadcasting and media businesses. With more than 20 years of experience, Etere provides powerful, flexible, cost-effective, high-performance, end-to-end media solutions. Etere is the only company worldwide that can offer you a solution to all your media needs in one single package.

Etere is the only solution 100% workflow based for all broadcast and media environments. It's a common framework where there is real-time sharing of all the data among several applications to manage all media business requirements. The workflow approach allows a fully customized design with edge performances.

From its headquarters in Tolentino, Italy, Etere guarantees the best after-sales support service on the market with engineers ready to give professional assistance 24 hours a day, 7 days a week. The service includes voice, email, VPN and VoIP with unlimited calls and connection time, and a pro-active system to help diagnose problems before they appear.

*Etere: a consistent system*

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