

Cricket AD Insertion



Requirements

- Cricket has different lenght pause
- The placement of those break is unknown as few seconds before they start
- The operator must have an easy and fast way to change from the main playlist to the alternate

Solution One

- Using the ETERE SE the operator can change between the main and alternate playlist and fast publish a new schedule
- This function needs a playlist preroll time + device preroll time this time can be from 10 to 30 seconds, based on hardware infrastructure
- In presence of split a single change is necessary for all the splits

Solution One

Editor

Missing Video

Alternative Scheduling

Presentation Editor ETERE AUTOMATION CH. 1 Year: 2007

Editor Functions Utilities Show Help

Editor Parameters Television Parameters Options Commercials Events in Schedule

Tuesday 21 August Search 00:00:00.00 ?

Working year 2007

- 2007 - Presentation Editor
 - January
 - February
 - March
 - April
 - May
 - June
 - July
 - August
 - From 01 to 05
 - From 06 to 12
 - From 13 to 19
 - From 20 to 26
 - 20 Monday
 - 21 Tuesday
 - 22 Wednesday
 - 23 Thursday
 - 24 Friday
 - 25 Saturday
 - 26 Sunday
 - From 27 to 31
 - September
 - October
 - November
 - December

START TIME	DATE	DURATION	CODE	OBJECT	DESCRIPTION	SOM	EOM	PROPERTIES	MEDIA
05:31:22.16	21/08/2007	00:03:25.09	DOUBT	MUSIC VIDEOC	HEY BABY III - NO DOUBT	00:00:00.0	00:03:25.09	T	
05:34:48.00	21/08/2007	00:03:38.03	FIVE	MUSIC VIDEOC	SUPERMAN - FIVE FOR FI	00:00:00.0	00:03:38.03	T	
05:38:26.03	21/08/2007	00:03:58.00	GROOVE	MUSIC VIDEOC	MY FRIEND - GROOVE AR	00:00:00.0	00:03:58.00	T	
05:42:24.03	21/08/2007	00:03:33.08	HIFI	MUSIC VIDEOC	ANOTHER PERFECT DAY	00:00:00.0	00:03:33.08	T	
05:45:57.11	21/08/2007	00:00:00.00							
05:46:06.24	21/08/2007	00:00:00.00							
05:46:22.03	21/08/2007	00:00:00.00							
05:44:43.07	21/08/2007	00:00:00.00							
05:44:13.14	21/08/2007	00:00:00.00							
05:55:12.18	21/08/2007	00:00:00.00							
06:09:05.12	21/08/2007	00:00:00.00							
06:09:05.13	21/08/2007	00:00:00.00							
06:10:18.19	21/08/2007	00:00:00.00							
06:10:48.22	21/08/2007	00:00:00.00							
06:40:47.22	21/08/2007	00:00:00.00							
06:54:21.24	21/08/2007	00:00:00.00							
06:54:22.00	21/08/2007	00:03:24.13	CALLING	MUSIC VIDEOC	WHEREVER YOU WILL G	00:00:00.0	00:03:24.13	T	
06:57:46.13	21/08/2007	00:00:05.12	CLUSTER	Cluster	CLUSTER of the hours 06:	00:00:00.0	00:00:05.12	T	
06:57:52.00	21/08/2007	00:03:25.09	DOUBT	MUSIC VIDEOC	HEY BABY III - NO DOUBT	00:00:00.0	00:03:25.09	T	

Alternative scheduling N. 1

ORA INIZIO	DATE	DURATION	CODE	OBJECT	DESCRIPTION	SOM	EOM	PROPERTIES
00:00:00.00	21/08/2007	00:00:00.00	*****	EMPTY	***** START *****	00:00:00.0	00:00:00.00	
00:00:00.00	21/08/2007	00:00:29.04	CLUSTER	Cluster		00:00:00.0	00:00:29.04	
00:00:29.04	21/08/2007	00:00:30.03	CLUSTER	Cluster		00:00:00.0	00:00:30.03	
00:00:59.07	21/08/2007	00:00:30.13	CLUSTER	Cluster		00:00:00.0	00:00:30.13	
00:01:29.20	21/08/2007	00:00:15.17	CLUSTER	Cluster		00:00:00.0	00:00:15.17	
00:01:45.12	21/08/2007	00:00:15.10	CLUSTER	Cluster		00:00:00.0	00:00:15.10	
00:02:00.22	21/08/2007	00:00:30.00	CLUSTER	Cluster		00:00:00.0	00:00:30.00	
00:02:30.22	21/08/2007	1437:29.02	*****	EMPTY		00:00:00.0	00:00:00.00	

Date

Duration

Code

Object

Description

SOM

EOM

Properties

Solution Two

- Using a jungle cartwall is a faster and more easy way to perform those function
- The use of cartwall allows to Cue an alternate commercial break, so start time is immediate
- The disadvantage of this solution it this requires a spare decoder

Jingle Cartwall

Customized cartwall buttons

Count down single asset

Customized color asset

Warning for unrecorded event

Count down playlist

Simple playlist editor

Jingles cartwall

0	1	2	3
4	5	6	7
8	9	A	B
C	D	E [C2994] TV COLOR LCD	F
G 00:00:24.23 [eartheast2] Car Champion test	I	J	
K	L	M [casanova] Italian Movie	N
O	P [mciserva]	Q	R
S	T	U [BARRE] Color bars	V
W	X	Y	Z

LIST 01

Button	Description	Duration
H	Car Champion test	00:00:24.23
M	Italian Movie	00:32:58.12
U	Color bars	00:00:34.22
E	TV COLOR LCD	00:00:07.00

Settings and Check | MediBMS CH-1: Play

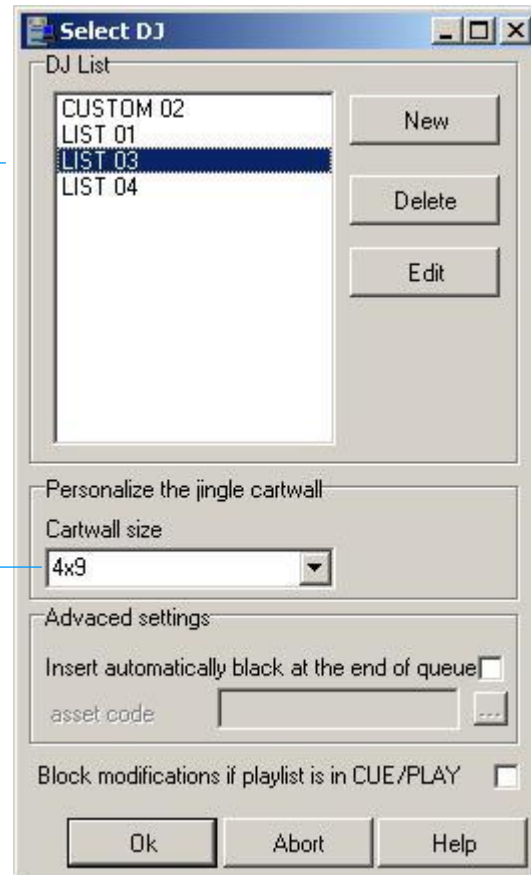
Features

- Direct import of playlist from schedule
- Keyboard shortcuts to play cartwall buttons
- Customized icon and color for cartwall buttons
- Customized button sizes
- Functions: (Press & play) or (Press & Cue – Press & play)
- Multiple market extension

Cartwall Settings

Customized group list

Customized table size



Thank you

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