

Creating a Timed Blackout Trigger for a TAP configured station

If you have a long period of programming that cannot be broadcast on your stream – such as: NFL game, NASCAR, MLB baseball, etc – you will want to schedule a streaming “Blackout”.

If you have the opposite need – wanting to let all terrestrial audio play through with NO ad injection – please refer to the “Whiteout” page.

This set of instructions will help guide you through how to set up a **TIMED** Blackout for a TAP Server Side Ad Injection Station. A TIMED Blackout is when you know the exact time and length that you want your Blackout to begin. (A **DATA** Triggered Blackout is when you set your automation system to send us a unique piece of metadata to start and stop the blackout. If this is your preferred method let us know for a separate instruction guide.)

1. First, log in to the Ando Console
2. Click on Injector Manager, at the top of the page
3. If you have access to multiple stations, select the station from the drop-down you want to create the blackout and click continue.

Since we dont want the Server Side Ad Injection to take place during the blackout, we need to configure the system to not send any "Break" Cuepoints. In order to accomplish this, we have to set the system to play Songs from a custom template.

4. First, go into the Template Designer, and choose a template that is not being used. In this example, we will use the letter M. Templates with an Asterisk next to the letter means the template is in use or has been used at one time.

Template : A* * denotes existing template

Mandatory through element : Select

Assigned Color : [dropdown]

1	2	3	4	5	6	7	8	9	10
<input checked="" type="checkbox"/> Paid Spot (CPM)									
<input checked="" type="checkbox"/> Paid Spot (PI)									
<input checked="" type="checkbox"/> Unpaid Spot (PSA, other)									
<input type="checkbox"/>	<input type="checkbox"/> Music Bed								
<input type="checkbox"/>	<input type="checkbox"/> Song								
<input type="checkbox"/>	<input type="checkbox"/> Sweeper								
<input type="checkbox"/>	<input type="checkbox"/> Bumper								
<input type="checkbox"/>	<input type="checkbox"/> Promo								
<input type="checkbox"/>	<input type="checkbox"/> Station ID								
<input type="checkbox"/>	<input type="checkbox"/> Liner								
<input type="checkbox"/>	<input type="checkbox"/> Jingle								
<input type="checkbox"/>	<input type="checkbox"/> Stinger								
<input type="checkbox"/>	<input type="checkbox"/> Notice								
<input type="checkbox"/>	<input type="checkbox"/> TargetSpot								
<input type="checkbox"/>	<input type="checkbox"/> Dry Liners								
<input type="checkbox"/>	<input type="checkbox"/> Short Shows (roughly 2-5 min)								

5. Select Song only across the board and make sure everything else is unchecked. Please ensure that the last element is checked as Songs.

Template : M* * denotes existing template

Mandatory through element : 1

Assigned Color : AliceBlue

1	2	3	4	5	6	7	8	9	10	
<input type="checkbox"/>	Paid Spot (CPM)									
<input type="checkbox"/>	Paid Spot (PI)									
<input type="checkbox"/>	Unpaid Spot (PSA, other)									
<input type="checkbox"/>	Music Bed									
<input checked="" type="checkbox"/>	Song									
<input type="checkbox"/>	Sweeper									
<input type="checkbox"/>	Bumper									
<input type="checkbox"/>	Promo									
<input type="checkbox"/>	Station ID									
<input type="checkbox"/>	Liner									
<input type="checkbox"/>	Jingle									
<input type="checkbox"/>	Stinger									
<input type="checkbox"/>	Notice									
<input type="checkbox"/>	TargetSpot									
<input type="checkbox"/>	Dry Liners									
<input type="checkbox"/>	Short Shows (roughly 2-5 min)									

- If you want to play specific items during your blackout, create an ad family specific for the blackout and put your content in there. Please set the content type as Song Category when uploading the content into Injector Manager.

About Spot Categories
Spot categories are used to create 'break-templates'. These templates are 'outlines' to following during breaks on your station. You can create your own break-templates by selecting 'Break menu'.

*Spot Category

About Industry Type
Select an industry that most closely matches your spot

*Industry Type

About Spot Priority
The spot priority determines at which priority this particular spot will be selected. By default, *Revenue Generating* spots are picked at a higher priority. If the advertising streaming schedule is based on the on-air schedule, the system determines in real-time which spot should be selected at the time the on-air system is streaming.

*Spot Priority

About Flight Dates
Flight dates are used to determine a base outline of when the spot should air. You can then 'filter' down the days, and times this spot should be airing.

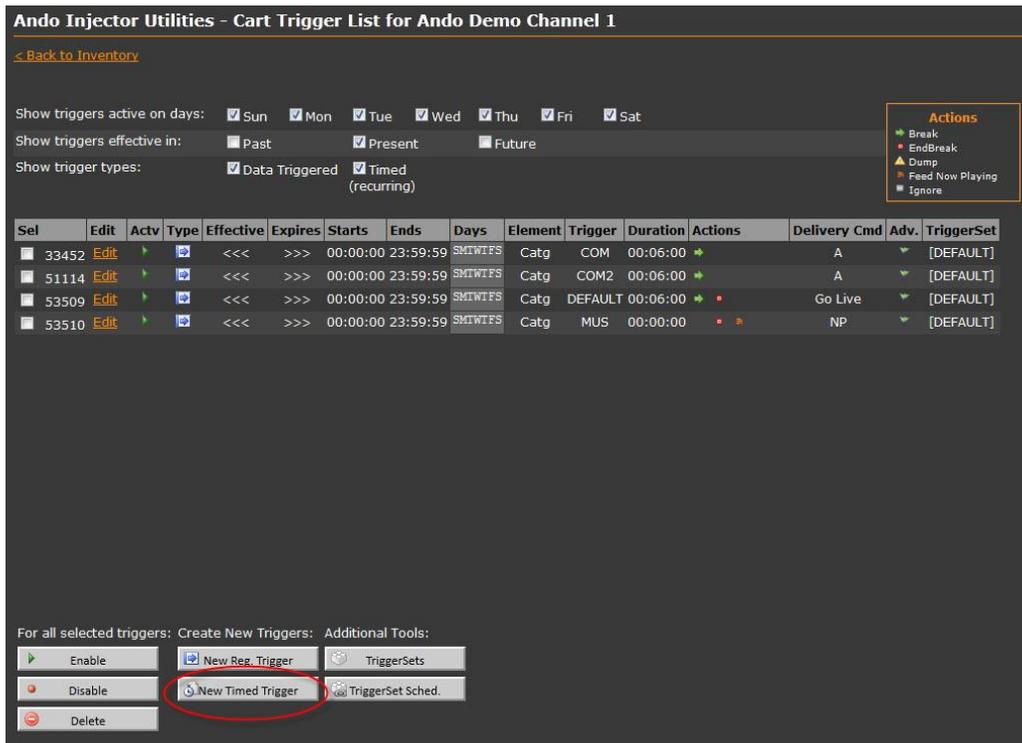
*Date Start

*Date End
If no end date is required enter a date far in the future

Unpaid Spot (PSA, other) ▼
Unpaid Spot (PSA, other)
Music Bed
Song
Sweeper
Bumper
Promo
Station ID
Liner
Jingle
Stinger
Notice
TargetSpot
Dry Liners
Short Shows (roughly 2-5 min)

You can upload any type of content as long as the creative spot type is song. If you would like to play paid content during the Blackout, you can select promo in between songs, which will trigger server side ad injection during those spots.

- Go back to injector manager and click the Cart Trigger Editor Link
- Once you have the Cart trigger list opened you will see something similar to the screenshot below. Click on New Timed trigger



- A new pop up screen will appear. Enter your start date. For your end date, enter the following day. So, if your blackout happens on Saturday December 22 the start date should be 12/22/2012 and the end 12/23/2012 as seen in the screen shot.



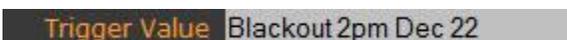
- Next, select only the DAY you want it to run, de-select all other days of the week.



- Enter the Blackout start time (in military hours) using the computer's local time zone. IE: If the machine is in California you would enter the start time in Pacific time. If the streaming PC is in Boston, you would use Eastern times. Formatted in **Hour:Minutes:Seconds**. In this example we will start the Blackout at 2pm (14:00 hours)



- In the Trigger Value Field enter a short description (note: this can only be done for TIMED Blackouts, not Data triggered Blackouts)

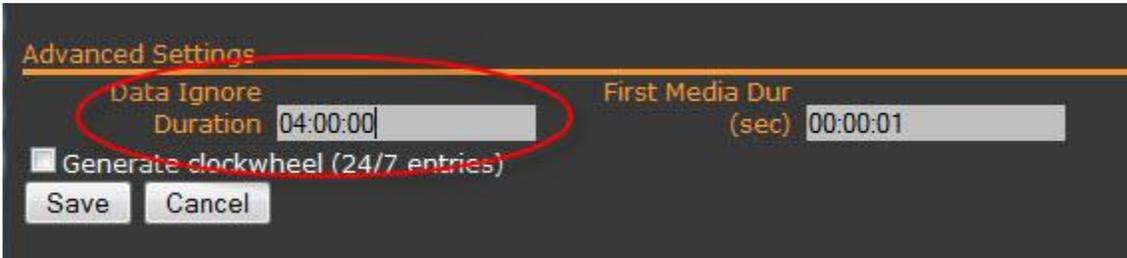


- Enter the duration of the Blackout – how long do you need the Blackout to be in effect. It's formatted in **Hour:Minutes:Seconds**. In this example we are going to Blackout for 4 hours.

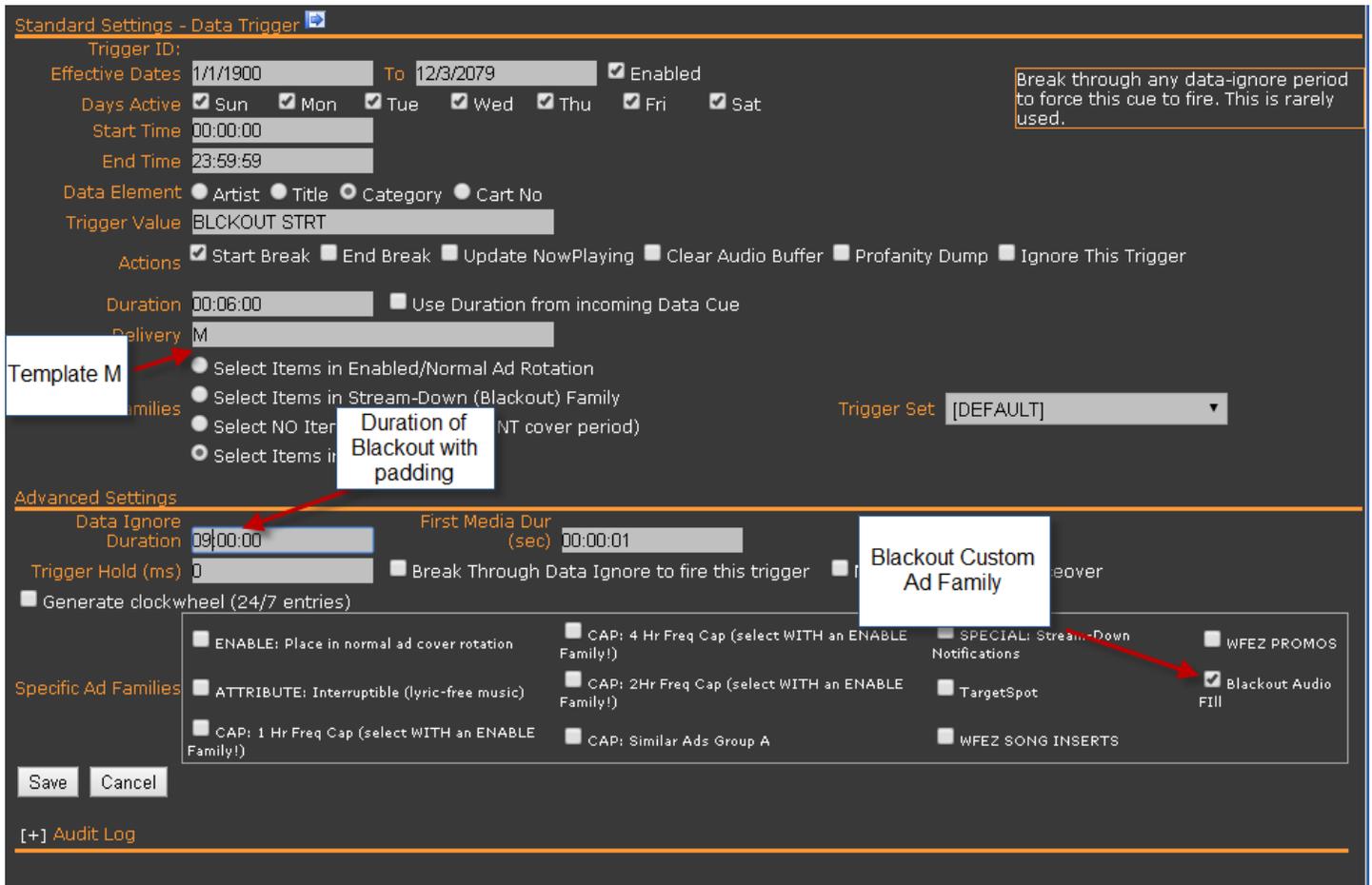
Duration 04:00:00

14. The final section of the trigger is probably the most important. The **Data Ignore Duration**. This tells Ando to ignore any data being sent from the automation system and to stay in Blackout mode. This is typically set to the same duration as the Blackout time. . Formatted in **Hour:Minutes:Seconds**.

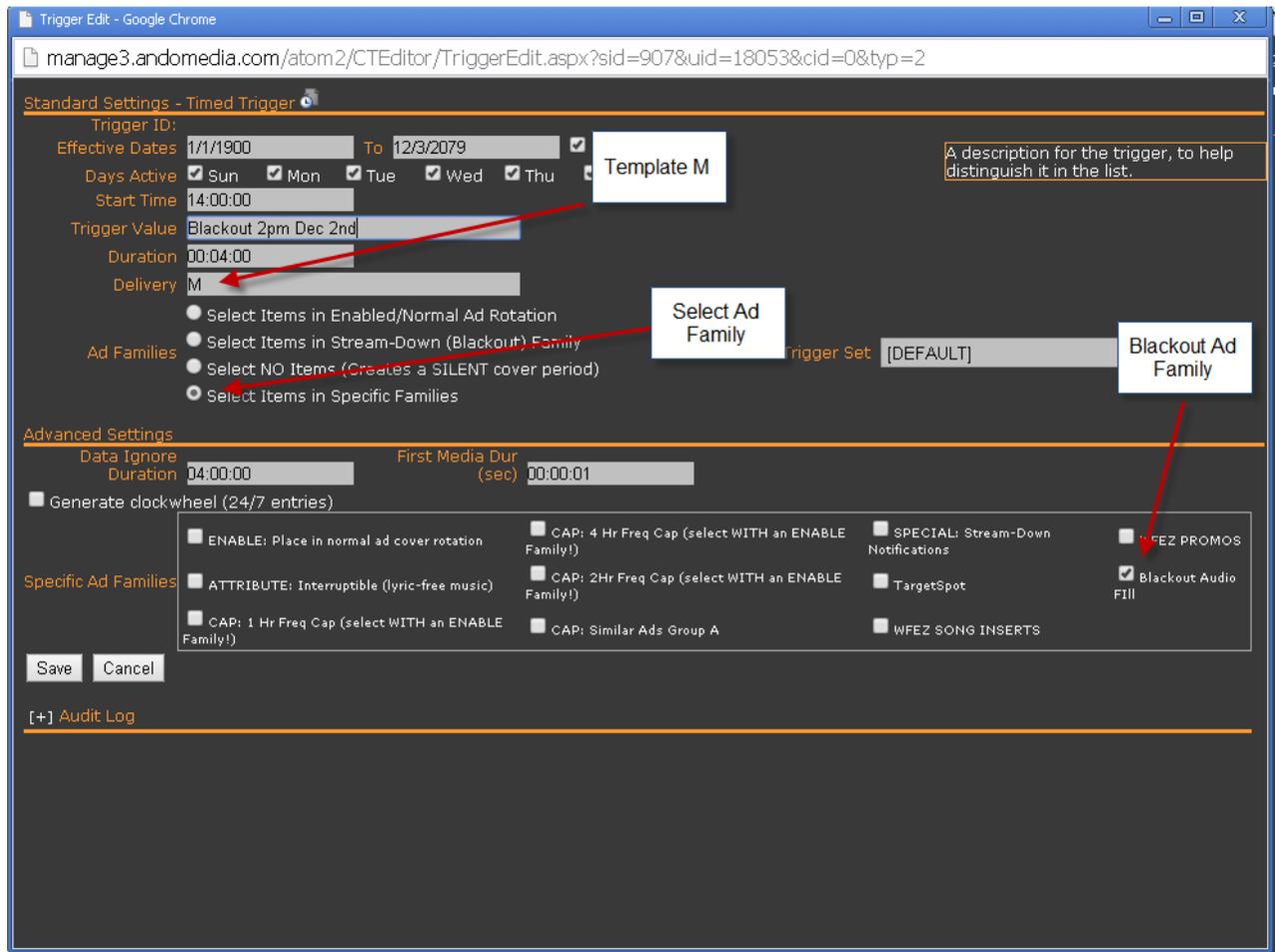
Note: Ignore the First Media Duration field. Click **SAVE**



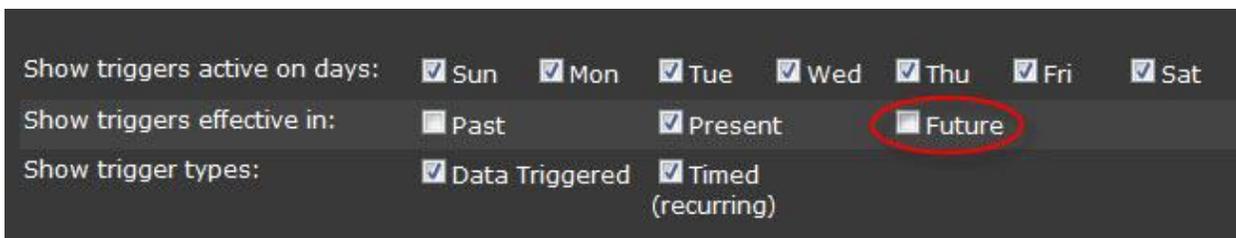
15. In order to ensure the blackout only plays items from the Template M that we configured earlier, set the Delivery Field to the Letter of the template you configured for Songs. In this case, Letter M. Your final trigger configuration should look something like this.



Now your Trigger is complete and should look like this:



When the screen refreshes it will bring you back to the Cart Trigger screen. Don't panic if you don't see your new Trigger. Most likely it was set for a future date – click the Future check-box and you will see all future scheduled triggers appear.



Important Notes:

Using this method adds each element that is played during the blackout to the Royalty Reporter. If you format the name of your creative as Artist - Title, then it will publish in the Royalty Reporter as Artist and Title correctly. If you don't format the name of your creative, then whatever the title is will be duplicated in the artist field in the RIAA Report. For example, if you play a creative during your blackout title "Rush Limbaugh" then in Royalty Reporter it will show up as Artist = Rush Limbaugh and Title = Rush Limbaugh. All elements will show up in

Royalty Reporter, whether they are formatted correctly or not and you will have to edit the Royalty Reporter before submitting to RIAA to remove any blackout elements that were played from the last submission.

TIMED TRIGGERS CAN ONLY FIRE ONCE PER DAY! If you have multiple Blackouts on a particular day, each one will need to be set up separately. Once a trigger has fired, you cannot edit it to run again within a 24 hour period.

Any new triggers created will take 30-45 minutes to become active. If you must create a Whiteout or Blackout the same day you want it to be active – you must do so at least 45 minutes ahead of the scheduled time.