Importing Traffic Logs in AIRCAST

Aircast can import most traffic logs created by external software, given that they are available in one of the playlist format that Aircast understands. We encourage you to use Aircast's Text Playlist Import (TPI) format when available, but any other format like M3U will do as well.

To set up a block for import, edit the block in the *Advertising Settings* dialog, set its source to e.g. *Source 1*, and click *Configure* to set up the import file location and format:
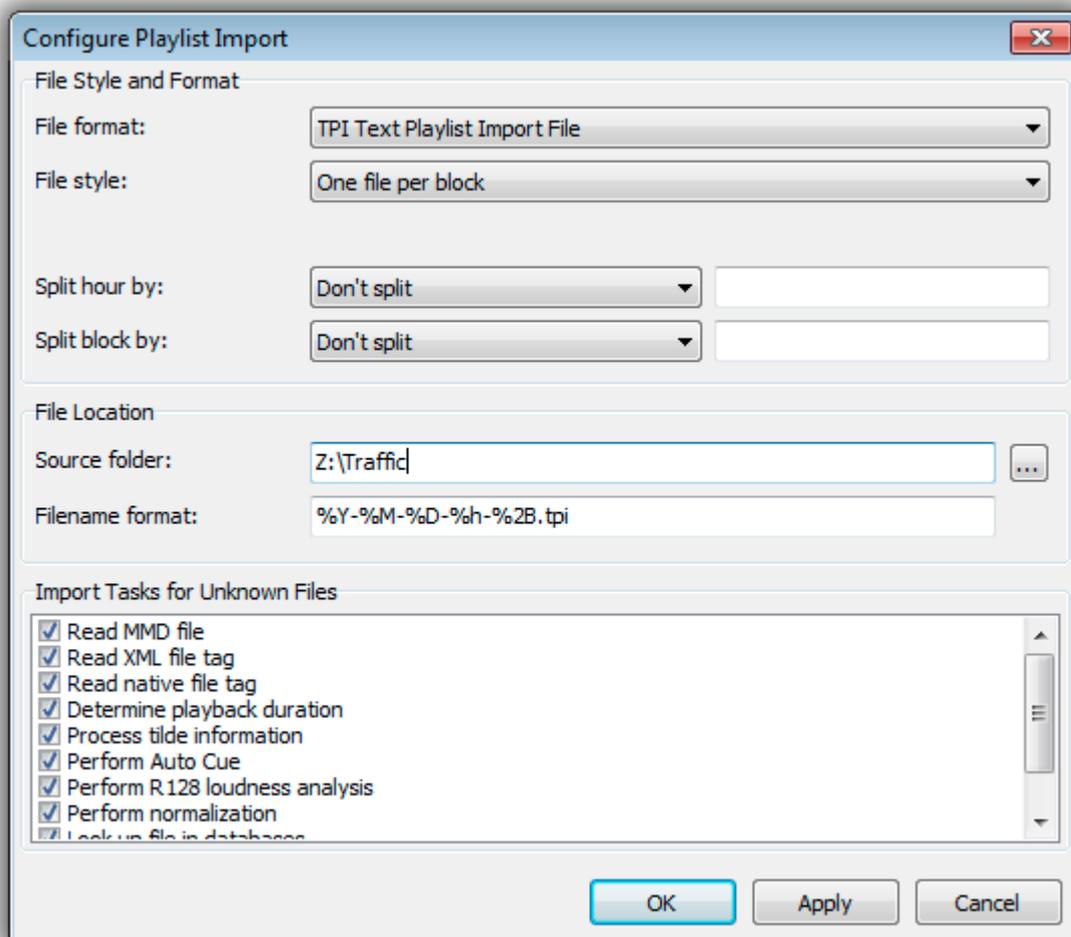
In the above example, we use TPI-style files, with a separate file per block, all located in the same folder, and named <Year>-<Month>-<Day>-<Block Number>.tpi.

Some useful notes:

- Use %B as a placeholder for the block number, or %2B or %3B for zero-padded to length two or three.

- If an alias was set, it will be used for the %B variables instead of the internal block number. This is for schedulers that use the projected minute as the block number, e.g. xx20 for the 00:20:00 block (which may be block no. 1 in Aircast), and xx50 for the 00:50:00 block (possibly block no. 2 in Aircast).

- When using multiple regions, the region number can be accessed with %N, %2N, or %3N. Region numbers are 1-based. The *Regionalized content* option must be enabled in the block configuration.

- Whenever possible, we recommend to use a separate file per block; automatic splitting is also available, but separate file is much more reliable. With TPI, you can also use a single file with block number indicators (B-lines) in between the block contents.

Using the Built-In Scheduler

AircastDB has a very simple advertising scheduler built in that can be used to schedule spots based on campaigns and hour/blocks selected by the users.

To use a spot with the internal scheduler, edit its properties in the DB library, go the *Scheduling* tab, and to the *Advertising* sub-tab:

First, you must add a new **campaign**. A campaign is a period of time in which the spot is going to be broadcasted. It can have a start and/or end date, or start instantly and run indefinitely. You can set up multiple campaigns at the same time, and also disable running campaigns temporarily. Spots can be filtered by campaign in the DB Library tree.

You can divide about the **placement** of the spot within the block: anywhere, towards the beginning or towards the end. This can be fine-tuned by setting the **priority** value accordingly. You can also specify another spot that is used as the **reminder**, i.e. that is added at the end of the ad block whenever the current spot is being used.

If you are using multiple **stations** and/or **regions**, select them as required.

In the **Hour/Block Selection** grid, check the days/hours/blocks where the spot should be used. You must do so manually (this is where Aircast is different from a full-featured advertising scheduler), but it is possible to save/restore often used assignments using the right click menu.

Hint: Click a column header to toggle all blocks for the entire day; click a row header to toggle all days for that block; shift+click a row header to toggle the same block for all hours of the day.

Using the "Update Advertising" Function

Advertising blocks are created (and filled with content) at the time that you run the scheduling for the particular hours.

But it can often happen that the advertising content changes later. For example, when there is a last-minute booking or cancellation. Or if the scheduling is performed long before the traffic logs are available.

For that reason, Aircast includes an *Update Advertising* function that will redo the advertising scheduling for the selected hours, and update the playlists accordingly.

You must enable the *Always use container* option in the ad block settings to make Update Advertising work. Without that option, and the containers, Aircast will not be able to identify the start/end of the ad blocks within the hourly playlist.

The Update Advertising function is available in various places:

- In the menu next to the *Generate* button the AircastDB playlist view - will update the currently loaded playlist.

- In the right-click menu of the *Go to* dialog - can update multiple hours at once.

- In the options for the (append/load/play) database playlist actions in the Event Scheduler, so you can perform it automatically during the hourly playlist load event.

- In the right-click menu of the playlist in the playout window - to allow last minute changes.