ZaraTraffic 1.1

User manual

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1. Introduction

ZaraTraffic is an application for automatic generation of spot schedules, which are later imported and played by ZaraStudio. Besides, keeps a clients and campaigns database, generates reports about the actually broadcasted spots and has a billing module.

2. The main window

This is how the application main window looks like:
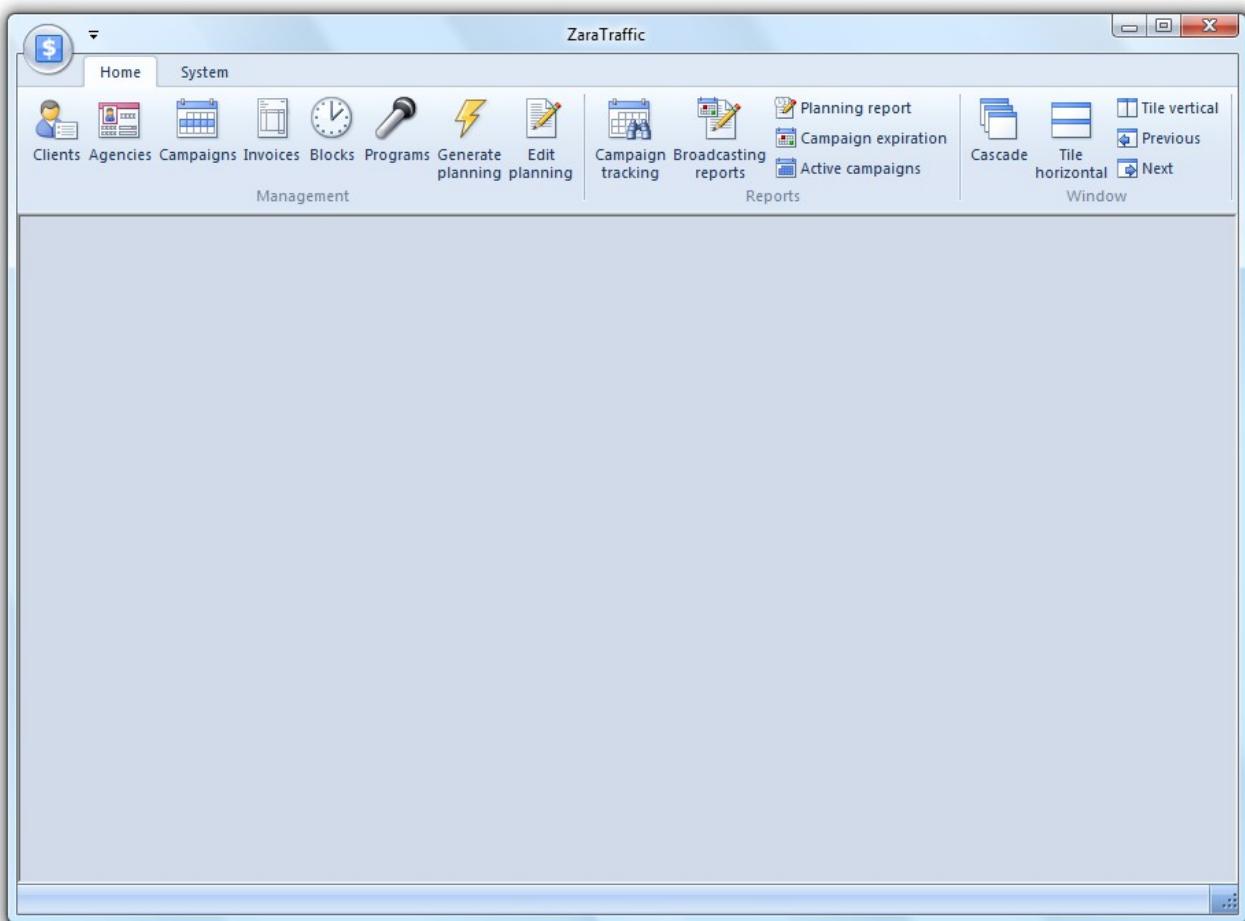
It is divided in three areas:
- The ribbon bar. It is the upper part of the window and you can access to all the application features through it.
- The windows area. It is the workarea in which various windows are opened, like the clients and campaigns management ones.
- The status bar. It shows information on various aspects of the application.

3. Before starting

Before starting to use the application, you should make several adjustments so that it works properly. To do this, go to the System tab on the ribbon bar. We will find the following:

- Options

- Companies
- Filling jingles
- Sectors and categories
- About
- Help

3.1. Options

First, you must configure the path of several folders used by ZaraTraffic. To do this, you must access to the options dialog through the button with the same name. A window divided into several tabs will open.

General
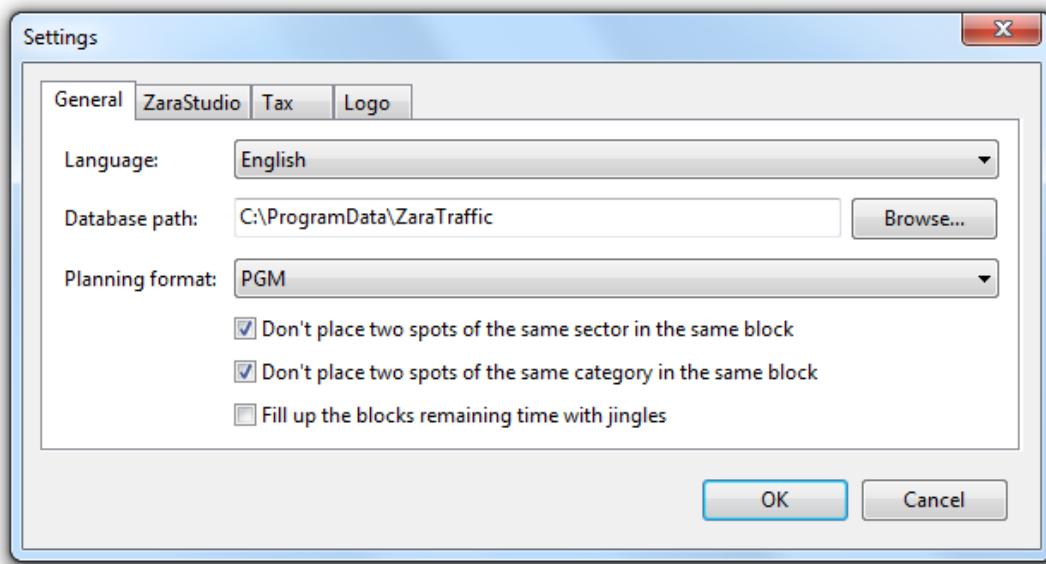
The *General* tab enables to configure the following parameters:
- **Language**. It allows you to change the language in which the application texts are displayed.
- **Database path**. It lets you define the folder in which the application database will be stored.
- **Planning format**. This option allows you to choose the format in which the schedules for ZaraStudio will be generated:
  - **PGM.** By choosing this option, schedules are exported to a file with extension *pgm*, which links with ZaraStudio's event system.
  - **One LST per day.** This option is available for stations that are still using old ZaraStudio or ZaraRadio versions and allows you to export the schedule as a conventional music playlist, separating visually the blocks.
  - **One LST per block**. Generates a LST playlist for each advertising block. These lists can be scheduled in ZaraStudio as events. The application will generate a folder per day (with YYYY-MM-DD format), which will contain each block as an independent LST file (named with HH-MM-SS format).
  - **One SEQ per block**. This option is similar to the previous one. The only difference is that the blocks are generated with SEQ format (sequence) instead of LST.
- **Scheduling restrictions.** The two options bellow allow to restrict spot scheduling, so that two spots belonging to the same sector or category are never scheduled in the same block.
- **Fill up remaining time**. This option enables you to fill up the blocks with jingles to

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complete their duration, in case the spots are not enough for this. This feature is especially useful in the case of stations associated to radio networks, as they need to generate breaks with the exact duration specified by the mother station.

ZaraStudio
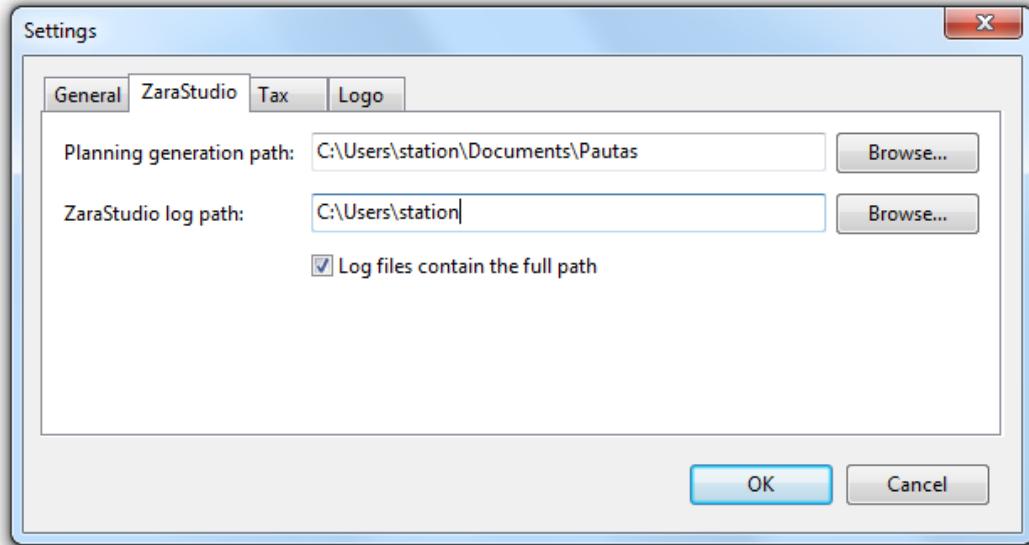
The tab *ZaraStudio* enables you to configure several aspects regarding the link between ZaraTraffic and our automation system. These are the available options:

- **Planning generation path.** This is the folder in which ZaraTraffic will export the spot schedules once they are generated. You must specify the same path as in ZaraStudio, so that the latter can read the schedule files.
- **ZaraStudio log path**. This is the folder in which ZaraStudio generates the log files that contain a list of all the broadcasted files on a given day. It is used to generate broadcasting reports.
- **Log files contain the full path**. Since the last version of ZaraStudio, log files can contain full paths or just the name of the files played. This option must be configured according to the way these files are generated.

Tax
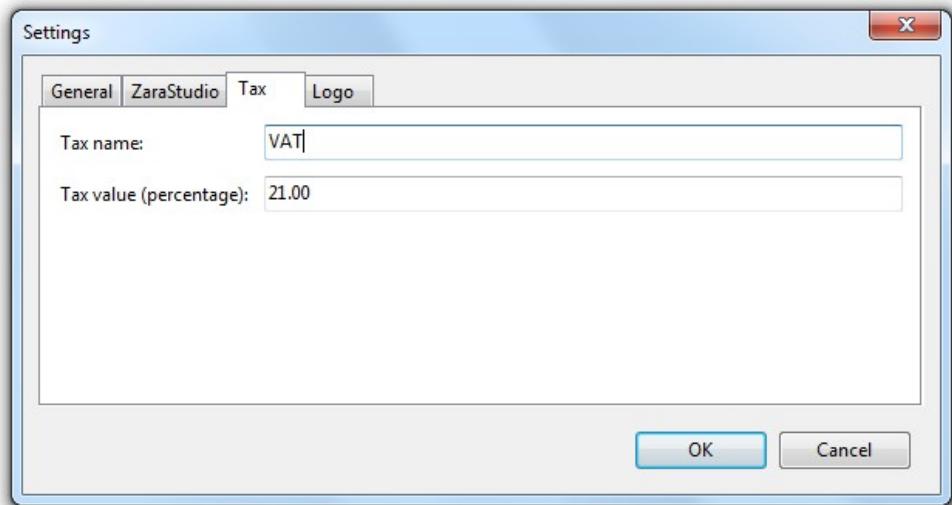
This tab lets you set the name of tax that will be applied to all the issued invoices, as well as the percentage used to calculate it.

Logo
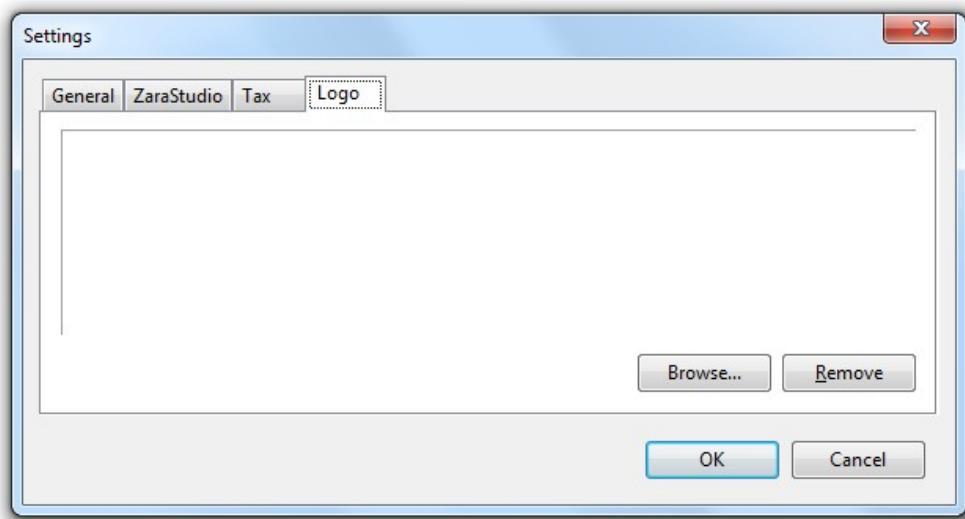
The Logo tab enables you to set the image to use in the reports and invoices generated by the application.

3.2. Companies

In this window, you must enter the companies information used to issue the invoices.
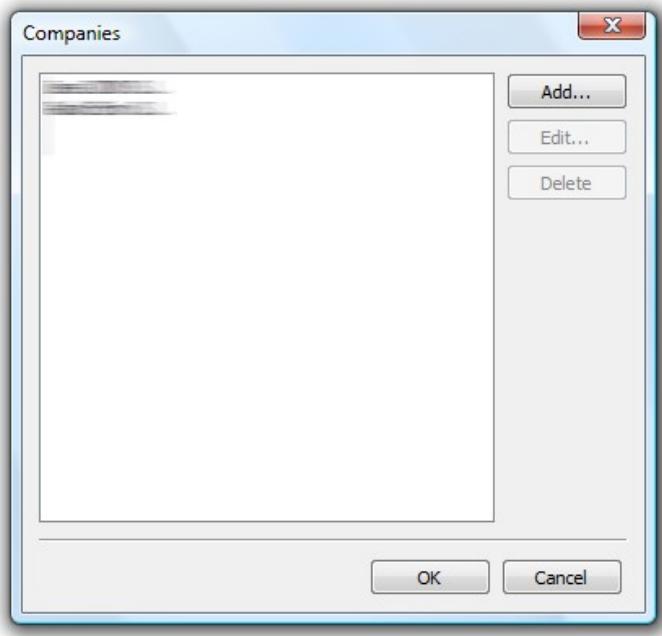
When the *Add* button is pressed, a new dialog in which the company information must be entered opens:
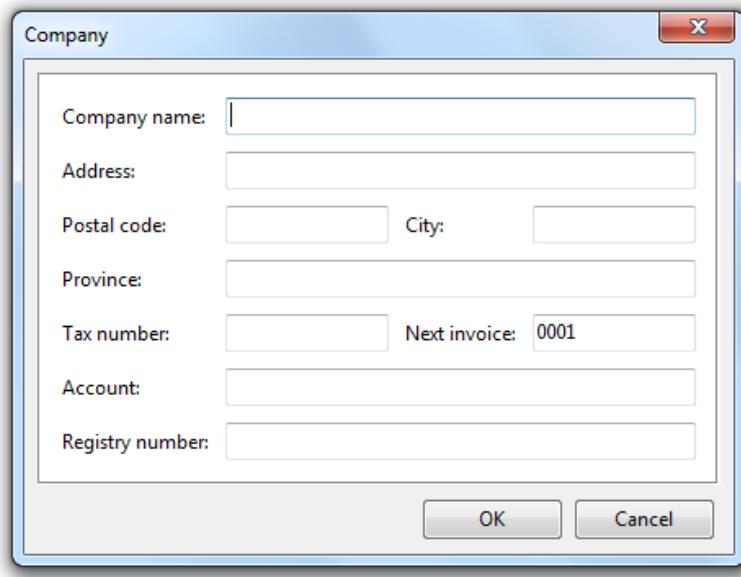
A remarkable field is *Next invoice*. In it, you can set the format of the generated invoice numbers, as well as modifying them when the year changes or after generating an invoice manually with another program. When generating invoices with ZaraTraffic, this field is automatically incremented.

The numbering format can also contain symbols or letters, such as 2012/001, 12INV001,... In these cases, ZaraTraffic will increment the last group of digits when issuing an invoice.

3.3. Filling jingles

In this dialog, you can enter a list of jingles, which will be used to fill up blocks until their duration is completed, in case you have enabled this option. To carry out this, ZaraTraffic will select the lowest possible number of audios without repeating none of them. If you wish a jingle to be able to be repeated, simply add that jingle several times to the list.
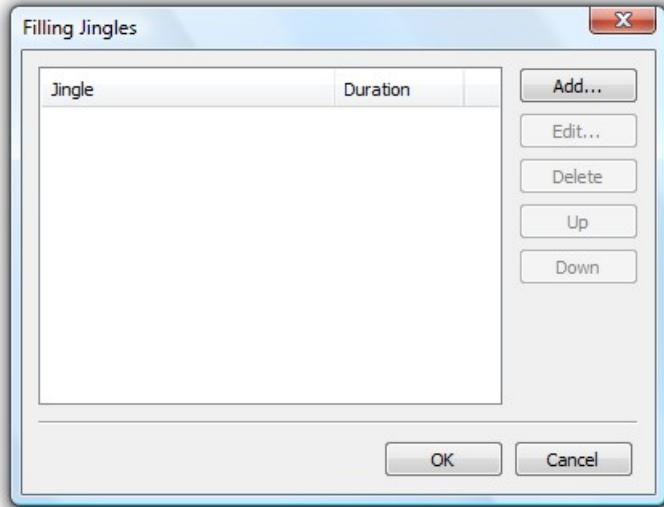
3.4. Sectors and categories

Advertising campaigns will be linked to a particular sector and to a certain category, depending on the advertised product. The categories are dependent of the sectors, that is, a sector contains one or more categories. To configure this, you have to click on the *Sectors and Categories* button on the ribbon. Doing this, opens the following dialog:
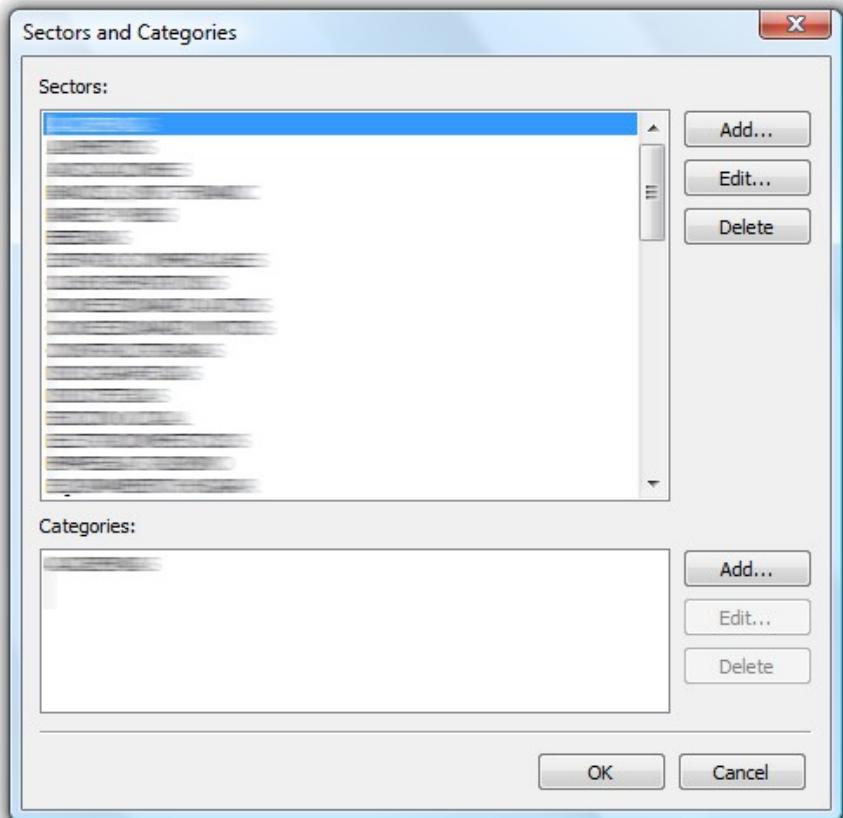
Before adding advertising campaigns, it is necessary to add, at least, one sector and one category.

In order to add a sector, simply click on the *Add* button at the right of the sectors list. You can also modify an existing sector or remove it by selecting it on the list and pressing the *Edit* or *Remove* buttons.

In order to add a category, you have to first select the sector to which you want to add it. After that, you have to proceed in the same way as in sectors, but using the buttons next to the categories list.

4. Client management

Pressing the first button in the *Start* tab of the ribbon, you can access to the client management window:
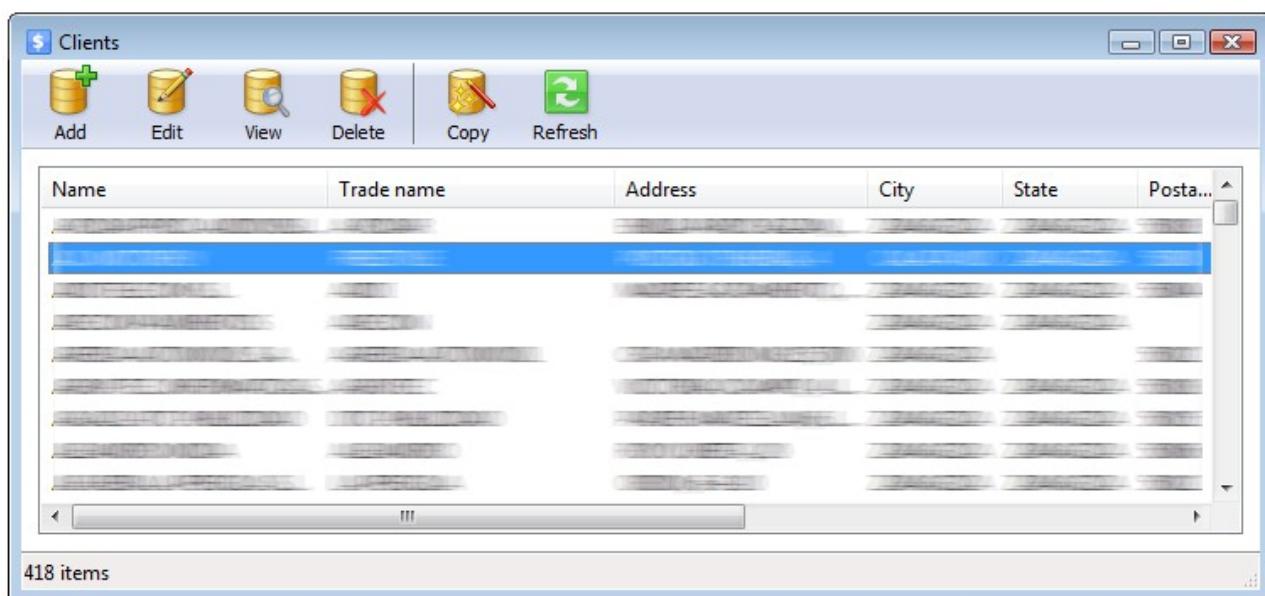
From this window, you can perform typical operations of client management:

- **Add**: Enables you to add a new client to the database. When pressing this button, a dialog that allows to enter all the customer details opens.
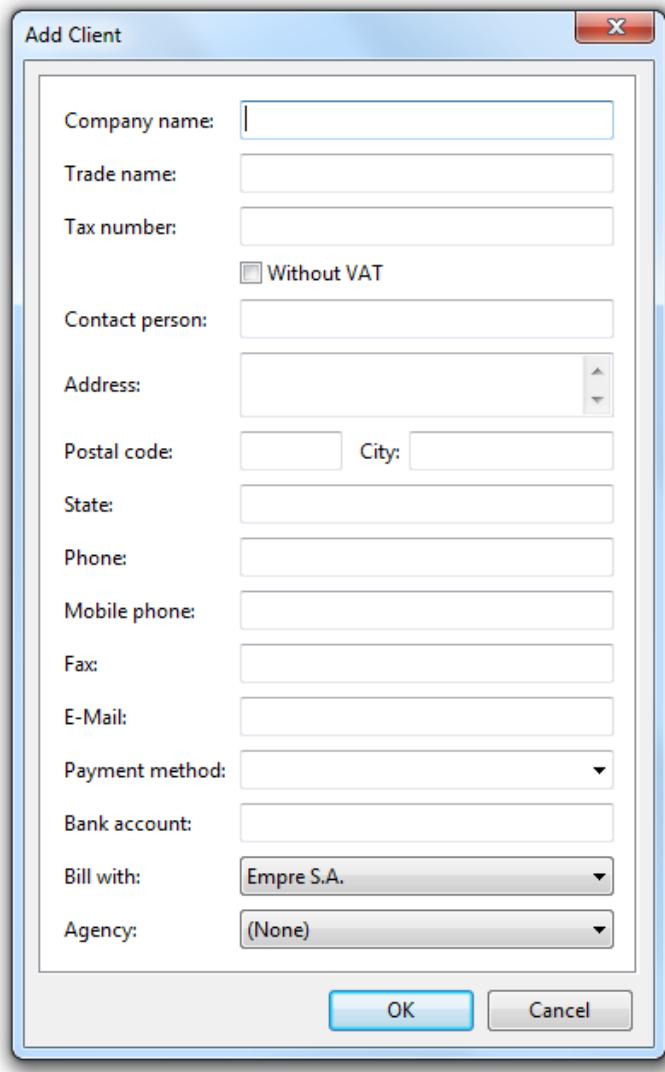
- **Edit**: Lets you modify the client you have selected on the list. You can also access to this function by double-clicking on the client you want to edit.
- **View**: Allows you to see the details of the selected client.
- **Delete**: Removes the selected client. Besides, all its campaigns will be deleted too.
- **Copy**: Enables you to add a new client, taking the information from the selected client.
- **Update**: Updates the list, reading again all the clients from the database. It may be useful when working from several PCs in a network.

5. Agency management

The *Agencies* button in the *Start* tab gives access to the advertising agencies management. This works in the same way as the client management.

6. Campaign management

Pressing the *Campaigns* button in the *Start* tab of the ribbon, gives you access to the campaign management. A campaign is the time period in which an advertising contract takes place and, therefore, in which spots are broadcasted.
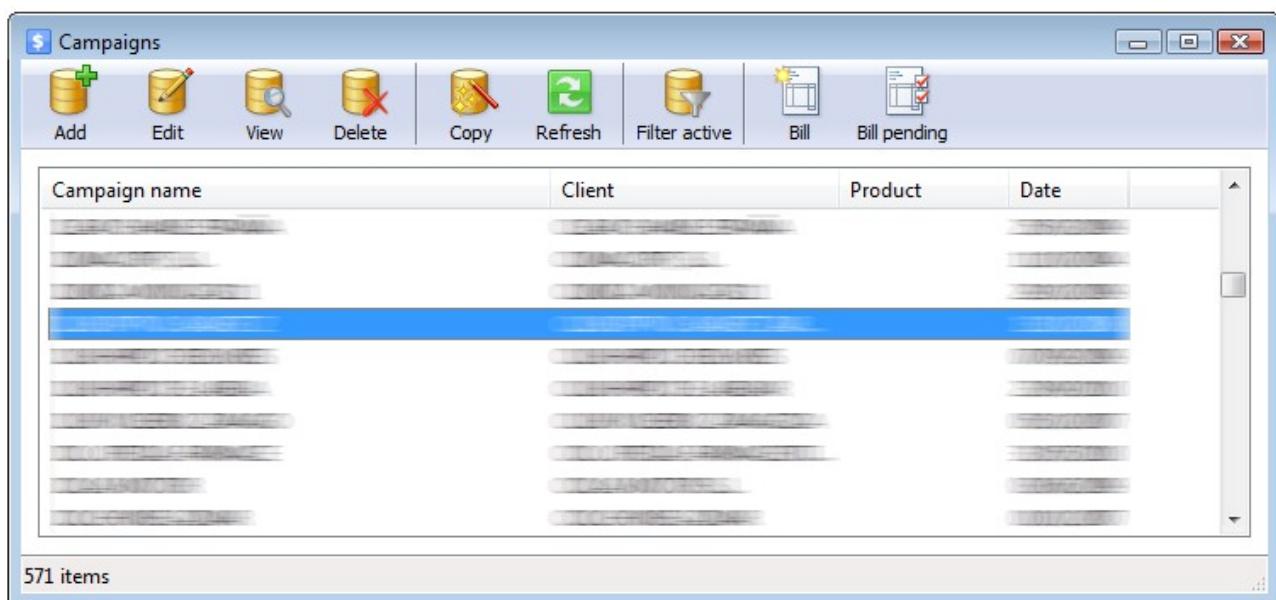
From this window, you can perform typical operations of campaign management:

- **Add**: Allows you to add a new campaign to the databse. Pressing this button, opens a dialog that lets you enter all the details of the campaign you want to add.
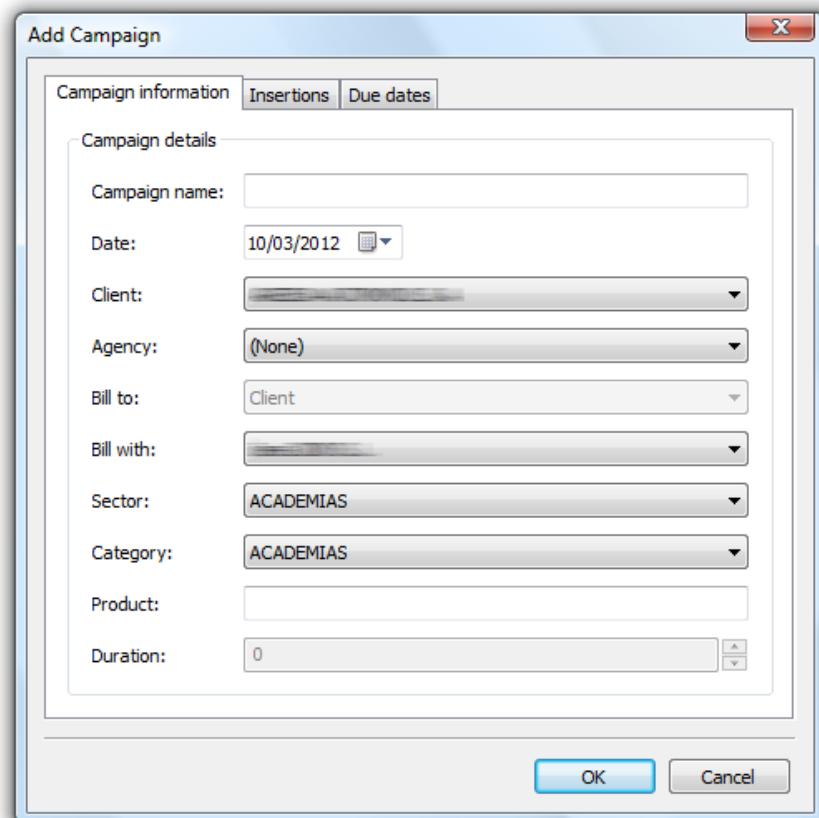
- **Edit**: Lets you modify the selected campaign. You can also access to this function by double-clicking on the campaign you want to edit.
- **View**: Enables you to see the details of the selected campaign.
- **Delete**: Removes the selected campaign.

- **Copy**: Allows you to add a new campaign, taking the information from the selected campaign.
- **Update**: Updates the list, reading again all the campaign from the database. This may be useful when you are working from several PCs in a network.
- **Filter active:** Shows in the list only the effective campaigns.
- **Bill:** Bills the selected campaign.
- **Bill pending:** Bills all the campaigns with pending bills, that is, with amounts whose due date has passed.

6.1. Campaigns

A campaign is composed of a set of attributes that define them, a list of insertions, a list of spots to broadcast and a list of due dates. All this information will be entered in the dialog that appears after pressing the *Add* button in the campaigns window.

Information about a campaign

The attributes associated to a campaign are the following:
- **Campaign name**: It is a descriptive name that allows the sales people to distinguish an advertising company from others. It is also used as reference in the reports generated by the application.
- **Date**: Date on which the campaign has been created.
- **Client**: The client that has hired the campaign. You have had to create it previously in the client management window.
- **Agency**: In case the campaign has been hired through an agency, this field allows you to specify it.
- **Bill to**: Allows to indicate if the campaign will be billed to the final client or to the agency, in case this option is available.
- **Bill with:** Indicates the company that will issue the invoice.
- **Sector and category**: Enables you to set the sector and category to which the campaign belongs.
- **Product**: The name of the advertised product.
- **Duration**: Duration of the sport. It is used by the application to calculate the duration of the advertising blocks.

Insertions

As already explained, a campaign is composed of a list of insertions. An insertion is the period of the day or the show in which certain number of spots have to be broadcasted. This tab looks like this:
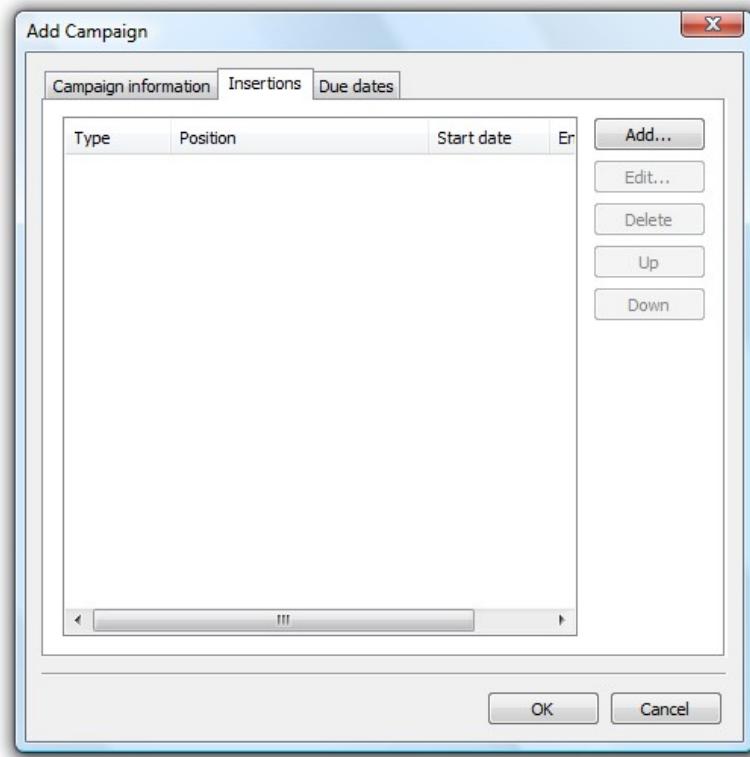
For example, lets suppose that a client wants to broadcast two spots from 7:00 to 10:00, another one in the News and another in the Spots show. In this case, the campaign will be composed of three insertions:

- One of type *Time period,* in which two spots will have to be broadcasted from 7:00 to 10:00.
- Another one of type *Program,* in which one spot will have to be broadcasted in the News.
- One more of type *Program*, in which a spot will have to be broadcasted in the Sports show.

Therefore, in this tab we will have to add three different insertions. To do this, simply press the *Add* button, what opens the following dialog:
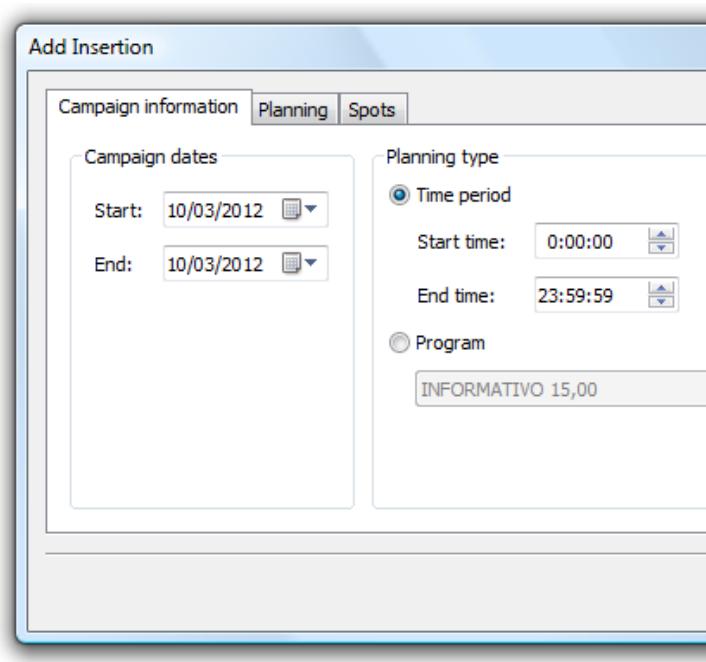
In it, you have to choose for each insertion if it is going to be scheduled in a time period or in a show, entering the corresponding information in each case. Besides, you must set the range of dates in which the insertion will be active.

The *Planning* tab contains a table to schedule spots. This tables enables you to specify how many times a spot will be broadcasted in a given day, within the previously selected date period. Each cell of the table represents a day, so in each cell you will have to enter the number of times you want the spot to be broadcasted that day.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
November/2009																		2	4	3	5	0	6	7	8	9	4	2	1	2	
December/2009	0	0	0	3	0	7	0	4	0	0	5	0	9	0	7	0	5	0													

However, most times a weekly schedule will be enough and it will be desirable to specify a fixed number of broadcastings for each day of the week. This can be done with the fields below the table:

You have to enter the number of desired broadcastings for each day of the week. Then, after pressing the *Update* button, the table will automatically update the number of broadcastings for each date, according to the weekly schedule done.

The *Spots* tab allows to associate a certain number of spots with the insertion.
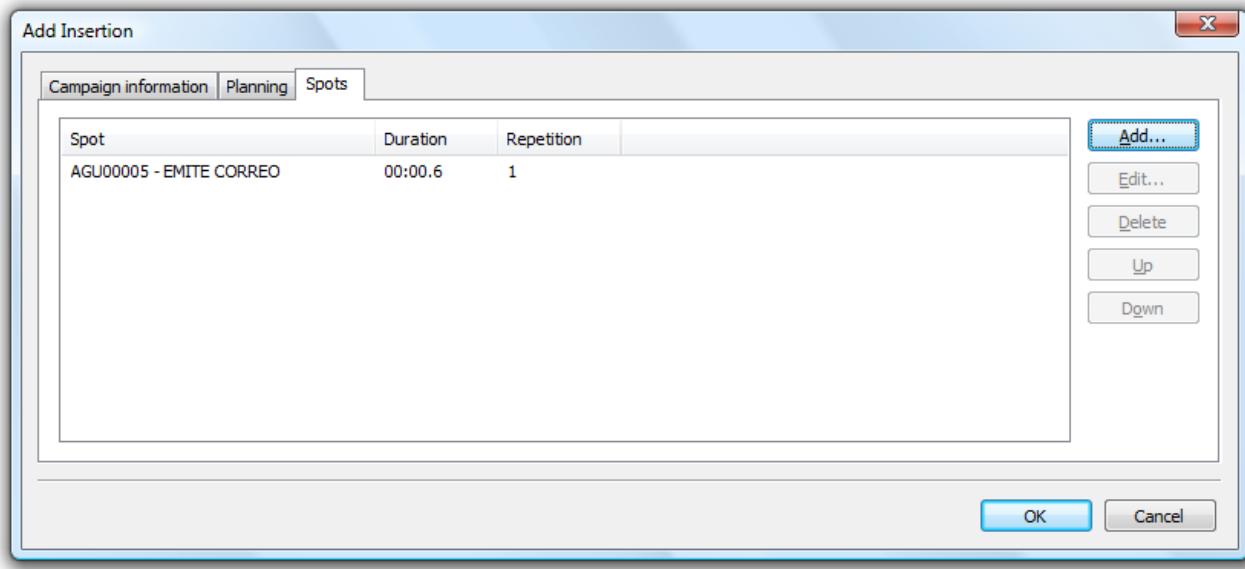
Each spot has the following attributes:
- **File**: This is the path of the file to be played.
- **Duration**: Indicates the duration of the file.
- **Repetition**: This attribute is used when the insertion has more than one spot. When this happens, each time the insertion has to play a spot, a different one is selected according to the order of the list. Besides, each spot will be repeated the number of times set in this column before the next one is played. For example, lets suppose we have the following spots table:

File	Duration	Repetition
E0_Spot1.mp3	64 sec.	1
Eo_Spot2.mp3	64 sec.	2
E0_Spot3.mp3	64 sec.	1

In this situation, the spots would be played in the following order:
- E0_Spot1
- E0_Spot2
- E0_Spot2
- E0_Spot3
- E0_Spot1
- E0_Spot2
- E0_Spot2
- E0_Spot3
- ...

The spot management window enables you to perform the following operations:
- **Add**: Shows a dialog to add a new spot to the insertion.
- **Edit**: Allows to modify the selected spot.
- **Delete**: Removes the selected spot.
- **Up**: Moves up the selected spot.
- **Down**: Moves down the selected spot.

Due dates

Finally, the Due dates tab enables you to set the dates in which the invoices should be issued to the client.
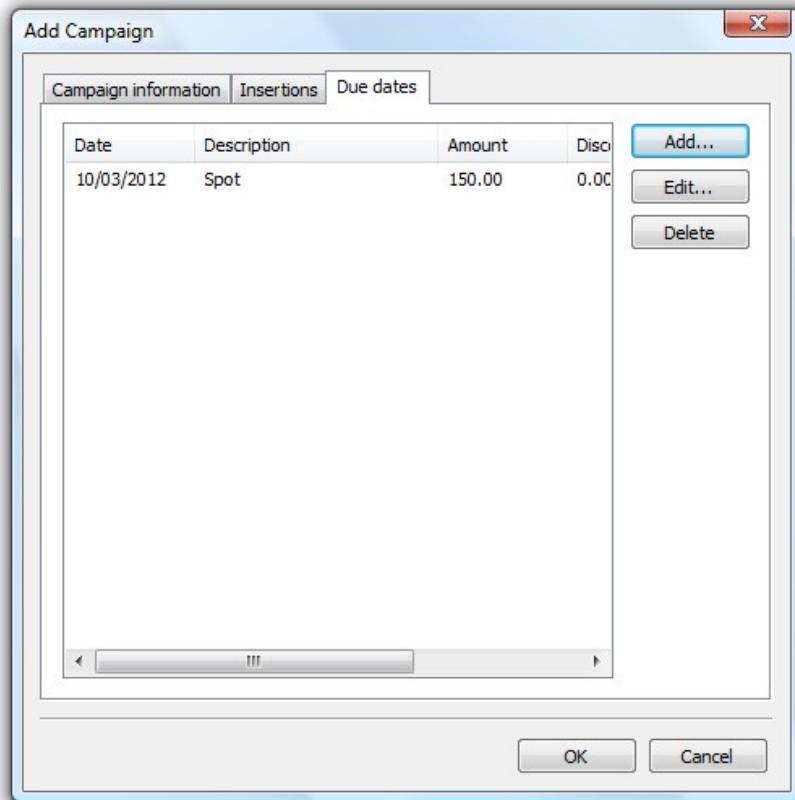
Each due date has the following attributes:
- **Date**: Date on which the invoice must be issued.
- **Description**: Description that will be displayed on the invoice.
- **Amount**: Amount to bill.
- **Billed**: Indicates whether the invoice has already been generated. See *Invoice management* for more details.

7. Blocks

A block is an ordered set of spots that are broadcasted at a certain time or, in other words, is the space reserved by the station to broadcast commercials. To access to block management, just press the *Blocks* button, which is in the ribbon. After doing this, the following dialog will open:
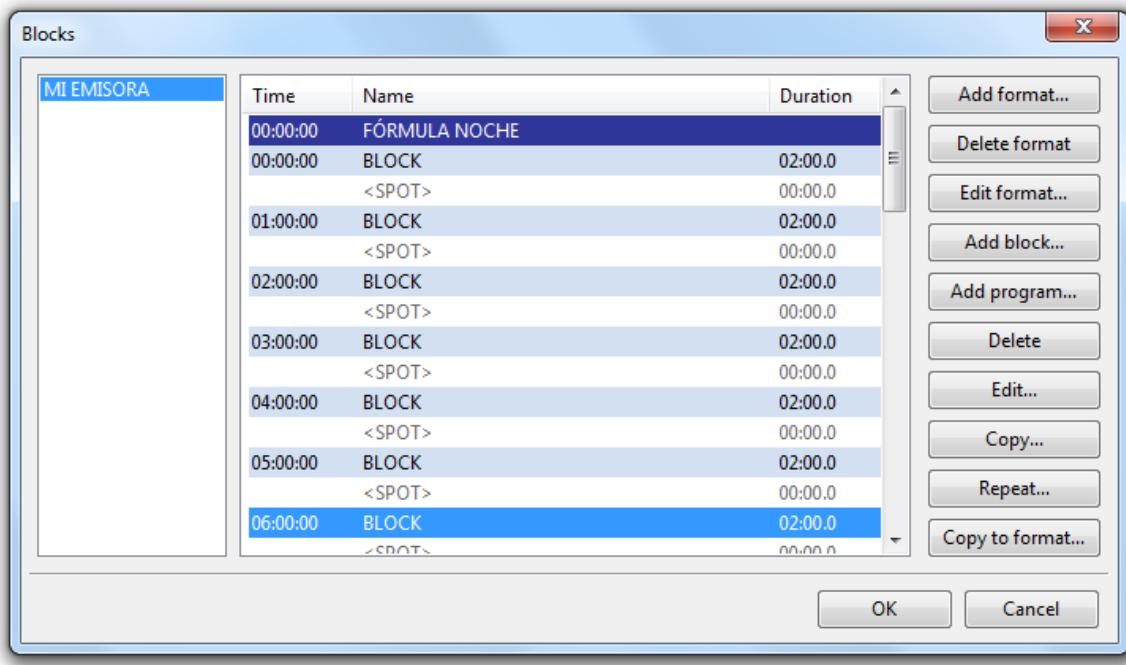
Every block has associated the following attributes:

- **Broadcasting time**. It is the time in which the block will be broadcasted.
- **Name**. This is a description that may help the user to identify the block.
- **Duration**. This is the maximum desired duration for the block. ZaraTraffic will never exceed this duration when distributing the spots over the blocks.

In turn, blocks can be grouped into programs, though this is not required.

The block management dialog allows you to define as many block templates as needed. These templates, that make up the schedule of the station, are called formats. It is divided in three zones:

- The format list. It is located on the left and enables you to select the format on which you want to work.
- The block list. It is located just at the right and shows the programs and blocks defined for the selected format.
- Buttons zone. There are several buttons that let you manage the programs and blocks of the selected format:
  ○ **Add format**: Enables you to add a new format.
  ○ **Delete format**: Removes the selected format and all its programs and blocks.
  ○ **Edit format**: Allows you to change the name of the selected format.
  ○ **Add bloque**: Enables you to add a new block to the selected format.
  ○ **Add program**: Lets you add a new program to the selected format.
  ○ **Delete**: Deletes the selected program or block.
  ○ **Edit**: Allows you to modify the selected program or block.
  ○ **Copy**: Enables you to copy all the blocks template from one format to another. When pressing this button, a dialog will open to let you choose the destination format.

7.1. Add block

After pressing *Add Block*, the following dialog will open:
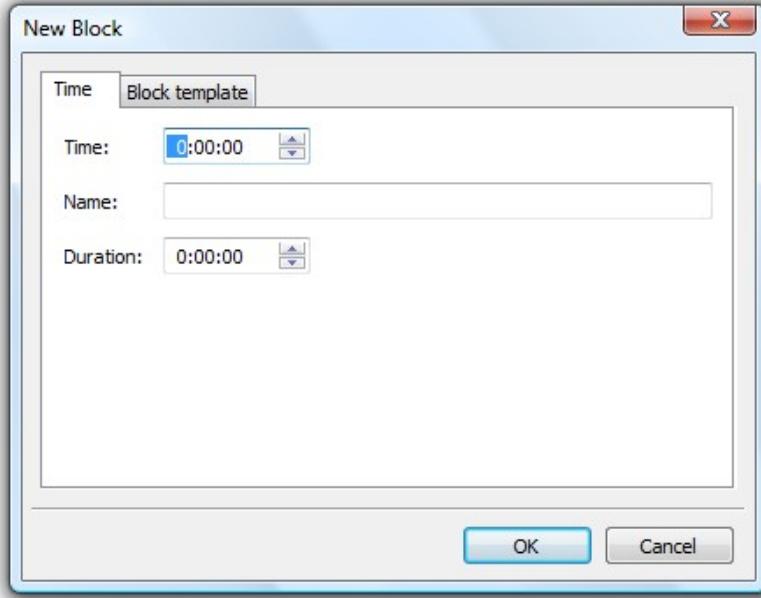
The same happens when pressing the Edit button, as long as a block has been previously selected.

As you can see, the dialog consists of two tabs:

- **Time**. Defines the basic attributes of the block:
  ○ Time: Broadcasting time of the block.
  ○ Name: Name of the block.
  ○ Duration: Maximum duration of the audios that make up the block.
- **Block template**. Lets you define the structure of the block. You can insert specific or random audios between the spots. ZaraTraffic will put a spot in the lines where you place a <SPOT> command. If there are not enough spot commands, the remaining spots will be placed at the end of the block.

7.2. Add program

The *Add program* button gives you access to the following window:
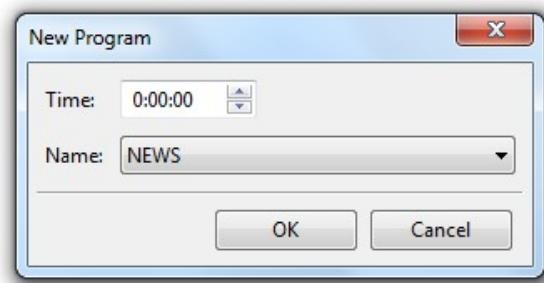
It enables you to set the start time of the program and its name. The end time is determined by the start time of the next program.

This dialog is also displayed when the *Edit* button is pressed and a program has been previously selected.

8. Programs

The *Programs* button on the *Start* tab allows you to define the name of the programs in your station. Their schedule will be set when inserting them in a format in the *Blocks* dialog, as

noted in the previous section.
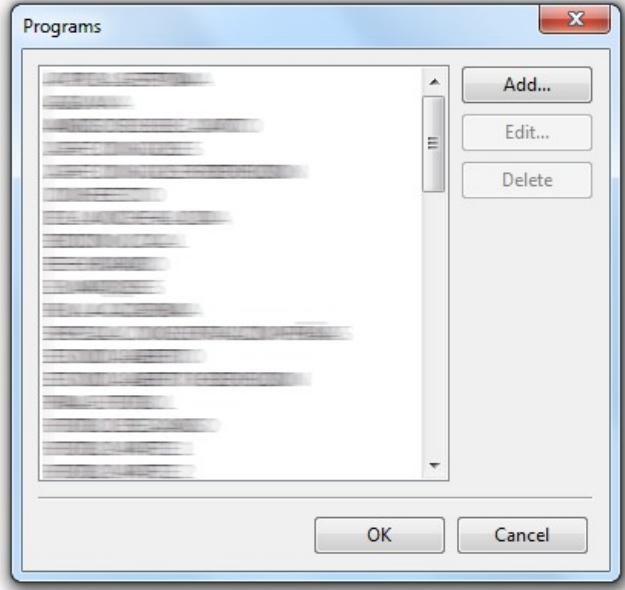
9. Schedule generation

This feature enables you to automatically generate the commercial schedule of a given day. To access to it, press the *Schedule* generation button on the *Start* tab. After doing that, the following dialog with a calendar is shown:
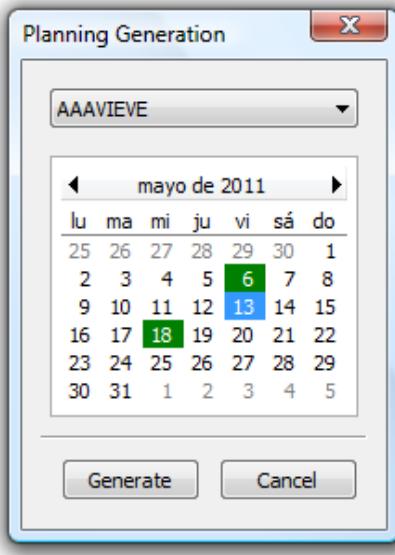
As you can see, the days in the calendar may appear in different colors:
- **Red**: Specifies that the schedule for that day has already been generated and there are rejected spots, that is, spots that could not be positioned in any block.
- **Green**: Indicates that the schedule for that day has been generated successfully.
- **White**: Specifies that the commercial schedule has not been generated yet.
- **Blue (may vary depending on the configuration of the system)**: Indicates the selected day.

This window also has a dropdown field that lets you choose the format to use to generate the schedule.

To generate the commercial schedule, simply select the desired day in the calendar and press the Generate button. If you have to change the month, you can do that by pressing over the arrows that are on the header of the calendar, on both sides of the current month.

When generating the schedule, ZaraTraffic distributes in blocks the spots of the chosen day, following the patters specified in the campaigns involved. When this process ends, another dialog opens displaying the result:
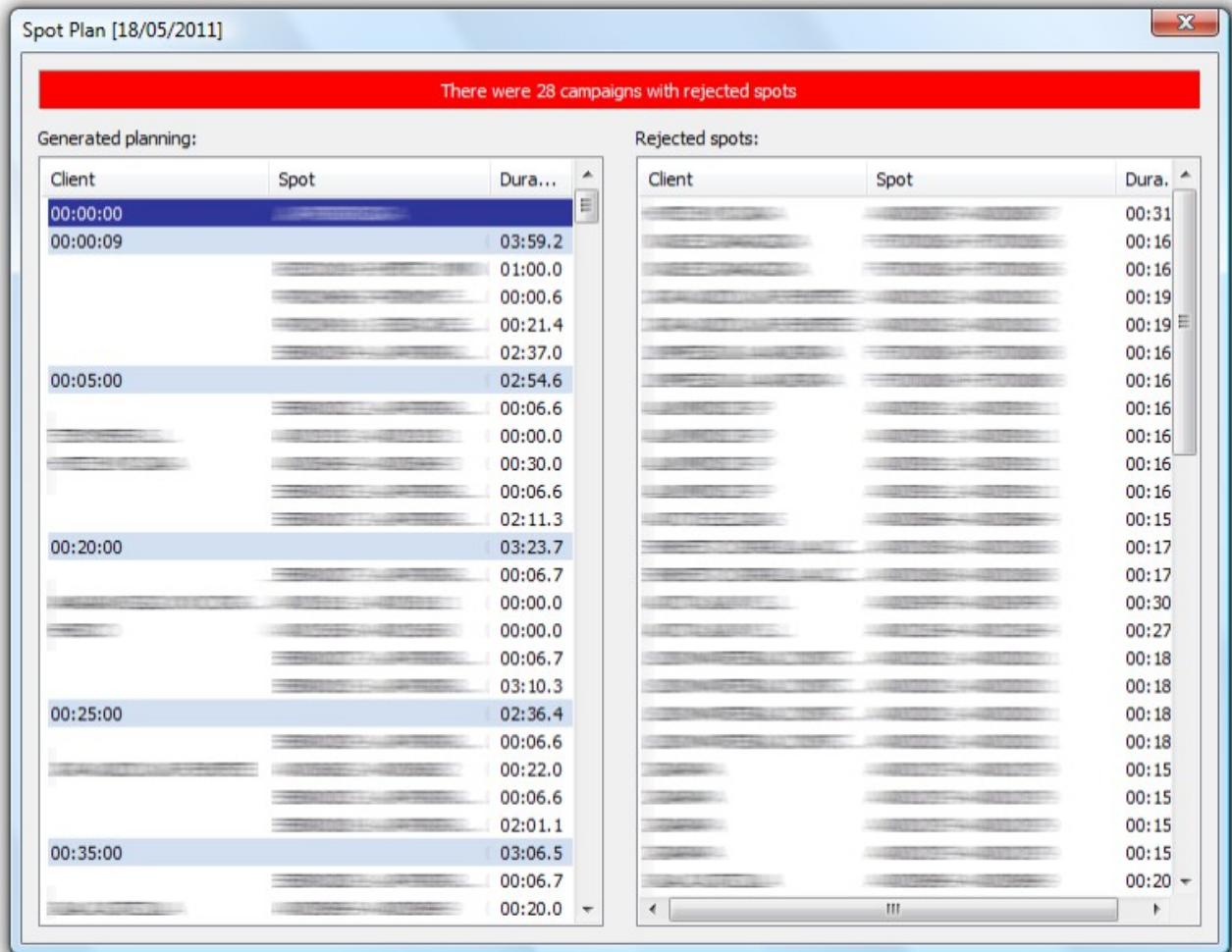
At the top of the window, a message is displayed indicating whether the generation has been done successfully or not. There are two possible situations:

- The message has a red background. This indicates that there have been problems generating the schedule and several spots have been rejected, as they could not be inserted in any block without exceeding its duration. When this happens, the *Rejected spots* list displays what spots were rejected and lets you drag them manually to the schedule.
- The message has a green background. In this case, the schedule has been generated correctly and all the spots have been inserted in a block.

In both cases, the commercial schedule is exported to a file that ZaraStudio can read.
The generated schedule may be edited manually, in case the result is not satisfactory. In particular, the spots can be dragged between both the schedule and the rejected lists. Besides, pressing the right mouse button gives access to the following options:

- **Add:** Allows you to add an audio at the selected list position.
- **Add command:** Enables you to add a command at the selected list position.
- **Move to rejected spots:** Moves the selected spot to the right list.

10.   Edit schedule

The *Edit schedule* button allows you to modify an already generated schedule. This window works in the same way as the *Generate schedule* one.

11.   Reports and campaign tracking

11.1.   *Campaign tracking*

This option allows you to know how much spots of a given campaign have been played during a given date range. This may be useful to issue an invoice, to accumulate not played spots in the following month,...

In order to track a campaign, you have to click on the button with the same name on the ribbon bar. After doing that, the following dialog opens:
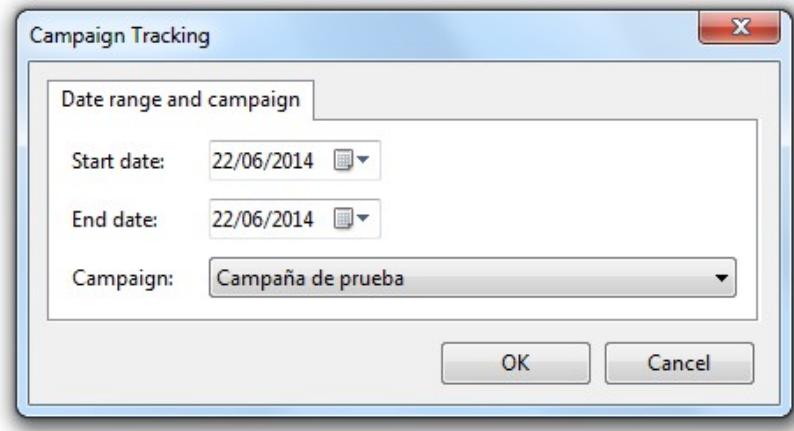
Then, you have to enter the date range and the campaign you want to track. After that, press OK and the following window will open:

Here, you can see the following elements:
- Two fields name "Broadcasted spots" and "Pending spots". They indicate how many spots have actually been played and how many scheduled spots have been left to play.
- A calendar. It displays the full year. You can move to another year with the selector at the left top corner. The calendar displays the days in several colors:
  - White. The day does not belong to the selected date range.
  - Green. All the scheduled spots for that day have been played.
  - Red. One or more scheduled spots have not been played.
  - Orange. The spot has been overplayed.
- Detail list. It displays textually the same information the calendar does. For each day, it specifies how many spots have been played and how many have been left to play. A negative number in this column specifies that the spot has been overplayed.

11.2. Broadcasting reports

This tool is similar to ZaraStudio's *Auditor*, except it tracks campaigns rather than individual audio files. You can access to it by clicking on the *Broadcasting reports* button on the ribbon bar. The window looks like this:
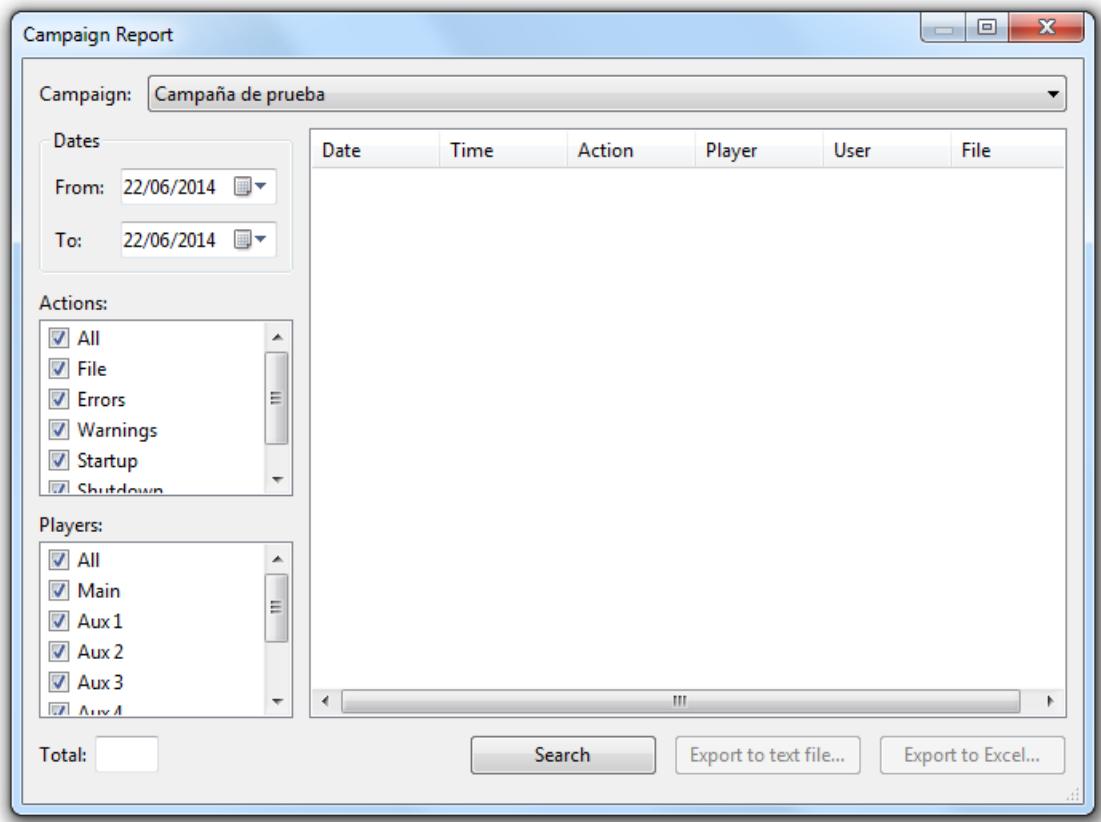
The steps to follow to carry out an audit are the following:
1. Choose the campaign you want to audit through the selector at the top of the window.
2. Specify the date range to audit. You can do that by selecting the start and end dates with the *From* and *To* selectors at the left side of the window.
3. Specify the actions and players you want to audit.
4. Press *Search*.

After doing that, the list will display all the playouts of the spots that make up the selected campaign. This report may be exported to a text file or an Excel sheet (in CSV format), for its later manipulation or printout.

11.3.   *Planning report*

This tools allows you to printout or simply visualize the schedule generated by ZaraTraffic for a given day. To access to it, just press the *Planning report* button on the top ribbon bar. After doing this, you will be asked for the day you want to open:
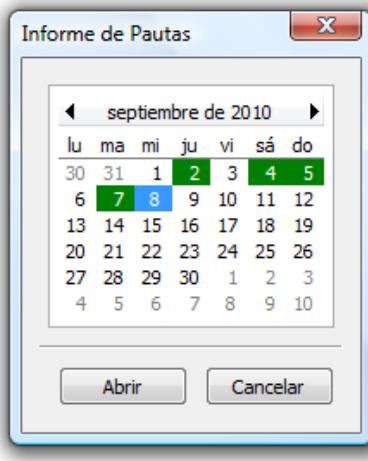
Therefore, you will have to select a day in the calendar. It only makes sense to select a day colored in green or red, as a schedule has not been generated for the rest of the days. After selecting the date, press the *Open* button. Now, a report will be displayed with the schedule of the selected day:

You can carry out the following actions in this window:
- Print. By pressing this button, you can print out the schedule.
- Navegate through the pages of the report with the buttons *First page, Previous page, Go to page, Next page* and *Last page*.
- Modify the zoom level with the buttons *Zoom in, Zoom out, 100%* and with the *Zoom level* selector.

12.   Campaign expiration

This tool enables you to track the campaigns that are about to expire, so that the station sales person can contact your clients to renew the campaign.

To access to this tool, press the *Campaign expiration* button on the top ribbon bar. After doing that, you will be asked for the date range within which you want to check what campaigns expire.

Once the dates have been selected, after pressing *OK,* a report will open with a list of all the campaigns that expire, indicating the exact expiration date for each campaign.
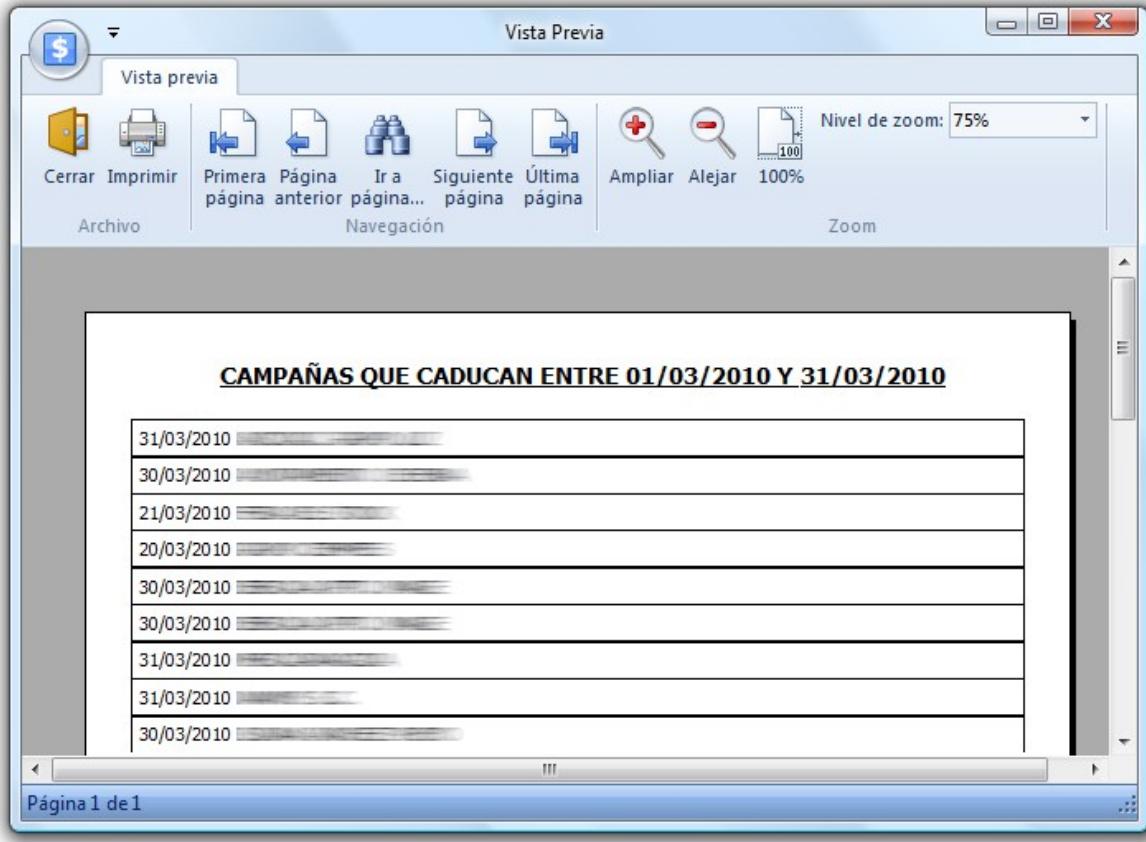
13.   Active campaigns

This tool allows you to know what campaigns are active in a given date range.

To access to it, press the *Active campaigns* button on the top ribbon bar. After doing that, you will be asked for the date range within which you want to check what campaigns are active.

Once the dates have been selected, after pressing *OK*, a report showing a list with the active campaigns will open.
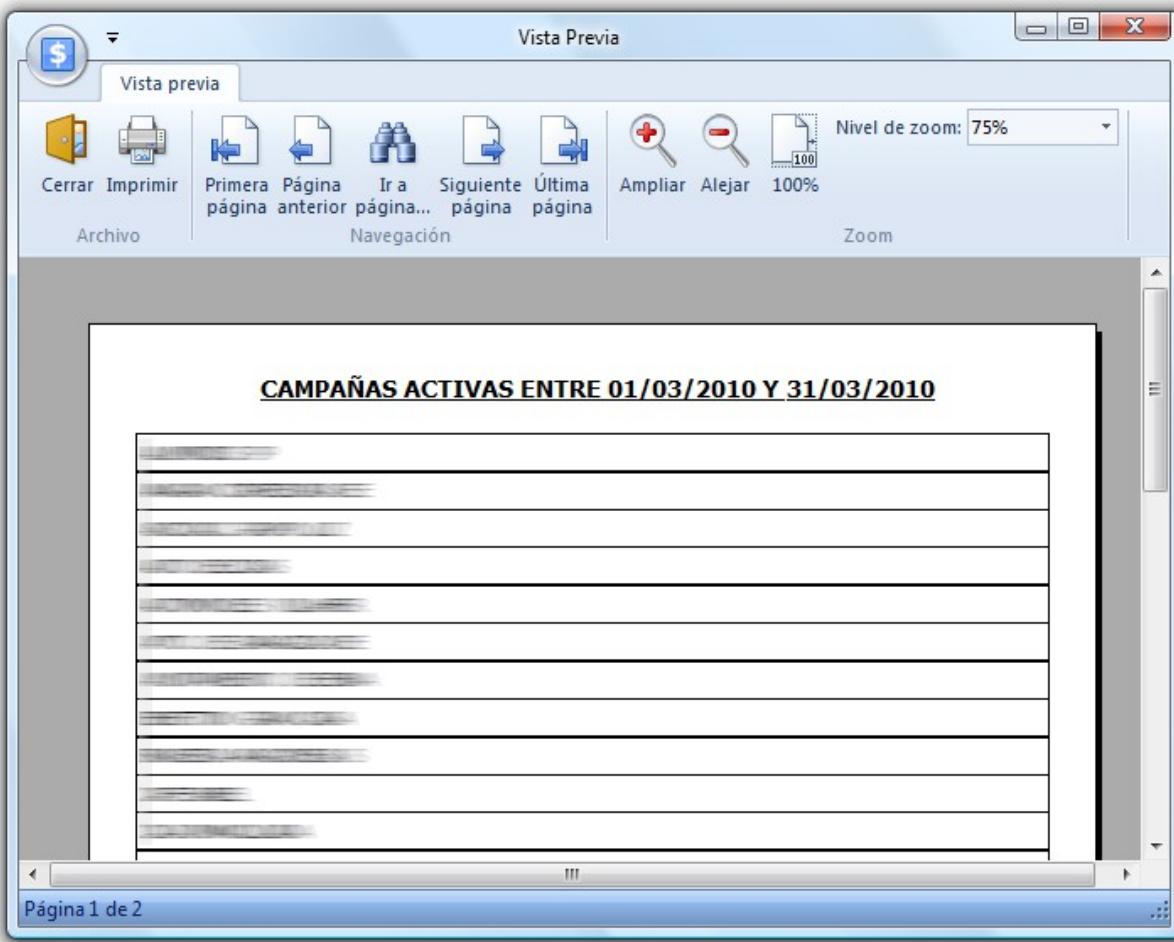
14. Window

The Window group of the ribbon bar allows you to arrange the opened windows and navigate through them:

- Cascade. Stacks all the windows in cascade.
- Tile horizontal. Arranges the windows horizontally.
- Tile vertical. Arranges the windows vertically.
- Previous. Activates the previous window.
- Next. Activates the next window.

15. Interface with ZaraStudio

Every time a schedule is generated, it is also exported to the automation system, that is, ZaraStudio.

One of the initial steps to configure ZaraTraffic is to select the path where the generated paths are exported. This path has also to be configured in ZaraStudio, so that it can collect the files generated by ZaraTraffic. To do that, you have to go to the options dialog in ZaraStudio. There, go the *Paths* section.
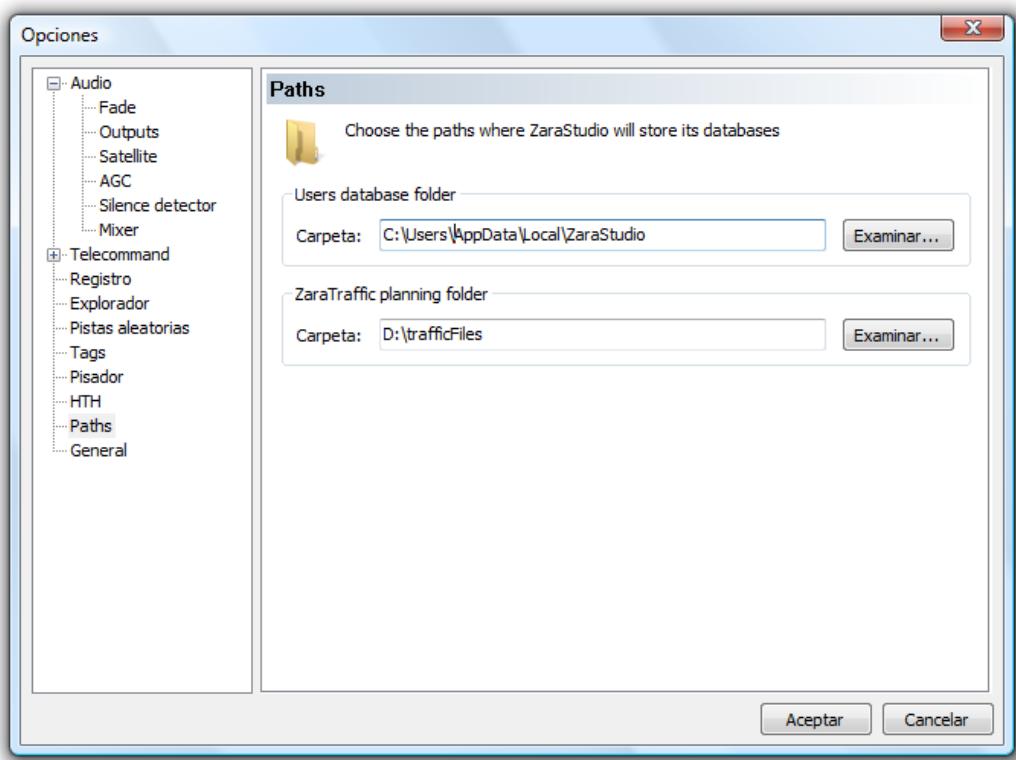
In the ZaraTraffic planning folder, specify the same path you configured in ZaraTraffic.

After doing this, you have to go the evens dialog and make sure there exists an event of type *Advertising block* for each block generated in ZaraTraffic and with exactly the same time. In case it does not exist an associated event, the block will not be played.

For example, let us suppose we have exported a schedule in ZaraTraffic which contains the following blocks:
- 10:00:00
- 10:30:00
- 11:00:00
- 11:30:00
- 12:00:00
- 12:30:00

For ZaraStudio to play these blocks, you will have to create two events:
- One at ___:00:00, that will play at 10:00, 11:00 and 12:00.
- Another at ___:30:00, that will play at 10:30, 11:30 and 12:30.

The event type must be *Advertising block* in both cases. The rest of the parameters can be configured in the way you prefer.

Please, take into account that this is only necessary if you export your schedule in PGM format. In case you have selected another option, you will have to manually schedule each geneated file in ZaraStudio.