



Use Channels to Play Rich Media

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- [Concepts, page 20-1](#)
- [Procedures, page 20-11](#)



Audience

We prepared this material with specific expectations of you.

- ✔ You will define and manage channels for Cisco Digital Signs.
- ✔ You will manage endpoint subscriptions to channels.
- ✔ You understand the mood that your community or organization wants to evoke at a given site.

Concepts

- [Overview, page 20-1](#)
- [Glossary, page 20-2](#)
- [Channel Examples, page 20-3](#)
- [Understand How Channels Prioritize Their Content, page 20-10](#)
- [Understand Time Basis Concepts, page 20-10](#)

Overview

Any organization can tailor its site-specific atmosphere for increased relevance and impact through its use of what we call *channels*. Each channel has its own programs, its own broadcast calendar, and its own time basis. Combined, these differentiators create a framework of flexibility that can extend to the most ambitious global deployments. But even so, channels are intrinsically simple enough and lightweight enough for small, local deployments.

Topics in this chapter explain core channel concepts in Cisco Digital Signs and guide you step-by-step through your planning, preparation, and deployment of channels. You will learn how to:

- Create channels that support your goals.
- Choose suitable programming for channels.
- Assign programs to channel dayparts.
- Subscribe endpoints to channels.



Note

You can trigger an emergency state on any DMP group. When a DMP group is in its emergency state, it plays emergency messages instead of the channel events that it is subscribed to play. A declared emergency in progress will always override channel content on emergency-affected DMPs.

Glossary



Timesaver

Go to terms that start with... [[C](#) | [D](#) | [P](#) | [S](#) | [T](#)].

C

channel

An endpoint-subscribable calendar and package of rich media programming for digital signs. Its central purpose is to support narrowcast messaging that engages a niche audience—to *create experiences in place*.

channel event

A time-limited activity, shared in common among the endpoints that subscribe to a channel. In most cases, an event tells your subscribed endpoints when to render rich media on your digital signs. However, you could just as easily create an event that serves some other purpose entirely—for example, activating endpoint NTP support or deactivating HDMI autodetection. The timing of an event at any given location is contingent upon its host channel's [time basis](#).

- Some events will play just one asset at a time. This kind of daypart might render just a live TV feed or an animated logo, for example.
- Other events will overlay multiple assets for simultaneous playback. This kind of daypart might combine a live video stream with corporate branding, scrolling text, and widgets, for example.
- A third kind of event will intersperse the other two kinds. In any case, your programming decisions for a channel and its events will shape the channel's personality, purpose, and scope.

D

default content

Content that your digital signs should play as needed, without any predefined schedule and without any manual intervention. In many cases, this playback is partial and fleeting because the only purpose of default content is to prevent noticeable playback gaps between more strategically significant assets. Your default content plays in a continuous loop until other content starts to play.

P

play now

Content that your digital signs should start playing instantaneously when you submit the command to start. Playback of this content continues until, at your discretion, one of the following occurs.

- You stop playback manually.
- Playback stops at a date and time that you set.
- The next scheduled event begins.

S

subscriptions Endpoints subscribe to channels, which supply rich media programming and playback schedules for digital signs.

T

time basis Logic that controls how subscribed endpoints understand and implement the start and stop times for events. A channel's time basis can be relative (to each endpoint's own physical time zone) or absolute to one internationally standard time zone that you choose from a list.

time-specific content Content whose playback will start and stop according to a schedule and repeat at set intervals, controlled by date, time, and repetition rules that you define.

Channel Examples

Topics in this section show you how you might apply the channels concept in various settings.

- [Airport Example, page 20-4](#)
- [Healthcare Example: Figure 20-1 on page 20-5](#)
- [Retail Banking Example: Figure 20-2 on page 20-6](#)
- [Retail Shopping Example: Figure 20-3 on page 20-7](#)
- [Education Example: Figure 20-4 on page 20-8](#)
- [Manufacturing Example: Figure 20-5 on page 20-9](#)

Airport Example

Just eight channels might target every typical niche for the public spaces in a major commercial airport.

Arrivals	Local Weather	Local Attractions	Services and Wayfinding
Departures	Remote Weather	Remote Attractions	World News Headlines

Meanwhile, a small regional airport might define even fewer channels.

Arrivals + Departures	Headlines + Weather	Announcements
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Healthcare Example

Just eight channels might target every typical niche for the public spaces in a hospital or clinic.

Figure 20-1 Healthcare Example



Wayfinding	Health-Positive	Good Neighbor	Advice Nurse
Waiting Room TV	Medication Safety	Translator	Success Stories

Retail Banking Example

Just eight channels might target every typical niche for the public spaces in a large, retail bank.

Figure 20-2 Retail Banking Example



Welcome	Account Services	Good Neighbor	Portfolio Management
Online + Mobile	Credit Cards	Small Business	Loans + Mortgages

Retail Shopping Example

Just eight channels might target every typical niche for the public spaces in a retail department store.

Figure 20-3 *Retail Shopping Example*



Store Entrance	Point-of-Purchase	Point-of-Sale	Designer Showcase
Store Exit	Customer Rewards	Wayfinding	In-Store Services

Education Example

Just eight channels might target every typical niche for the public spaces at a school or university.

Figure 20-4 Education Example



Events	Menu + Nutrition	Announcements	Course Materials
Remote Experts	Safety + Security	Advice Nurse	Faculty Training

Manufacturing Example

Just eight channels might target every typical niche on a factory floor.

Figure 20-5 *Manufacturing Example*



Shift Rotation	Advice Nurse	Metrics + KPI	Recognition
Tips + Training	Executive Communications	Industry Headlines	Safety

Understand How Channels Prioritize Their Content

Special event	OVERRIDES SCHEDULED PROGRAMS —Unscheduled content that pre-empts time-specific content. For example, the special event might be an important political speech or business announcement.
Scheduled program	OVERRIDES FILLER —Predictable, anticipated content that subscribed endpoints play at definite times and then repeat at definite intervals.
Filler	OVERRIDES NOTHING —Typically, the “default content” for a channel would include only one quick loop of general assets. For example, it might string together an animation of your logo, a montage of human faces, and a few very short video clips that each convey something essential about your vision. Your digital signs can then use this content intelligently, as needed, to prevent noticeable playback gaps between other assets that play.



Note

When you declare an emergency that affects one or more of your DMP groups, the affected DMPs stop all content playback from their subscribed channels.

Understand Time Basis Concepts

The time basis that you set for a channel affects when its subscribed DMP endpoints render media for playback on digital signs. The time basis can be relative to each DMP individually or absolute to one time zone that you choose from a list. Thus, the time basis flexibility of channels helps to support global deployments of digital signs. But this same flexibility ensures that channels can be just as relevant and useful to small deployments as they are to large ones.

The time basis concept can become complicated in practice if you do not understand and plan appropriately for its possible effects.

Relative to DMP Time Zone

Suppose that you make the time basis for a channel relative to each of its subscribed endpoints.

- *Do these subscribed endpoints all share their local time zone in common?*

If so, the effect is no different than choosing this time zone absolutely. An event that runs on the channel will start and stop at precisely the same time on each subscribed endpoint. Any time of day occurs simultaneously across them all, without any offset or unexpected complexity.

- *Do these subscribed endpoints operate so remotely from each other that the local time zone will ever differ among them?*

If so, the physical distribution of these endpoints could mean that the relative time of day on any two endpoints is offset by 1 or more hours. Consider the continental United States, where noon in New York occurs a full 3 hours before noon the same day in San Francisco.

Absolute to <your choice from the Time Zone menu>

Suppose that you choose one absolute time zone as the time basis for a channel to impose on its subscribed endpoints.

- *Do these subscribed endpoints all share their local time zone in common?*
 - **And is this exactly the same time zone that you chose to enforce absolutely?**

If so, the effect is no different than choosing a relative time basis for this channel. An event that runs on the channel will start and stop at precisely the same time on each subscribed endpoint. Any time of day occurs simultaneously across them all, without any offset or unexpected complexity.



Note

Compare and consider the time basis of when you change the subscription of a DMP group from one channel to another.

Procedures

- [Work with Channels Generally, page 20-11](#)
- [Work with Channel Details, page 20-19](#)
- [Work with Channel Events, page 20-32](#)
- [Work with Channel Subscriptions, page 20-34](#)

Work with Channels Generally

- [View and Filter Channels, page 20-12](#)
- [Add a Channel, page 20-13](#)
- [Tag a Channel, page 20-15](#)
- [Edit a Channel, page 20-16](#)
- [Duplicate a Channel, page 20-17](#)
- [Delete a Channel, page 20-18](#)

View and Filter Channels

You can view a list of every channel or you can limit the list to include only a subset of channels.

Before You Begin

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).
- You must create channels before you can view or filter the channels list.

Procedure

Step 1 Click Content Management.



Step 2 Click Channels.

Your browser loads the All Channels table alongside its filtering controls.



Tip

If you haven't yet created any channels, the All Channels table is empty. However, you can click [Create Channel](#) at any time to get started.

Step 3 (Optional) Use standard pagination controls under the All Channels table, as needed, to navigate through your channels.



Step 4 (Optional) Click the corresponding column heading, as needed, to sort the table by channel name, content type, or number of subscribers.

Step 5 (Optional) Use standard filtering controls next to the All Channels table, as needed, to limit which channels the table should include. You can filter by:

- channel name


- channel tags

0 item(s) selected

- channel modification date

Custom Range:

From: 

To: 

The All Channels table repopulates itself each time that you submit a new filter.



Tip

You can clear these filters at any time. Just click [Clear Filters](#).

Step 6 Stop. You have completed this procedure.

Add a Channel

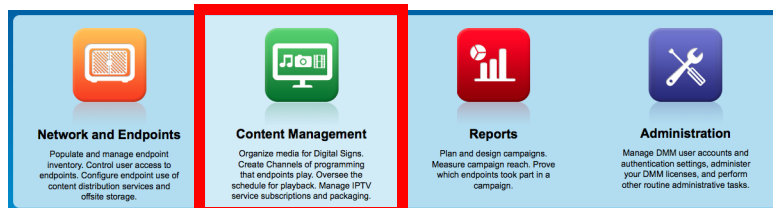
You can create and define new [channels](#) at any time.

Before You Begin

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).

Procedure

Step 1 Click **Content Management**.



Step 2 Click **Channels**.

Step 3 Click **Create Channel**.

The New Channel setup assistant opens. It can guide you through all of the phases to create and define your new channel. Alternatively, you can name and save your channel now, but then define it later.

Phase	Configurable Values and Options	Mandatory Before You Can	
		Save a Channel?	Use a Channel?
1	Define Channel Properties		
	Title	Yes	Yes
	Description	No	No
	Tags		Yes
	Time Basis		
2	Select Default Content	No	Yes
3	Add Time-based Events		
	Select an Application to Add	No	Yes
	Specify Content Settings		
4	Review	No	No


Step 4 Do one of the following.

- *Would you like to save the channel immediately but define it later?*

When you will create and save a channel but not define it

- Enter a unique name in the Title field.
- Click **Next**.

A confirmation message loads briefly and then fades away.

 Your channel has been successfully saved.

- *Would you like to define channel attributes immediately?*

When you will define a channel immediately upon its creation

- Repeat as needed.
 - Enter values and choose options for a phase.
 - Click **Next** when you finish a phase.
- (Optional) Subscribe DMP groups to the channel.
- Click **Done**.

Step 5 Stop. You have completed this procedure.

Tag a Channel

You can assign “folksonomy” tags to your channels. The more effectively you tag your channels, the more efficiently you can filter to the exact channels that matter to you in a given moment.

Before You Begin

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).

Procedure

Step 1 See the procedure, elsewhere in this guide, to [add](#) a channel.



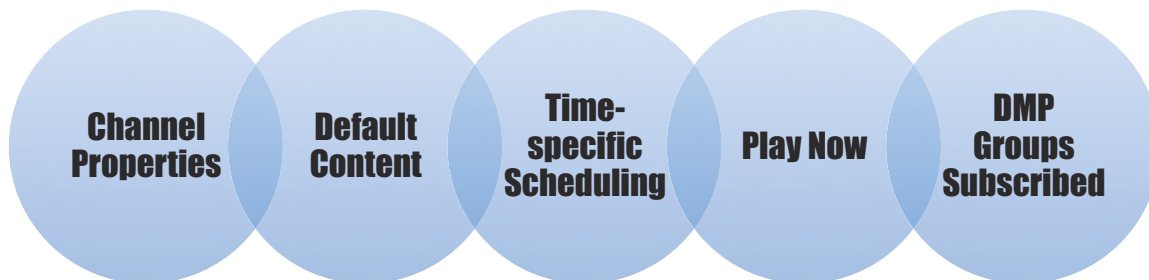
Tip Tagging a new channel is just one part of creating the channel.

Related Topics

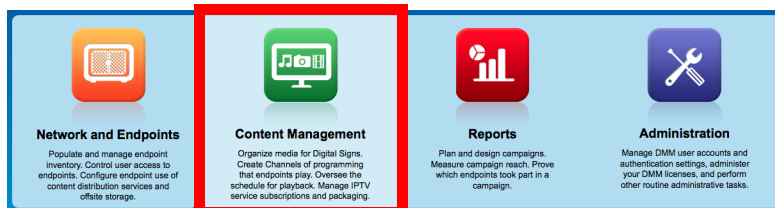
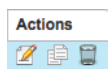
- [Add a Channel, page 20-13](#)

Edit a Channel

You can edit the fundamental attributes of any channel.

**Before You Begin**

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).
- You must create channels before you can edit them.

Procedure**Step 1** Click **Content Management**.**Step 2** Click **Channels**.**Step 3** Click a row in the All Channels table to highlight it. Then, click **Edit** (✎) where your highlighted row meets the Actions column.

The Channels page now loads a sub-tab where you can edit attributes of the selected channel.



Step 4 Click a heading to edit its values.

Channel Properties	<i>The channel title, description, tags, and name basis.</i>
Default Content	<i>See the “default content” glossary definition.</i>
Time-specific Scheduling	<i>See the “time-specific content” glossary definition.</i>
Play Now	<i>See the “play now” glossary definition.</i>
DMP Groups Subscribed	

Step 5 Stop. You have completed this procedure.

Duplicate a Channel

To simplify reuse, you can generate an almost exact duplicate of any channel.

Before You Begin

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).
- You must create channels before you can duplicate them.

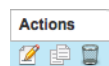
Procedure

Step 1 Click **Content Management**.



Step 2 Click **Channels**.

Step 3 Click a row in the All Channels table to highlight it. Then, click **Duplicate** (📄) where your highlighted row meets the Actions column.



**Tip**

When you first generate a duplicate channel, the only significant difference from its parent is the absence of any subscribers. However, you can increase the scope of difference.

- Step 4** Configure how else the duplicate channel should differ—if at all—from its parent.
- Edit any channel properties that should differ.
 - Choose any default content that should differ.
 - Choose any time-specific content that should differ. Then, configure its relationship to time.
 - Choose any play now content that should differ.
 - Add or remove subscribers, as needed.
- Step 5** Click Save.
- Any changes take effect immediately on all DMP groups that are subscribed to the duplicate channel.
- Step 6** Stop. You have completed this procedure.

Delete a Channel

You can delete a channel.

Before You Begin

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).
- You must create channels before you can delete them.

Procedure

- Step 1** Click **Content Management**.



- Step 2** Click **Channels**.

Your browser loads the All Channels table alongside its filtering controls.

- Step 3** (Optional) Use standard pagination controls under the All Channels table, as needed, to navigate through your channels.



- Step 4** (Optional) Click the corresponding column heading, as needed, to sort the table by channel name, content type, or number of subscribers.

Step 5 (Optional) Use standard filtering controls next to the All Channels table, as needed, to limit which channels the table should include. You can filter by:

- channel name
- channel tags

0 item(s) selected
- channel modification date

Custom Range:

From:

To:

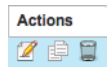
The All Channels table repopulates itself each time that you submit a new filter.



Tip

You can clear these filters at any time. Just click .

Step 6 Click a row in the All Channels table to highlight it. Then, click **Delete** () where your highlighted row meets the Actions column.



Step 7 Click **Yes** to confirm that you are deleting the channel deliberately.
The channel is deleted.

Step 8 Stop. You have completed this procedure.

Work with Channel Details

- [Channel Properties, page 20-19](#)
- [Default Content, page 20-21](#)
- [Time-specific Content, page 20-23](#)
- [Play Now Content, page 20-27](#)

Channel Properties

- [Define Channel Properties, page 20-20](#)
- [Change Channel Properties, page 20-20](#)

Define Channel Properties

You can define the basic properties of a new channel.

Before You Begin

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).

Procedure

- Step 1** See the procedure, elsewhere in this guide, to [add](#) a channel.



Tip Defining the basic properties of a new channel is just one part of creating the channel.

Related Topics

- [Add a Channel, page 20-13](#)

Change Channel Properties

You can redefine the properties of a channel.

Before You Begin


- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).

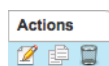
Procedure

- Step 1** Click **Content Management**.



- Step 2** Click **Channels**.

- Step 3** Click a row in the All Channels table to highlight it. Then, click **Edit**  where your highlighted row meets the Actions column.



The Channels page now loads a sub-tab where you can edit attributes of the selected channel. Its “Channel Properties” heading is selected by default.

The screenshot shows the 'Channel Properties' sub-tab. At the top, there are tabs for 'All Channels' and 'Your Channel Here'. Below this are navigation links: 'Channel Properties' (selected), 'Default Content', 'Time-specific Scheduling', 'Play Now', and 'DMP Groups Subscribed'. The form contains the following fields and controls:

- Title:** A text input field with the value 'Your Channel Here' and a red 'required' label.
- Description:** A larger text input field.
- Tags:** A section showing 'not yet tagged' with a 'type to filter tags' input and an 'Add' button.
- Time Basis:** Radio buttons for 'Relative to DMP time zone' and 'Absolute to' (selected). The 'Absolute to' dropdown is set to 'US/Pacific'.
- CDN Channel:** A dropdown menu.
- Default Content Preposition delay:** A section with an information icon, 'Hours' set to 0, and 'Minutes' set to 10.
- Buttons:** 'Save' and 'Cancel' buttons at the bottom.

Step 4 Edit the values, as needed. Then, click **Save**.

The change takes effect immediately on all DMP groups that are subscribed to this channel.

Step 5 Stop. You have completed this procedure.

Default Content

- [Choose Default Content for a Channel, page 20-21](#)
- [Change the Default Content for a Channel, page 20-22](#)

Choose Default Content for a Channel

You can choose the [default content](#) for any new channel.

Before You Begin

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).

Procedure

Step 1 See the procedure, elsewhere in this guide, to [add](#) a channel.



Tip Choosing the default content for a new channel is just one part of creating the channel.

Related Topics

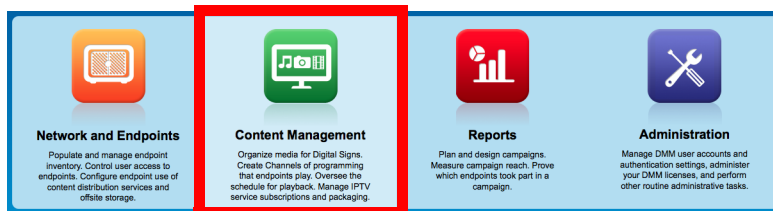
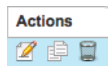
- [Add a Channel, page 20-13](#)

Change the Default Content for a Channel

You can change the [default content](#) for any channel.

Before You Begin

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).

Procedure**Step 1** Click **Content Management**.**Step 2** Click **Channels**.**Step 3** Click a row in the All Channels table to highlight it. Then, click **Edit** (✎) where your highlighted row meets the Actions column.

The Channels page now loads a sub-tab where you can edit attributes of the selected channel.

**Step 4** Click the **Default Content** heading to edit its values.

Step 5 Do one of the following to choose content from the default content selector.

Title	Description
Auto-Created Playlist 000001	Auto-Created Playlist 000001 by API
Auto-Created Playlist 000002	Auto-Created Playlist 000002 by API
Auto-Created Playlist 000003	Auto-Created Playlist 000003 by API
Auto-Created Playlist 000004	Auto-Created Playlist 000004 by API
Auto-Created Playlist 000005	Auto-Created Playlist 000005 by API
Auto-Created Playlist 000006	Auto-Created Playlist 000006 by API
Auto-Created Playlist 000007	Auto-Created Playlist 000007 by API
Auto-Created Playlist 000008	Auto-Created Playlist 000008 by API
Auto-Created Playlist 000009	Auto-Created Playlist 000009 by API
Auto-Created Playlist 000010	Auto-Created Playlist 000010 by API

- Click **Playlist** to populate the selector with a list of your saved playlists.
- Click **Presentation** to populate the selector with a list of your saved presentations.
- Click **Go To URL** to populate the selector with a list of your saved Go To URLs.

Step 6 Click the content that your digital signs should play. Then, click **OK**.



Note You can choose only one.

The change takes effect immediately on all DMP groups that are subscribed to this channel.

Step 7 Stop. You have completed this procedure.

Time-specific Content

- [Choose Time-specific Content for a Channel, page 20-24](#)
- [Change the Time-specific Content for a Channel, page 20-24](#)

Choose Time-specific Content for a Channel

You can choose the time-specific content for a new channel during channel creation. Time-specific content is what a channel shows routinely. It is the very foundation of a channel's identity.

Before You Begin

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).

Procedure

- Step 1** See the procedure, elsewhere in this guide, to [add](#) a channel.



Tip

Choosing the time-specific content for a channel is just one part of creating the channel.

Related Topics

- [Add a Channel, page 20-13](#)

Change the Time-specific Content for a Channel

You can change the time-specific content for a channel. Time-specific content is what a channel shows routinely. It is the very foundation of a channel's identity.

Before You Begin

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).

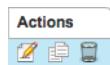
Procedure

- Step 1** Click **Content Management**.



- Step 2** Click **Channels**.

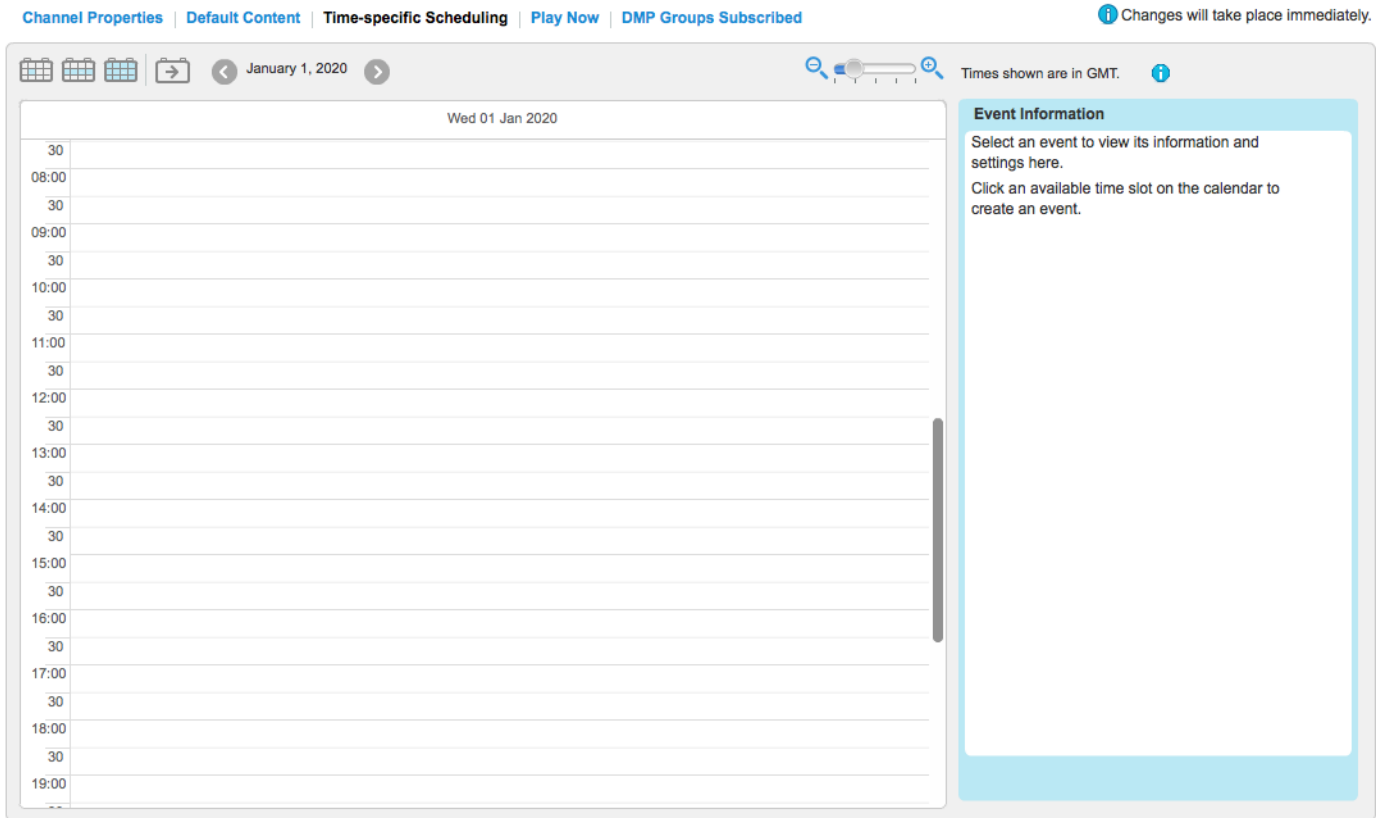
- Step 3** Click a row in the All Channels table to highlight it. Then, click **Edit** (✎) where your highlighted row meets the Actions column.



The Channels page now loads a sub-tab where you can edit attributes of the selected channel.



Step 4 Click the **Time-specific Scheduling** heading to edit its values.



Step 5 When the timeline appears, navigate as needed to a date where you want to add time-specific content.

Step 6 Click anywhere on the calendar timeline to start adding an event to it.

Step 7 Do one of the following to choose content from the selector.

- Click **Playlist** to populate the selector with a list of your saved playlists.
- Click **Presentation** to populate the selector with a list of your saved presentations.
- Click **Go To URL** to populate the selector with a list of your saved Go To URLs.

Step 8 Click the content that your digital signs should play. Then, click **Next**.



Note You can choose only one.

Step 9 Configure the event's relationship to time.

Add event

1. Selected application name: audi

2. Specify content settings

Time settings

Start: 2020-01-01 1:30:00 PM

End: 2020-01-31 2:00:00 PM

Repeat options

Do not repeat

until

Add to Calendar Cancel

- a. Choose the date and time when playback should start.
- b. Choose the date and time when playback should stop.
- c. Choose whether the event should ever be repeated. And if so:
 - Choose the interval between instances.
 - Set the date of its final instance.

Step 10 Click **Add to Calendar**.

The change takes effect immediately on all DMP groups that are subscribed to this channel.

Step 11 Stop. You have completed this procedure.

Play Now Content

- [Choose the Play Now Content for a Channel, page 20-28](#)
- [Change the Play Now Content for a Channel, page 20-28](#)
- [Start a Play Now Event, page 20-30](#)
- [Stop a Play Now Event, page 20-31](#)

Choose the Play Now Content for a Channel

You can choose the play now content for a new channel during channel creation.

Before You Begin

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).

Procedure

- Step 1** See the procedure, elsewhere in this guide, to [add](#) a channel.



Tip Choosing the play now content for a channel is just one part of creating the channel.

Related Topics

- [Add a Channel, page 20-13](#)

Change the Play Now Content for a Channel

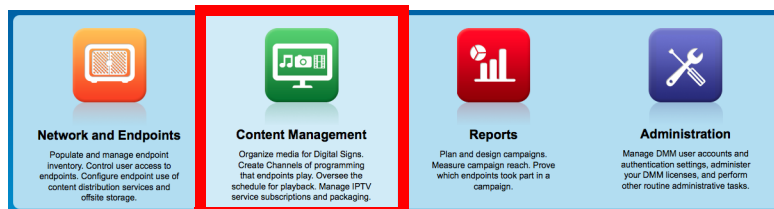
You can change the play now content for a channel.

Before You Begin


- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).

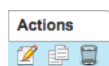
Procedure

- Step 1** Click **Content Management**.



- Step 2** Click **Channels**.

- Step 3** Click a row in the All Channels table to highlight it. Then, click **Edit**  where your highlighted row meets the Actions column.



The Channels page now loads a sub-tab where you can edit attributes of the selected channel.



Step 4 Click the **Play Now** heading to edit its values.

When you are not already using Play Now, a message explains the implications of your decisions here.

Play Now content overrides default content or scheduled events until you stop it.

i Play Now content is currently NOT running.

Configure Play Now

Step 5 Click **Configure Play Now**.

We prompt you immediately to configure persistence of the Play Now event, to choose what content should play, and to trigger the real-time start of the Play Now event.

Play until

☒ I turn it off
☐ a specific date and time
☐ the next scheduled content begins

Content

Select Content

Turn On Play Now

- a. Choose an option in the Play until area.
- b. Click **Select Content**.
- c. Do one of the following to choose content from the selector.

Select default content

Playlist

Search by: Title
Go
Clear Filter

Playlist

Presentation

Go To URL

Title	Description
Auto-Created Playlist 000001	Auto-Created Playlist 000001 by API
Auto-Created Playlist 000002	Auto-Created Playlist 000002 by API
Auto-Created Playlist 000003	Auto-Created Playlist 000003 by API
Auto-Created Playlist 000004	Auto-Created Playlist 000004 by API
Auto-Created Playlist 000005	Auto-Created Playlist 000005 by API
Auto-Created Playlist 000006	Auto-Created Playlist 000006 by API
Auto-Created Playlist 000007	Auto-Created Playlist 000007 by API
Auto-Created Playlist 000008	Auto-Created Playlist 000008 by API
Auto-Created Playlist 000009	Auto-Created Playlist 000009 by API
Auto-Created Playlist 000010	Auto-Created Playlist 000010 by API

⏮
⏪
 Page 1 of 7
 ⏩
⏭
Showing 1-10 of 70 10 per page

OK
Cancel

- Click **Playlist** to populate the selector with a list of your saved playlists.
 - Click **Presentation** to populate the selector with a list of your saved presentations.
 - Click **Go To URL** to populate the selector with a list of your saved Go To URLs.
- d. Click the content that your digital signs should play. Then, click **OK**.



Note You can choose only one.

The change takes effect immediately on all DMP groups that are subscribed to this channel.

Step 6 Stop. You have completed this procedure.

What to Do Next

- Would you like to start the Play Now event that you just defined?
Proceed to the [“Start a Play Now Event”](#) section on page 20-30

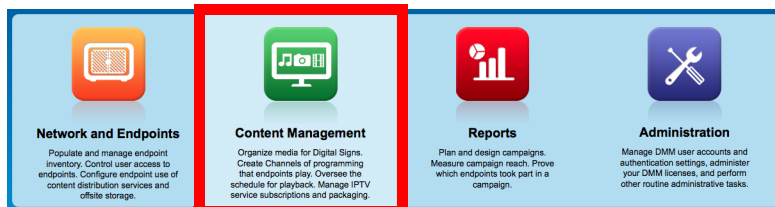
Start a Play Now Event

Before You Begin

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).
- You must configure a Play Now event before you can start it.

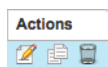
Procedure

Step 1 Click **Content Management**.



Step 2 Click **Channels**.

Step 3 Click a row in the All Channels table to highlight it. Then, click **Edit** (✎) where your highlighted row meets the Actions column.



The Channels page now loads a sub-tab where you can edit attributes of the selected channel.



Step 4 Click the **Play Now** heading.

Step 5 Click **Configure Play Now**.

Step 6 Click **Turn on Play Now**.

The change takes effect immediately on all DMP groups that are subscribed to this channel.

Step 7 Stop. You have completed this procedure.

What to Do Next

- *Would you like to stop the Play Now event that you just started?*
Proceed to the [“Stop a Play Now Event” section on page 20-31](#)

Related Topics

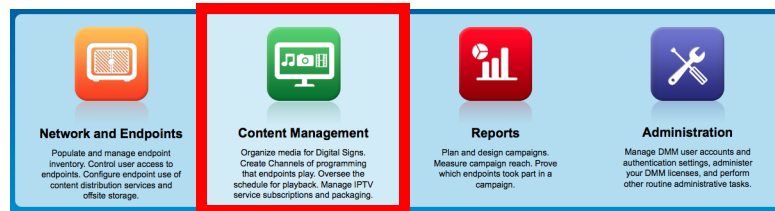
- [Choose the Play Now Content for a Channel, page 20-28](#)
- [Change the Play Now Content for a Channel, page 20-28](#)

Stop a Play Now Event**Before You Begin**

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).
- You must configure and start a Play Now event before you can stop it.

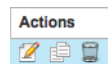
Procedure

Step 1 Click **Content Management**.



Step 2 Click **Channels**.

Step 3 Click a row in the All Channels table to highlight it. Then, click **Edit** (✎) where your highlighted row meets the Actions column.



The Channels page now loads a sub-tab where you can edit attributes of the selected channel.



Step 4 Click the **Play Now** heading.

Step 5 Click **Stop “Play Now” Content**.

The change takes effect immediately on all DMP groups that are subscribed to this channel.

Step 6 Stop. You have completed this procedure.

Related Topics

- [Choose the Play Now Content for a Channel, page 20-28](#)
- [Change the Play Now Content for a Channel, page 20-28](#)
- [Start a Play Now Event, page 20-30](#)

Work with Channel Events

- [Add an Event to a Channel](#), page 20-32
- [Duplicate an Event from a Channel](#), page 20-32
- [Delete an Event from a Channel](#), page 20-33

Add an Event to a Channel

Before You Begin

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).
- You must create channels before you can add or edit their events.

Procedure

- Step 1** See the procedure, elsewhere in this guide, to [add](#) a channel.



Tip Choosing the play now content for a channel is just one part of creating the channel.

Related Topics

- [Add a Channel](#), page 20-13

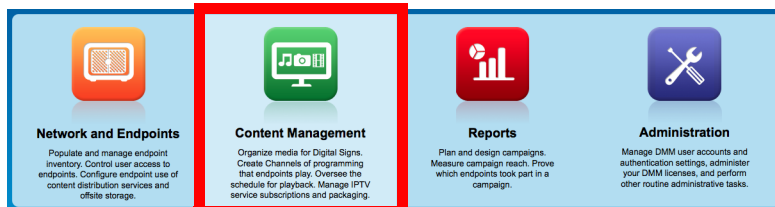
Duplicate an Event from a Channel

Before You Begin


- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).
- You must create channel events before you can duplicate them.

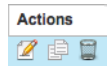
Procedure

- Step 1** Click **Content Management**.



- Step 2** Click **Channels**.

- Step 3** Click a row in the All Channels table to highlight it. Then, click **Edit** () where your highlighted row meets the Actions column.




The Channels page now loads a sub-tab where you can edit attributes of the selected channel.



- Step 4** Click the **Time-specific Scheduling** heading to start duplicating an event.


- a. Navigate to your event on the timeline.
- b. Click your event to highlight it on the timeline.

Details in the Event Information pane now describe your event.

- Step 5** Click  (**Duplicate**) in the Event Information pane.

Essential information about the highlighted event is now copied to your clipboard.



Tip Your computer pointer is changed, temporarily, to . However, it will return to its usual state after you complete or cancel the duplication job.

- Step 6** Paste the duplicate event into your channel by clicking any available time slot.

You can repeat this step as often as needed.

- Step 7** Press **Esc** to clear your clipboard.

- Step 8** Stop. You have completed this procedure.

Delete an Event from a Channel

Before You Begin

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).
- You must create channel events before you can delete them.

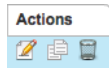
Procedure

- Step 1** Click **Content Management**.

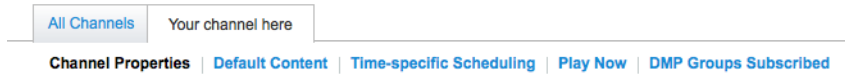


- Step 2** Click **Channels**.

- Step 3** Click a row in the All Channels table to highlight it. Then, click **Edit** () where your highlighted row meets the Actions column.




The Channels page now loads a sub-tab where you can edit attributes of the selected channel.



- Step 4** Click the **Time-specific Scheduling** heading to start duplicating an event.
- Navigate to your event on the timeline.
 - Click your event to highlight it on the timeline.

Details in the Event Information pane now describe your event.

- Step 5** Click  (**Delete**) in the Event Information pane.

- Step 6** Click **Yes** to confirm that you are deleting the event deliberately.

The event is deleted.

- Step 7** Stop. You have completed this procedure.

Work with Channel Subscriptions

- [Subscribe Endpoints to a Channel, page 20-34](#)
- [Unsubscribe Endpoints from a Channel, page 20-35](#)

Subscribe Endpoints to a Channel

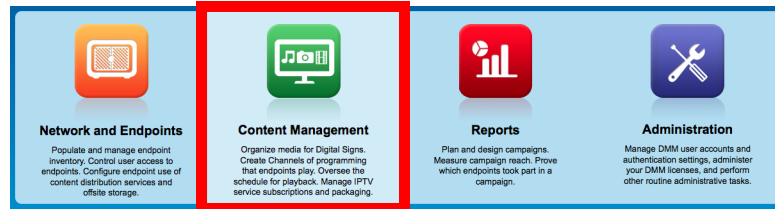
You can subscribe DMP groups to a channel at any time.

Before You Begin

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).
- You must create a channel before you can subscribe any endpoints to it.

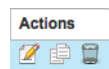
Procedure

Step 1 Click **Content Management**.



Step 2 Click **Channels**.

Step 3 Click a row in the All Channels table to highlight it. Then, click **Edit** (✎) where your highlighted row meets the Actions column.



The Channels page now loads a sub-tab where you can edit attributes of the selected channel.



Step 4 Click the **DMP Groups Subscribed** heading to edit subscribers.

Expand / Collapse All

DMP Group	Description	Total DMPs	DMP Subgroups	DMP Subgroups Subscribed To This ...	Subscribe
▶ ALL DMPs		100	7	0 subscribed	Yes No

Step 5 When the DMP groups selection tree appears, expand and collapse its levels of nesting, as needed, to show the group that interests you.

Step 6 Click **Yes** in the Subscribe column to toggle this group's subscription On.



The change takes effect immediately. The group is now subscribed.

Step 7 Stop. You have completed this procedure.

Unsubscribe Endpoints from a Channel

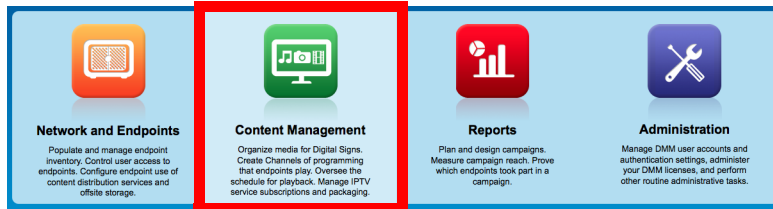
You can unsubscribe DMP groups from a channel at any time, assuming they are first subscribed to it.

Before You Begin

- Your user account permissions must include content management (at Network and Endpoints > Settings > User Accounts).
- You must subscribe endpoints to a channel before you can unsubscribe them.

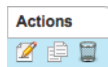
Procedure

Step 1 Click Content Management.



Step 2 Click Channels.

Step 3 Click a row in the All Channels table to highlight it. Then, click **Edit** (✎) where your highlighted row meets the Actions column.



The Channels page now loads a sub-tab where you can edit attributes of the selected channel.



Step 4 Click the **DMP Groups Subscribed** heading to edit subscribers.

Expand / Collapse All

DMP Group	Description	Total DMPs	DMP Subgroups	DMP Subgroups Subscribed To This ...	Subscribe
▶ ALL DMPs		100	7	0 subscribed	Yes No

Step 5 When the DMP groups selection tree appears, expand and collapse its levels of nesting, as needed, to show the group that interests you.

Step 6 Click **No** in the Subscribe column to toggle this group's subscription Off.



The change takes effect immediately. The group is now unsubscribed.

Step 7 Stop. You have completed this procedure.