Cisco StadiumVision
IMPORTING CONTENT AND CREATING PLAYLISTS

Release 2.3

April 2011

Corporate Headquarters
Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
http://www.cisco.com
Tel: 408 526-4000
          800 553-NETS (6387)
Fax: 408 526-4100

Table of Contents

Document History

Date	Revision	Author	Comments
4/12/2011	1	Trish McBride	Initial release for 2.3

Basic StadiumVision Content Terminology

This section provides an overview of the terminology you need to familiarize yourself with to use SV Director to deploy video, graphics, and advertisements in StadiumVision Director.

Content

Content is the actual digital media that is placed on the TV screen via the Cisco DMP. As shown in Figure 1, examples of content include a full-motion MPEG video game feed, a low-motion advertisement, a JPEG graphic such as a concession menu, and an RSS Ticker feed such as sports league headlines.

Figure 1.   Types of Content

Full Screen MPEG Live Video

Live Video with 2 Flash Zones

Full Screen Graphic

Full Screen Flash with Motion

Live Video with 3 Flash Zones

Flash with Video For Concessions

Flash with Motion For Concessions

Vertically-oriented Full Screen FLASH

Live Video with Flash Program Guide

Flash with Ticker

There are four basic types of content:

- Video Content
- Static Graphic Content
- Flash Content
- RSS Ticker Feeds

Video Content

StadiumVision supports two types of video content:

- **Video from the headend** (in-house terrestrial TV and satellite and cable providers). The format of video provided from the headend is dependent upon the source. See the *Cisco StadiumVision Head-End Design and Implementation Guide* for more details.
- **Video from the StadiumVision ad insertion solution** (purchased separately). The StadiumVision ad insertion solution allows the local insertion of MPEG-2 ads into the in-house feeds. See the *StadiumVision Ad Insertion Manager Operations Guide* for more details.

StadiumVision uses live video broadcasts in MPEG-4 (DMP 4310G) and MPEG-2 (DMP 4310G and DMP 4305G) format (HD or SD). Video feeds arrive at venues from multiple sources:

- In-house sources are provided by cameras placed throughout the venue and are used for live coverage of the event.
- Over-the-air (OTA, or off-air) sources are normally sent from broadcast transmitters owned by the local network affiliates of the national broadcasters, such as CBS and NBC, as well as public television stations.
- Cable/fiber sources include Multiple Service Operators (MSO), such as Comcast and Cablevision, as well as ILEC providers, such as AT&T and Verizon.
- Satellite sources include direct broadcast satellite providers, such as DirecTV and Dish Networks.

Refer to the *StadiumVision Headend Design and Implementation Guide* for more information on how video feeds are provided in StadiumVision.

Static Graphic Content

Static graphics are used for advertisements or informational messages that do not require motion. This could include welcome messages for luxury suites or directional information after an event. Static graphics are stored locally on the network file server or in flash memory on the DMP.

Figure 2 shows an example of a custom 3-region screen template with static graphics in regions 1 and 3, and full motion video in region 2.

The size of the content in each region depends upon the resolution supported by the DMP. The DMP 4310G supports 1920 x 1066 pixel resolution while the DMP 4305G supports 1366 x 768 pixel resolution. The content needs to be created so that it displays properly for the TV resolution. Refer to the *StadiumVision Content Creation Guidelines* document for more details on how to create content for a specific screen template/region.

Figure 2.   Example of Static Graphics in a 3-Region Template

Region 1 (static graphic)   Region 2 (full-motion video)

Region 3 (static graphic)
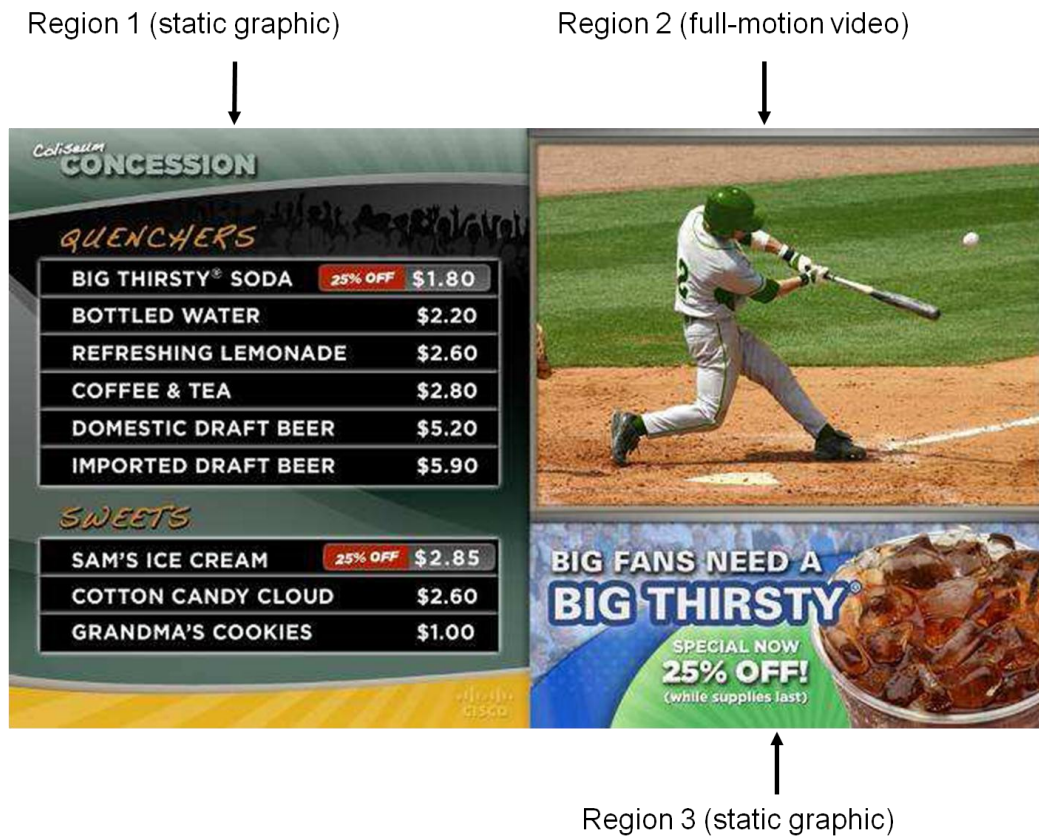
Flash Content

Flash content includes low-motion graphics that are used to enhance advertisements, welcome messages, menu boards or directional signage for crowds. This type of content is stored locally on the DMP.

Figure 3 shows an example of full screen flash content in the EXIT screen template.

Figure 3.   Full Screen Flash Content

RSS Ticker Feeds

A *ticker* is a Flash region that displays content received from an RSS feed (news, weather, or other dynamic information) over a customizable background. RSS feeds can come from external or internal sources. Venue operators can use RSS feeds to publish their own in-house promotions or other proprietary messaging.

The source for the ticker can be multiple RSS feeds, but they are all aggregated into one ticker stream. Therefore, all screens with a ticker will show the same information.

Ticker backgrounds are Flash files (.swf) that are stored as content in StadiumVision Director. Example ticker files are provided for use with the standard templates provided by SV Director.

Figure 4 shows an example of a double-height RSS ticker feed.

Figure 4.   Double Height RSS Ticker Feed

Playlist

A *playlist* is a series of content items connected together (images, Flash) to play for a set duration one-after-the-other in a given area of the screen (referred to as a *region*) and then repeat. Each playlist operates independently of other playlists, and multiple playlists can be run in a given event script. The most common use of a playlist is in a Flash region where a series of ads will cycle based upon a preset

rotation. Playlists also can include tickers and full screen messages. All playlists to be played during an event are pre-loaded on all the DMPs prior to the event.

Figure 5 illustrates a playlist with five images, each shown for five seconds and then repeating.

Figure 5. Example of a Playlist
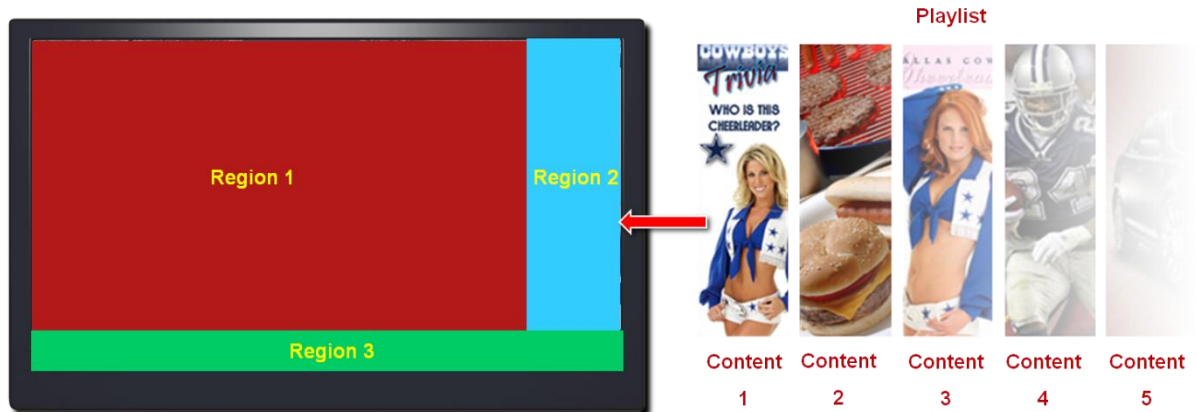
Zones and Groups

StadiumVision uses a hierarchical approach to logically organizing the stadium so that it is easier to manage the content on the hundreds to thousands of endpoints. At the top level of the hierarchy there are *zones* that contain *groups* of DMPs/TVs that will display the exact same content. At the lowest level are *screen templates* which allow you to carve up the screen so that you can have different playlists in different parts of the screen.
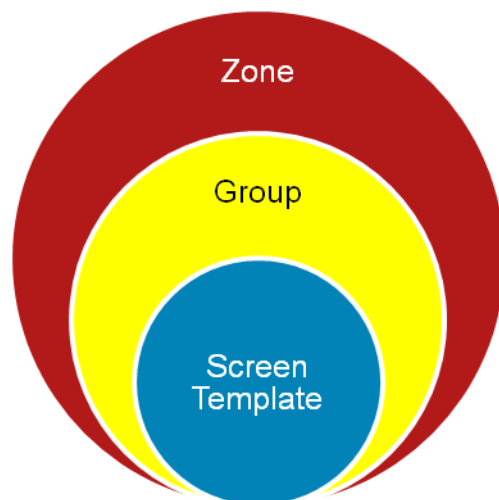
Zones and groups allow you to apply attributes to a number of screens with a single action. They simplify the control of advertisements in sponsored areas of the stadium, enabling all the screens in a sponsored zone to have the same branded messages, the same playlists, and the same video content.

Zone and group associations can be made any time prior to writing an event script and can be used for multiple events.

Figure 6 shows an example of zone, group, and screen template associations in a stadium.

Figure 6. Group, Zone, Screen Template Associations

Zones

A *zone* is a defined physical area of the stadium which has a distinctive feature or characteristic that differentiates it from other parts of the stadium. Concourse levels, luxury suites, and restaurants are all examples of zones.

Zones enable sponsors to target their advertising according to the audience viewing the event or ordering concessions from that area of the stadium. Content displayed in a particular zone can have unique screen templates, playlists and channels specific to those physical areas. For example, as shown in Figure 7, each of the three club zones may have unique characteristics:

Blue Club Zone = Office Areas (Full screen video, no advertising)

Green Club Zone = Concourses (L-wrapper with video, ads, and an RSS ticker)

Yellow Club Zone = Luxury Suite (Full screen image, no video)

Although StadiumVision supports up to 100 zones in a venue, 20 zones is typical for a given venue.

Zones can also be "non-spatial" where they specify a collection of conceptually similar items such as the main TVs for all groups of luxury suites.

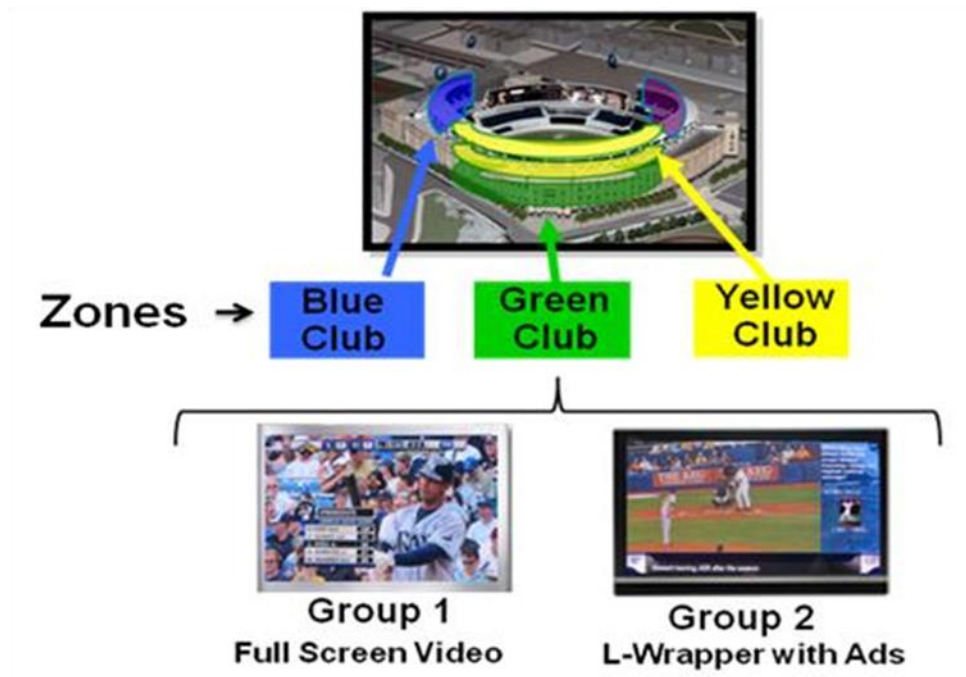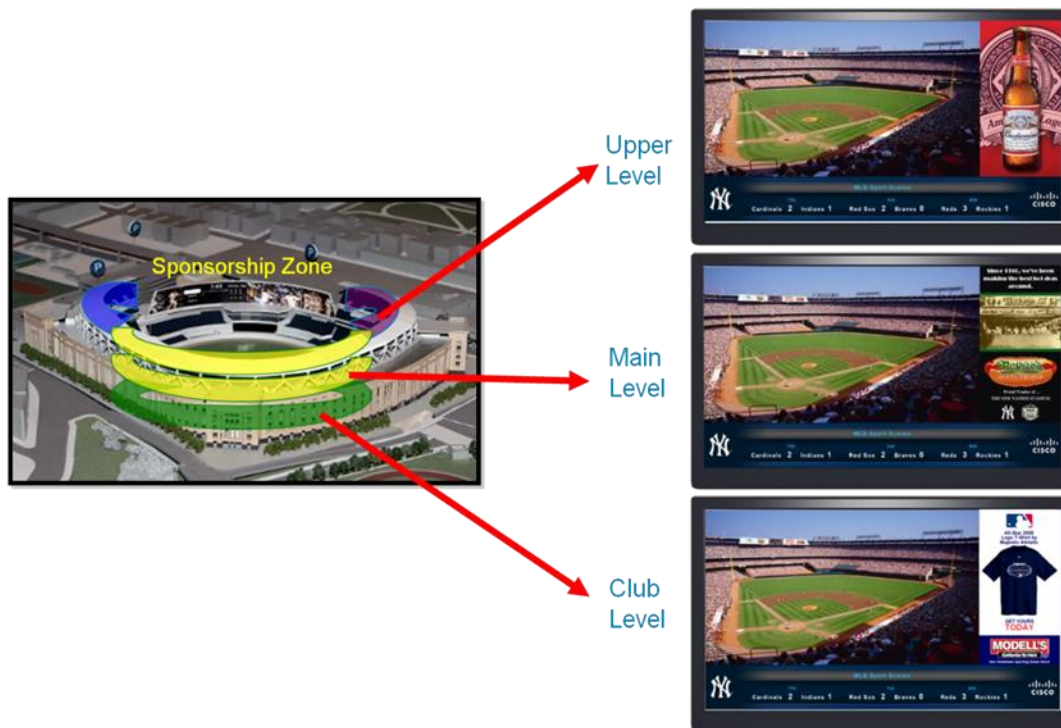Figure 7.   What is a Zone?

Figure 8.   What is a Zone?

Groups

A *group* is a collection of TVs that exhibit the same behavior during a specific event state (e.g., the same screen template, same playlist, and same channel lineup). Every DMP added to a specific group will show the exact same content on the TVs in that group.

Zones contain groups. For example, you could have a club zone that contains three groups of DMPs. One group of TVs could play an L-wrapper, another group could show a concessions menu, and another group could show full screen video. There is no limit to the number of groups you can have in a zone; however, zones typically have three or four groups.

You can define a DMP to be a member of multiple groups; however, a DMP can only be in one active group at a time. An active group is defined as a group that has actions applied to it for a specific event state.

Screen Templates

StadiumVision Director controls the layout of content displayed on the TV screen by segmenting the TV screen into *regions.* Using *screen templates*, you can assign different types of content to each region on the TV screen.

In the example shown in Figure 9, there are three regions of the screen – each displaying different types of content at the same time. Region 1 displays the game feed or TV channel, region 2 displays a Flash ad playlist, and region 3 displays an RSS ticker.

Figure 9.   Example of a Screen Template
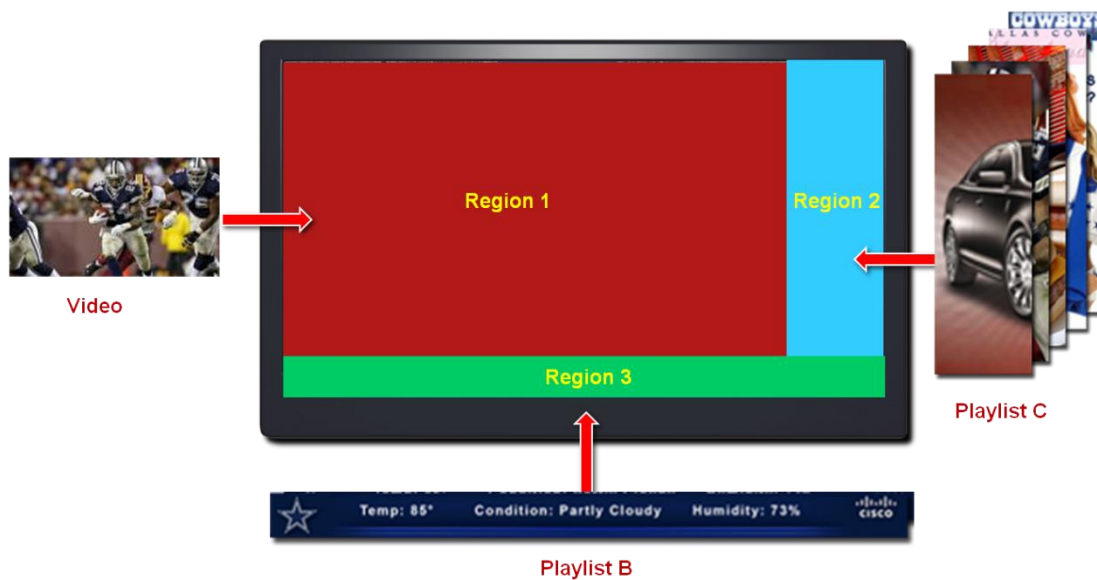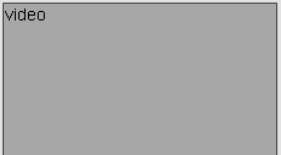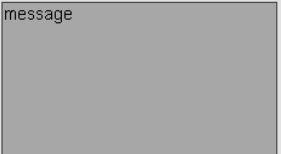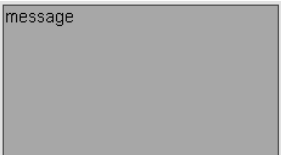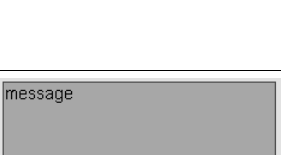
StadiumVision Director includes pre-set screen templates to make it easy for you to deploy content for StadiumVision. Four basic screen templates are included for

each supported screen resolution: 1920x1080 (DMP 4310G) and 1366x768 (DMP 4310G and DMP 4305G).

The dimensions for the default screen templates are fixed and cannot be changed. However, you can create custom screen templates where you specify different sizes for the screen template regions, and overlay screen templates where you have a non-video region overlapping a video region. Refer to Creating a Custom Screen Template.

Table 1 defines the default screen templates that are pre-installed with SV Director.

Table 1.   Default ScreenTemplates

Template Name	Content Type	DMP 4310G (pixels)	DMP 4305G (pixels)	Region Layout
3-REGION	Displays live video footage in Region 1, a playlist of advertisements in Region 2, and a ticker with scores or news in Region 3. Also referred to as an "L-wrapper"	Video: 1500x844 Ads: 420x844 Ticker: 1920 x 236	Video: 1066x600 Ads: 300x600 Ticker: 1366x168	video / ads / ticker
FULLSCREEN	Displays full-screen video or full-screen graphics.	Video: 1920x1080	Video: 1366x786	video
WELCOME	Displays a full-screen message or graphic (non-video)	Message: 1920x1080	Message: 1366x786	message
EXIT	Displays a full-screen Exit message	Message: 1920x1080	Message: 1366x786	message
EMERGENCY	Displays full-screen emergency inside message	Message: 1920x1080	Message: 1366x786	message

OUTSIDE-EMERGENCY	Displays full-screen outside emergency message.	Message: 1920x1080		
3-REGION-SINGLE	This is a variation of the 3-REGION screen template with a slightly shorter ticker region.	Video : 1624x914 Ads: 296x914 Ticker: 1920 x166	Video: 1155x650 Ads: 211x650 Ticker: 1366x118	
3-REGION-DOUBLE	This is a variation of the 3–REGION screen template with a slightly taller ticker region.	Video: 1486x838 Ad: 434x838 Ticker: 1920x242	Video: 1057x596 Ads: 309x596 Ticker: 1366x172	

Full Screen Template

Here is an example of a full screen graphic screen template. This screen template is used to display full-screen video or full-screen graphics. It is available in two display resolutions: 1920x1080 (DMP 4310G) and 1366x768 (DMP 4305G).

This is a fixed screen template and cannot be customized.

Figure 10.   Full Screen Template

Region 1 Full Screen Graphic
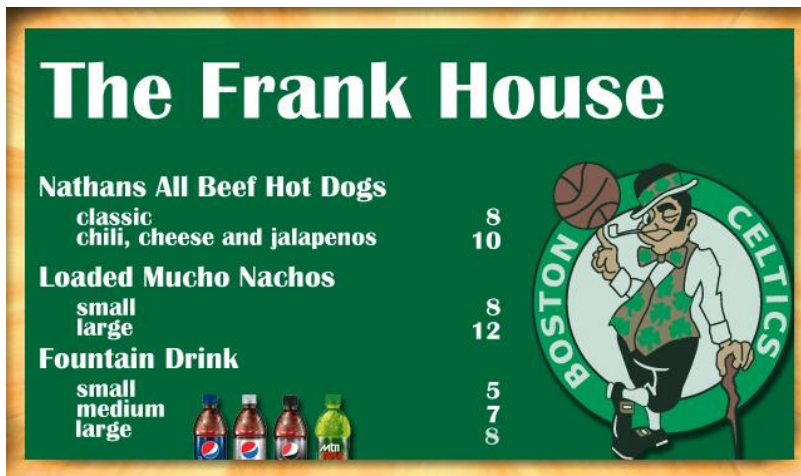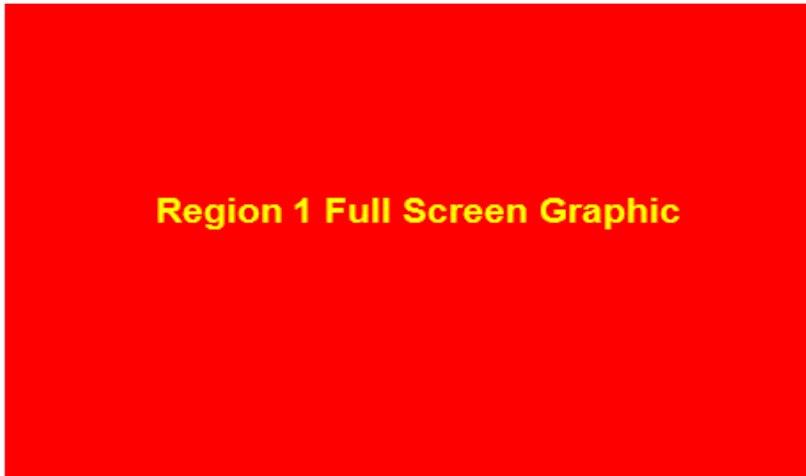
Standard Video with L-Wrapper Screen Template

The standard video with L-wrapper screen template is typically used to display live video footage in Region 1, a playlist of advertisements in Region 2, and a ticker with scores or news in Region 3. This is a fixed screen template and cannot be customized.

Figure 11 shows and example of a video with L-wrapper screen template.

Figure 11.   Example of Video with L-Wrapper Scrren Template
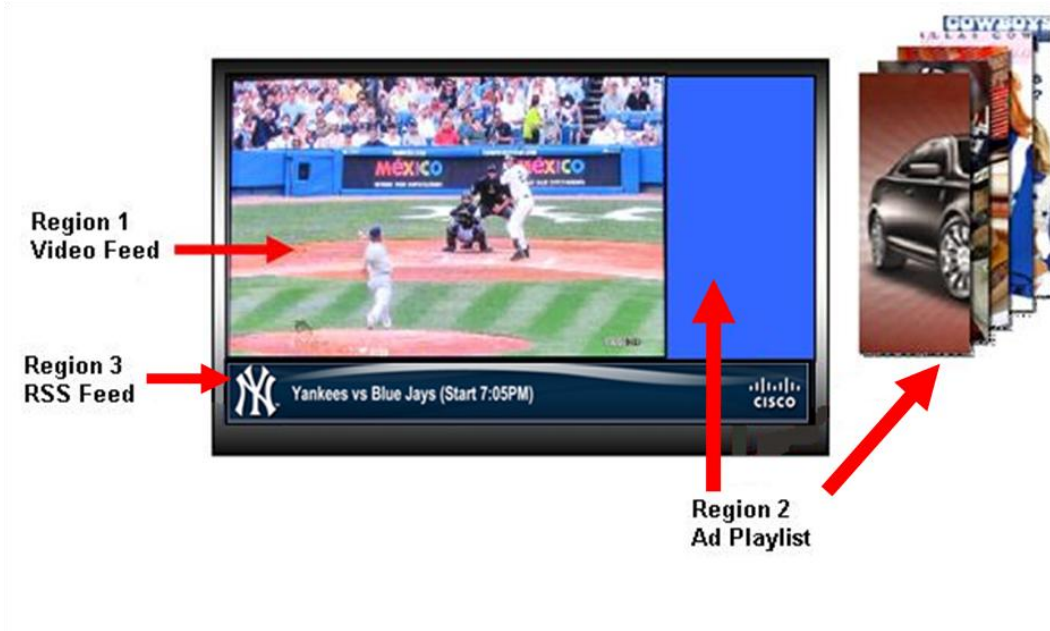
Table 6 lists the characteristics of the L-wrapper screen template.

Table 6.   L-wrapper region dimensions

Content Type	DMP 4310G	DMP 4305G
Region 1: video Region 2: non-video Region 3: non-video	Region 1 : 1500x844 Region 2: 420x844 Region 3: 1920x236	Region 1: 1066x600 Region 2: 300x600 Region 3: 1366x168
Resolution	72 DPI	72 DPI

L-Wrapper with a Single Height Ticker Screen Template

Figure 12 shows an example of the content for the L-wrapper with a single height ticker screen template. This is a variation of the standard video with L-wrapper screen template with a slightly shorter ticker region. This is a fixed screen template and cannot be customized.

Figure 12.   L-Wrapper with a single height ticker screen template

Table 7.   L-wrapper with single-height ticker region dimensions

Content Type	DMP 4310G	DMP 4305G
Region 1: video Region 2: non-video Region 3: non-video	Region 1 : 1624 x 914 Region 2: 296 x 914 Region 3: 1920 x 166	Region 1: 1155 x 650 Region 2: 211 x 650 Region 3: 1366 x 118
Resolution	72 DPI	72 DPI

L-Wrapper with a Double Height Ticker Screen Template

Figure 13 shows an example of content for the L-wrapper with a double height ticker screen template which is a variation of the L-wrapper screen template with a slightly taller ticker region. This is a fixed screen template and cannot be customized.

Figure 13.   L-Wrapper with a double height ticker screen template
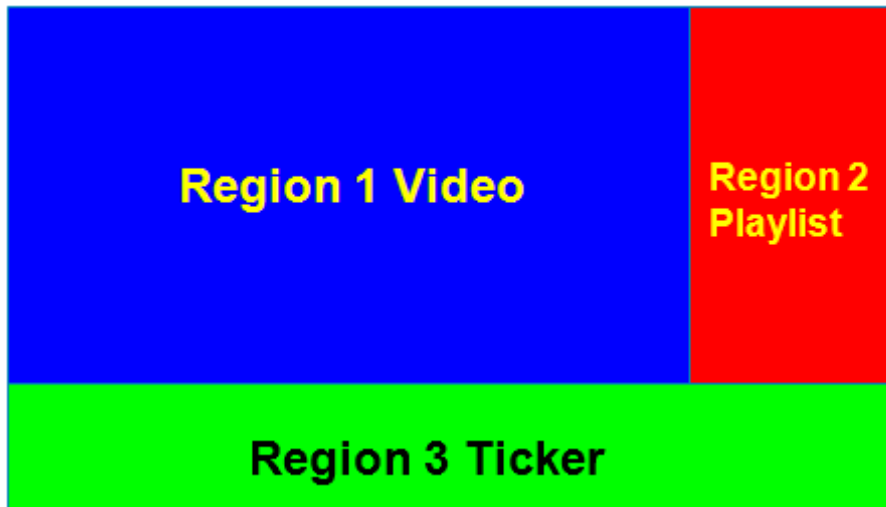
Table 8.   L-wrapper with double-height ticker region dimensions

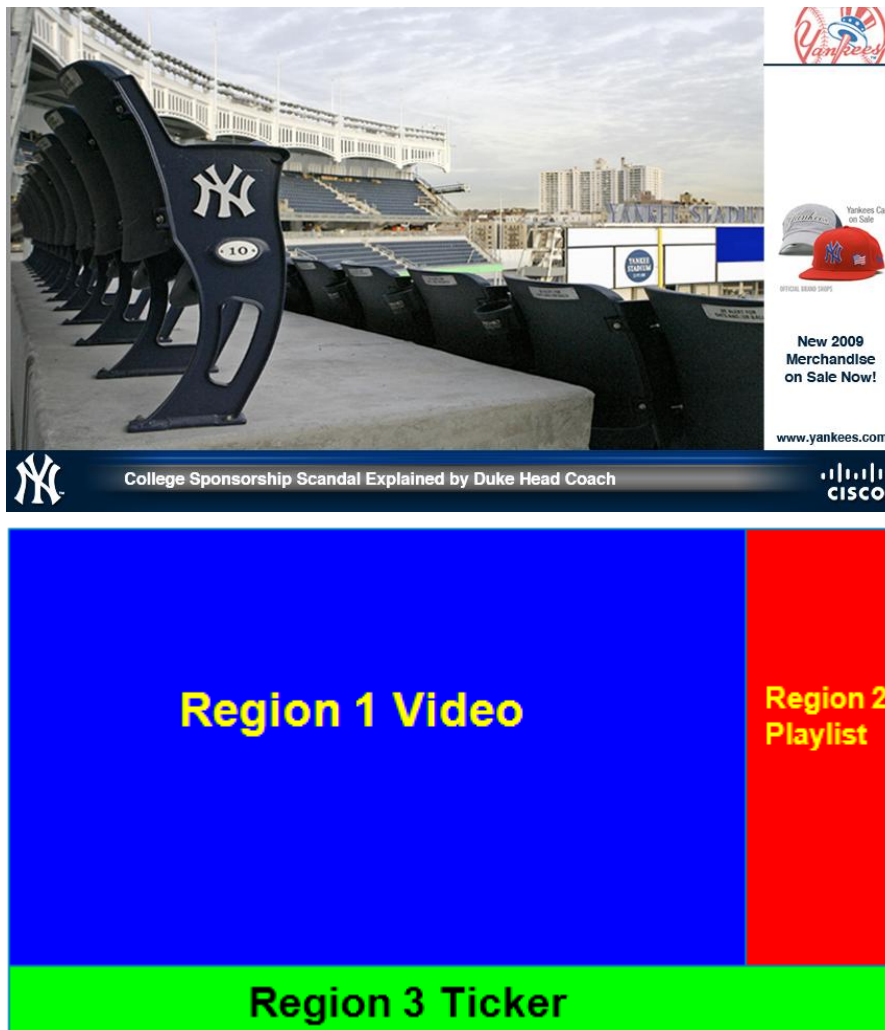| Content Type	DMP 4310G	DMP 4305G
Region 1: video Region 2: non-video Region 3: non-video	Region 1: 1486x838 Region 2: 434x838 Region 3: 1920x242	Region 1: 1057x596 Region 2: 309x596 Region 3:1366x172
Resolution	72 DPI	72 DPI

Custom Screen Templates

StadiumVision supports custom templates, allowing you to change the size and arrangements of the regions on the screen to fit the sponsor/venue needs. Up to five regions can be created. Region 1 is always the video region. Refer to Figure 14.

For instructions on how to create custom screen templates, refer to Creating a Custom Screen Template.

Figure 14.   Custom Screen Template
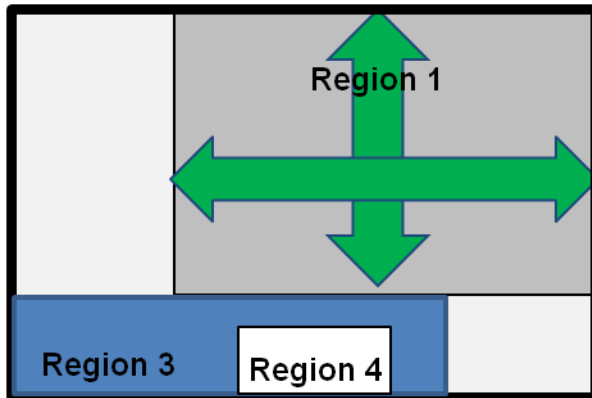
Overlay Templates

The DMP 4310G supports graphics with transparency/opacity allowing a non-video region to overlap a video region. This overlay feature can be full screen or assigned to any region. Refer to Figure 15.

For instructions on how to create an overlay screen template, see Creating an Overlay Template.

Note: The overlay screen template feature will only work correctly on a DMP 4310G; it is not supported for the DMP 4305G.

Using the overlay feature you can display:

* A full-screen video region with a full-screen non-video content region overlaid on top.
* A brand/graphic overlaid in a small region of the screen.
* A page-curl effect where there is an illusion of having a page curl on the screen to reveal a transparent brand/graphic. By overlaying a Flash swf file in the corner

region of the screen, you can periodically make the curl go up and down and then at certain times, make the curl flip up.

- A ghosted brand/graphic such as a transparent university logo where some of the colors in the logo are transparent and others are not.

Figure 15.   Overlay screen templates

Event States and Event Scripts

Event states and *event scripts* control when and what content displays over the course of an event. For example, a Welcome message for Pre-game, a food promotion at halftime and an Exit message at the end of the game.

Figure 16 illustrates an example of the progression through an event script. At each change in the event state, the screen template and content applied to the TV displays changes within the group and/or zone.

Figure 16.   Progression of an Event Script

Event Script

An *event script* sets where and at which time the ads, video, and graphics will be displayed in the stadium and on the screen. The event script is typically tied to a timeline of moments in the game such as pre game, first quarter, halftime, and game end. If the event is a concert, the event script could be tied to pre concert, in concert, and post concert. Each of these event segments are called *event states* in StadiumVision. You can pre-script what is displayed on each screen during each event state.

Event scripts allow you to display content based upon time as well as physical location, allowing ad sponsors to target different advertising for different demographics and locations in the stadium.

Event States

An *event state* is a point in the script where content changes. *Event states* are assigned to event scripts and specify actions that a group and zone will display or perform in sequence during the event. You can create event states that specify when, where, and how long to display a screen template, when to turn TVs on and off, and when to turn closed captioning on and off. You can define a duration and time transition to play a particular event state or you can invoke the event state manually. Event States can change over the course of time (Pre-Game, In-Game, Post-game etc).

There are two types of event states:

- **Sequential Event States:** These are scheduled states that are part of the event script and tied to a period of time in the event such as pre-event, 1st quarter, and game end.

    - Sequential event states can be controlled by a timeline (Manual or Time-based) where time-based event states can be overridden by manual control.
    - Actions assigned to sequential event states control functions, such as changing screen templates and playlists within a screen template, changing the channel, and turning the TV On/Off.

- **Ad Hoc Event States:** There are fixed event states that are used in emergencies and unforeseen event delay situations. Three Ad hoc states are supported: Inside Emergency, Outside Emergency, and Delay. These event states cannot be renamed. However, you can assign graphics to control what you want displayed during an emergency or delay. You can also customize which channel you want your DMPs videos to display during the delay.

- **Non Event State:** StadiumVision uses the non-event state to put all non-event displays in full screen mode with a default channel (the channel customized for the venue) at a specified time of day.

- **Ad Hoc Sponsored Content:** You can configure SV Director to play custom content during a spontaneous event or moment of exclusivity such as a touchdown or the seventh inning stretch. Once the content is staged, you can display it on TVs when the spontaneous event occurs simply by clicking a button in SV Director.

    Here is an example of ad hoc sponsored content you could display during a touchdown:

Figure 17.   Ad Hoc Sponsored Content

Staging Content

Staging, pre-positioning and pushing content all refer to the act of uploading content that is active for a given event script to all the DMPs. Staging a template refers to uploading the screen template and all the customizations, for example, the configuration of regions, the channel guide, the initial configuration, and the RS232 commands.

See the *Refreshing and Staging Content Feature Note* for instructions on how to stage content. Content can only be staged if you have Administrator role access to SV Director.

Importing Content and Creating Playlists

Content is typically prepared by the Cisco Creative Services team based on what is needed for the venue and sponsors. There are limitations and specifications for the content size and formats supported by StadiumVision. These vary depending upon a number of factors including the TV display resolution, the DMP used in the venue, the screen template region layout, and the TV proximity to the fans.

Before you import content to SV Director, refer to the *StadiumVision Content Creation Guidelines* document to be sure the content is in the correct format, is the appropriate size, and has the correct dimensions for where it will be displayed. If the content is not the correct size for the region into which it will be placed, the image will either be cropped or there will be blank space in the region.

Using the Content Screen

Use this Content screen to import, delete, add external content and create playlists in SV Director. To access this screen, click the **Content** tab on the Control Panel.

Figure 18.   Content Screen

Content Library

When you first click the **Content** tab, StadiumVision Director downloads all the content stored on the server and displays the content library. Initially, the content library shows a thumbnail of all the images in the library. However, you can click the icons above the content library to list the content file details. Additionally, you can

sort the content by name, type, URL, size or expiration date, or search for content. Simply click the magnifying glass at the top of the content library and enter a search term in the search box.
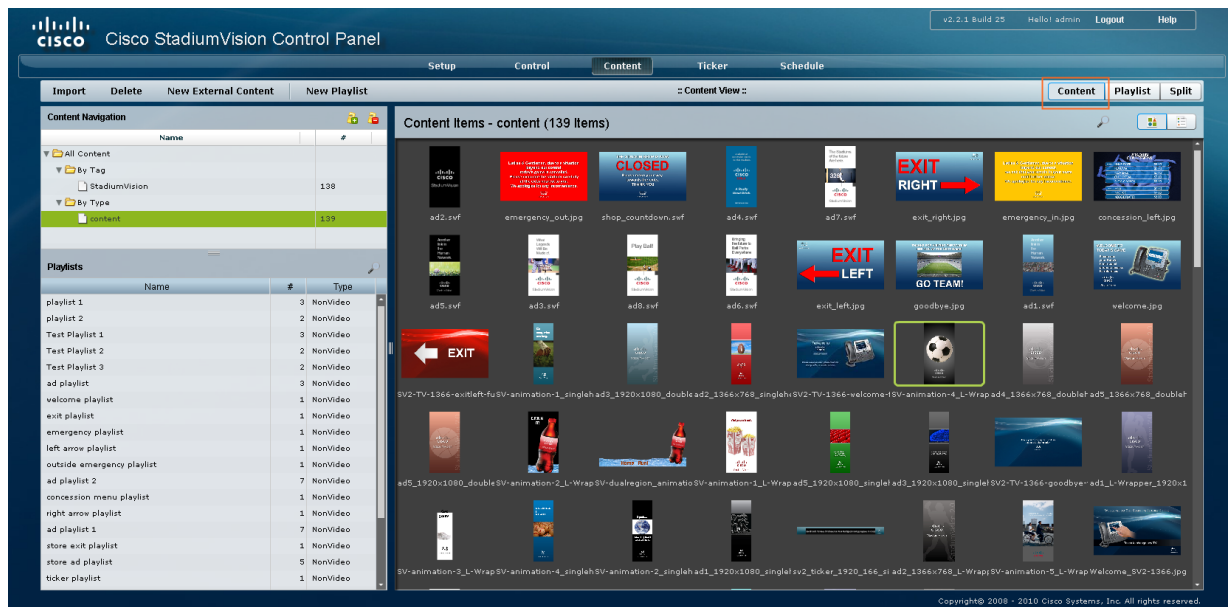
Viewing Content

There are three views available on the Content screen: Content, Playlist, and Split. The menu bar items get reorganized depending upon which view you are in.

Content View

The Content view displays menu items that are specific to importing and creating content.
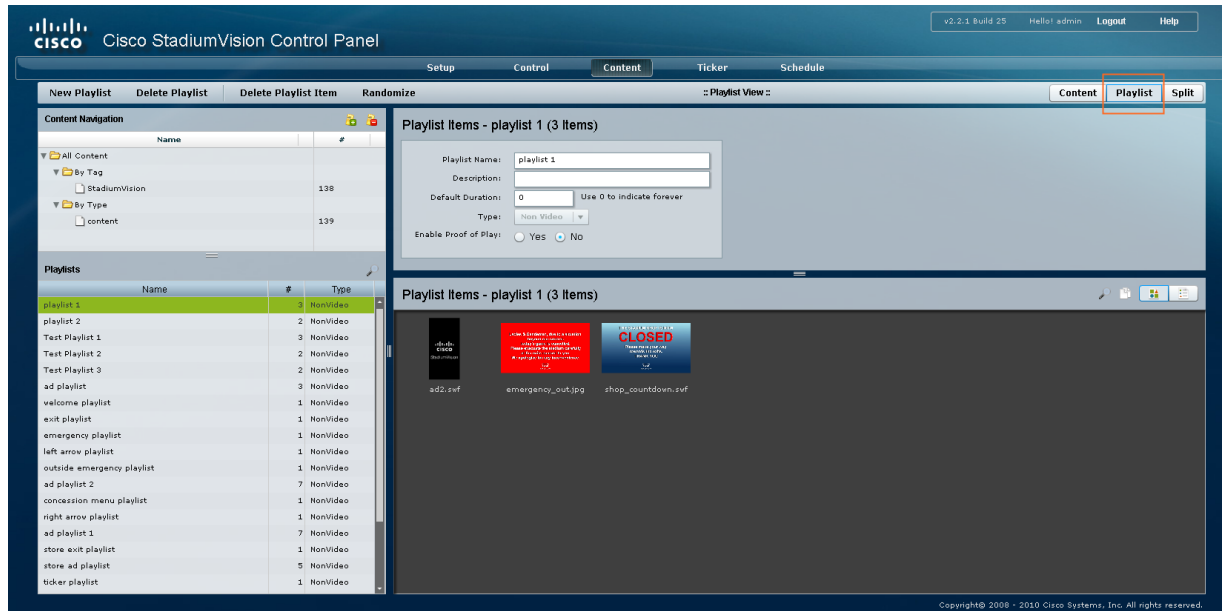
Figure 19.   Content View

Playlist View

The Playlist view displays menu items that are specific to playlists.
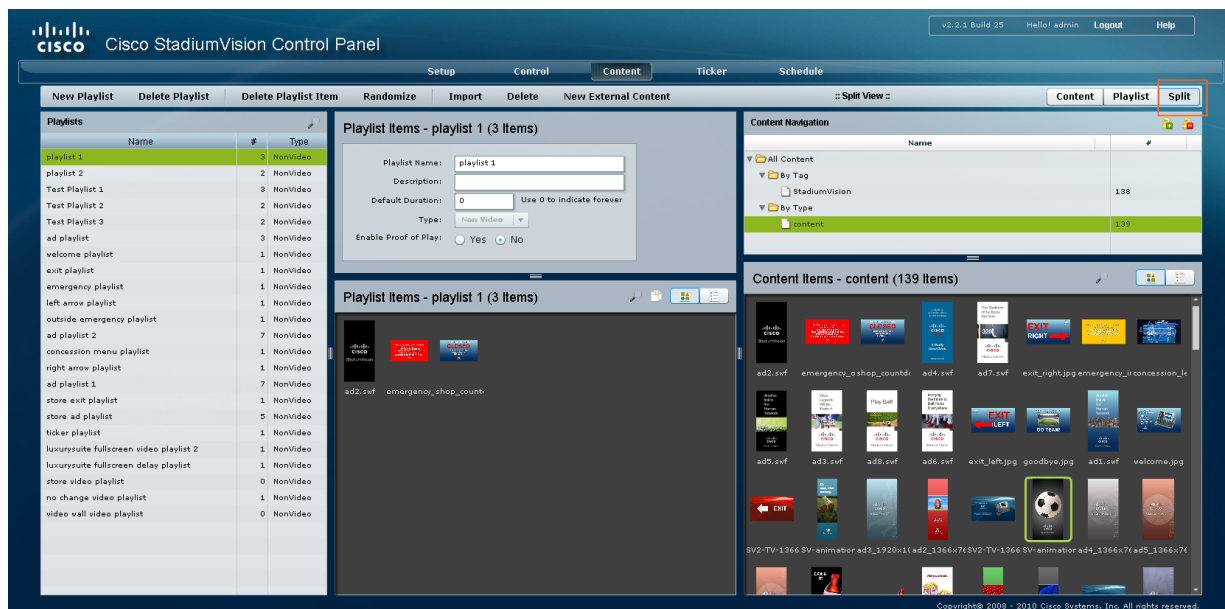
Figure 20.   Playlist View

Split View

The split view displays a combination of the content view and playlist view all on one screen.

Figure 21.   Split View

Content Navigation Panel

The content navigation area of the content window allows you to view content by type or by keyword tag. Keyword tags help you quickly locate all associated content. See Tagging Content for more details. You can display content tag or by type. Plus, you can easily add and remove keyword tags using the icons at the top of the content navigation window. Refer to Figure 22.

Figure 22.   Adding Content to a Keyord Tags

Displaying Content by Tag

Expand the All Content folder and then click the **By Tag** folder to display a list of tags that have content assigned to them, as well as the number of content items that have been assigned to the tag. You can sort the tag list by tag name or number of items by clicking the column headings. Refer to Figure 23. Select the tag to display the content assigned to that tag.

Figure 23.   Viewing the Content Tag List
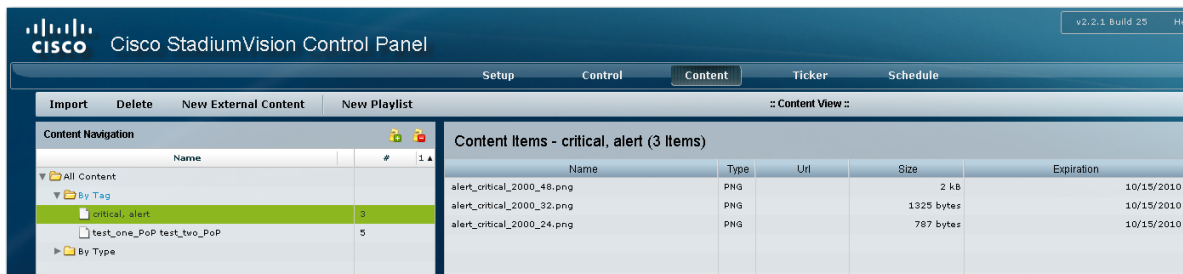
Displaying Content by Type

Expand the **By Type** folder to display a list of content by pre-defined content types:

Content: Displays all content that was imported to the content library.

Channel: Displays all channels that were created on the channels page

External Content: Displays video content.

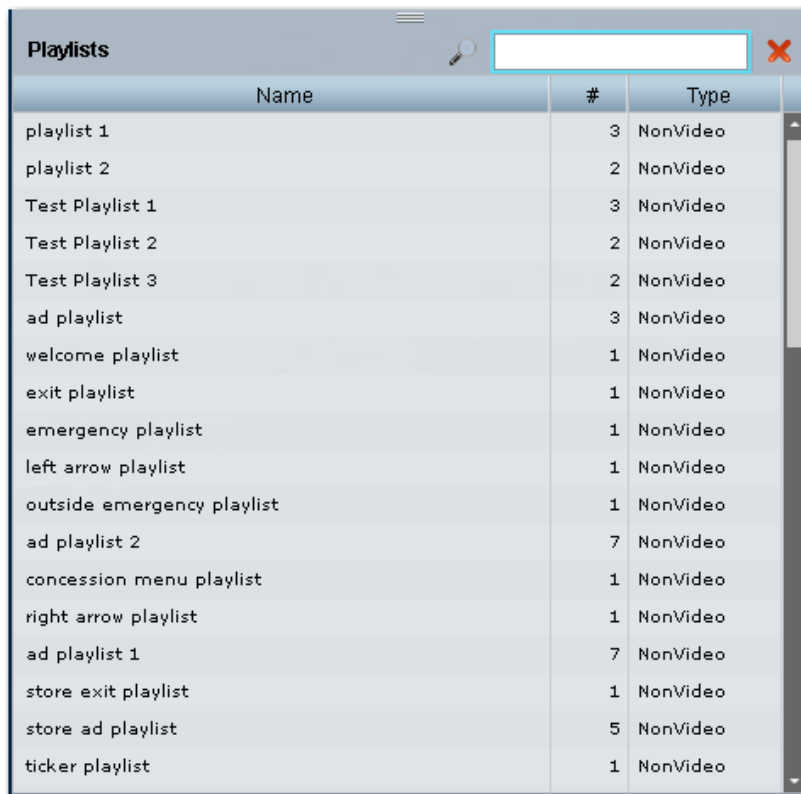## Playlists Panel

The Playlist panel in the content window lists all the playlists that are currently loaded in SV Director. Click the headings above the list of playlists to sort the list by the number of items in the playlist, type, or playlist name. Additionally, you can search for playlists using the magnifying glass icon at the top of the Playlist column. Refer to Figure 24.

Figure 24.   Viewing Playlists

| Name	#	Type
playlist 1	3	NonVideo
playlist 2	2	NonVideo
Test Playlist 1	3	NonVideo
Test Playlist 2	2	NonVideo
Test Playlist 3	2	NonVideo
ad playlist	3	NonVideo
welcome playlist	1	NonVideo
exit playlist	1	NonVideo
emergency playlist	1	NonVideo
left arrow playlist	1	NonVideo
outside emergency playlist	1	NonVideo
ad playlist 2	7	NonVideo
concession menu playlist	1	NonVideo
right arrow playlist	1	NonVideo
ad playlist 1	7	NonVideo
store exit playlist	1	NonVideo
store ad playlist	5	NonVideo
ticker playlist	1	NonVideo

Importing Content

Use the Content screen in the Control Panel to import content to SV Director.

1. Open the Control Panel and click the **Content** tab.

2. Click **Import**. A select navigation window displays for you to select the content you want to upload from your local machine. You can select individual files or use the Shift-Click keyboard function to select multiple items.

Note: When uploading multiple content files, you cannot upload files that are larger than 100 MB. If you have zip files larger than 100 MB, recreate multiple zip files of a smaller size.

Figure 25.   Importing Content
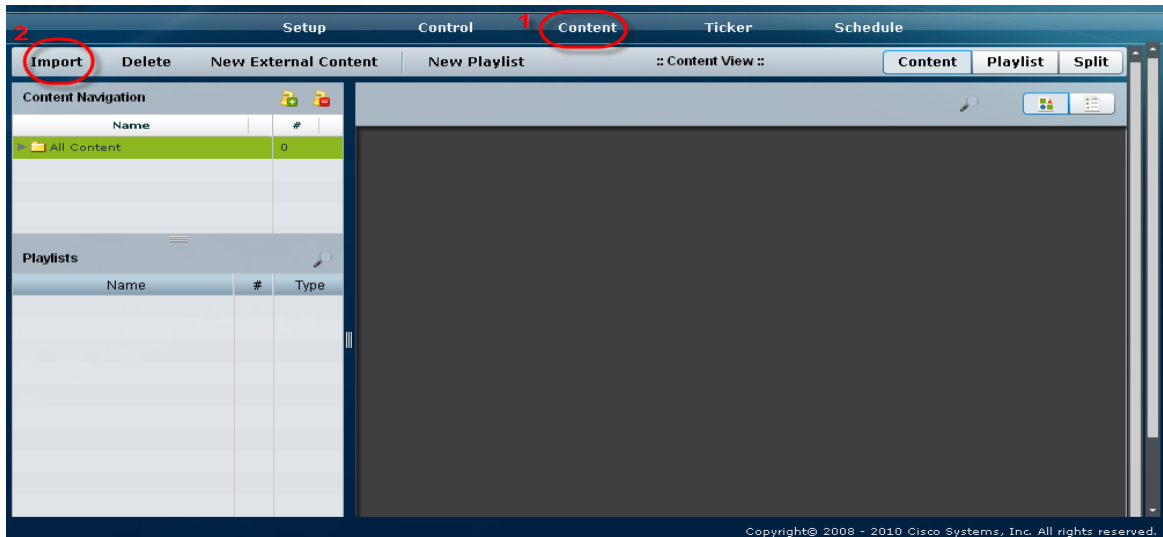
3. In the Select file window, browse to the content on your local computer that you want to upload to SV Director and click **Open**. The Import Content window displays showing a list of the files you selected to upload. Refer to Figure 26.

Figure 26.   Uploading Content
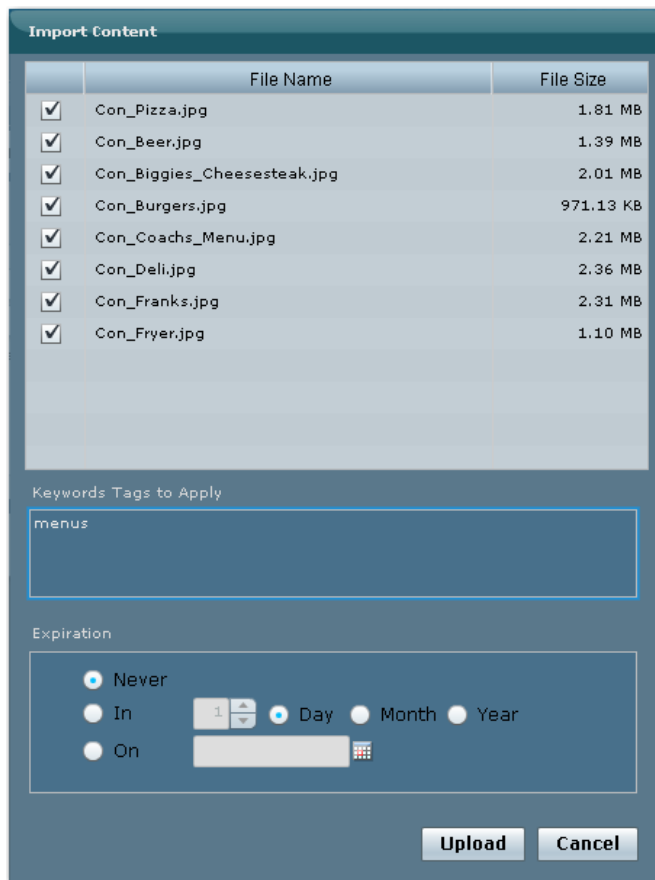
4. In the Keyword Tags to Apply area of the Import Content window, type keyword tags to which you want to add this content. You can also skip this step and assign key word tags later. Refer to Tagging Content.

5. (Optional) Specify an expiration date for when you want the content to be removed from the content list.

6. Click **Upload**. A quick status of the upload process displays to indicate when the upload is complete. The content window will refresh and display the new piece of content at the bottom of the library window, indicated by a green box.

Figure 27.　　　New Content in Content Library
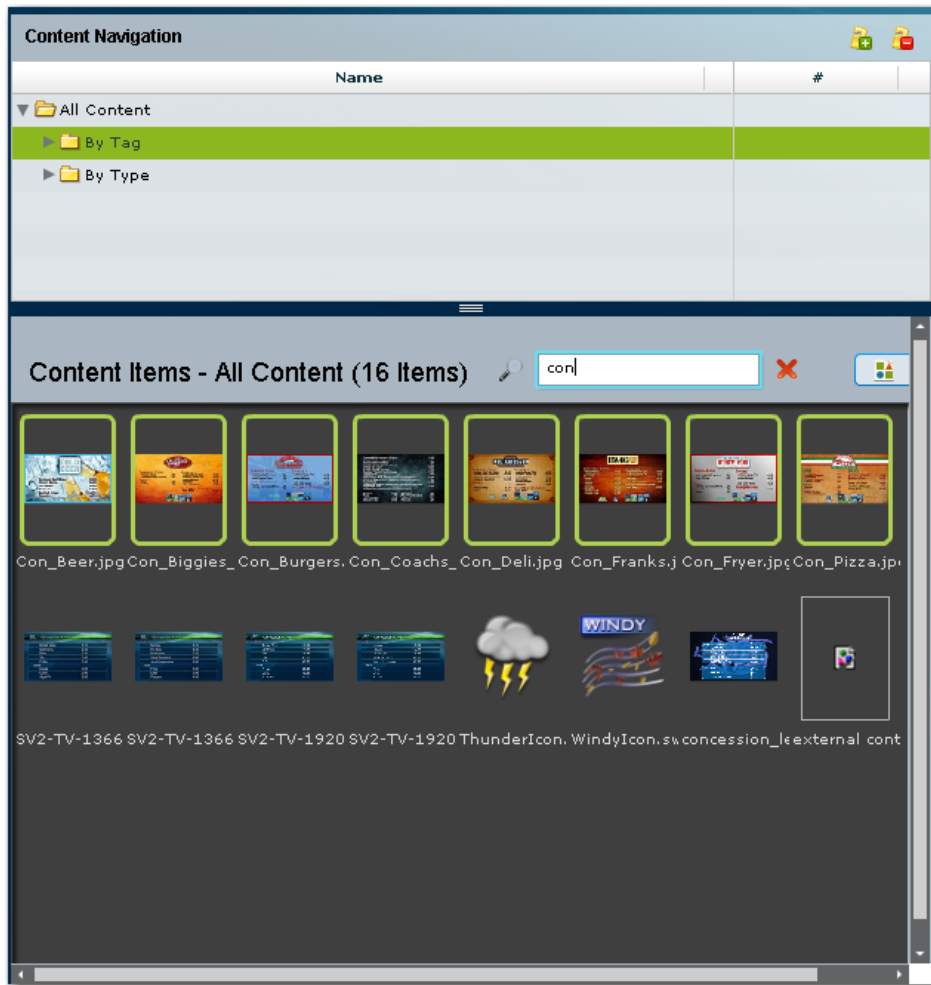
Viewing Metadata

To view the characteristics of a content file:

1. Click the details view for the content library.
2. Select a content item from the list. A preview of the image will display with the meta data underneath.
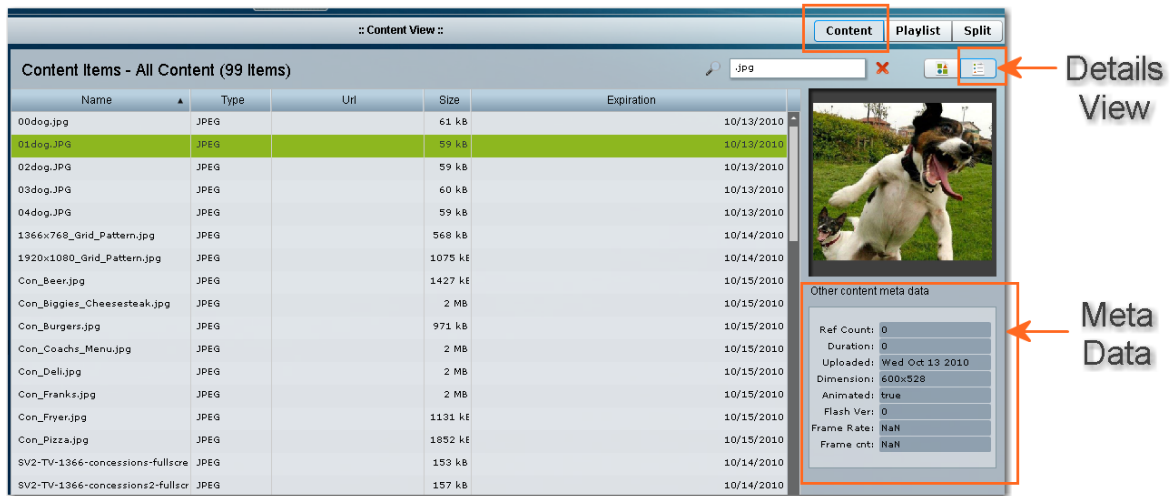
Figure 28.   Metadata

Figure 29.   Metadata Fields

Field	Description
Ref Count	How many playlists reference this file.
Duration	Length of time the swf file plays. Not applicable to static graphic files.
Uploaded	Date the file was uploaded to SV Director.
Dimension	Dimensions of the file in pixels.
Flash Ver	Version of Adobe Flash used to create the file.
Frame Rate	Frame rate that the file plays. Not applicable to static graphic files.
Frame cnt	Number of frames per second. Not applicable to static graphic files.

Updating Content

If you need to replace content (for example, if you found a typo in an ad and need to upload a revision of the ad), name the new file exactly the same as the old one. StadiumVision will overwrite the existing file of the same name and the new content will appear in all playlists where it is named.

Deleting Content

1. Open the content library.
2. Select a content file you want to delete.
3. Click **Delete**. A confirmation dialog box will display asking you to confirm the deletion. The dialog box will list all playlists that currently use this file.

4. Confirm the deletion to remove the file from the content library. You may need to refresh your browser for the content to be removed from the content list.

Confirm Delete

⚠ Are you sure you want to delete the following content?

Content

ad7.swf

It is currently used by the following Playlist:

Lisa-Region2-playlist

store ad playlist

Test Playlist 1

Delete will remove the item from the above playlists

[Delete] [Cancel]

Tagging Content

Typically in a multi-use venue, the sponsors will change depending on the team or event. For example, the sponsors for the New York Jets are different than those for the New York Giants.

Having different sponsors means there will be different sets of advertisements to be used during the events. The StadiumVision event operator must have a way of segmenting the various advertisements to ensure that only the correct sponsor's content is used.

SV Director 2.x has a single database. Therefore, the recommended best practice for segmenting content is to use a tagging system to identify content associated with a specific team or event.

You can think of tags as *folders*. To tag content, simply drag and drop the content item onto the tag. When you add content to a tag, the content is not removed from the main content window. This way, you can assign it to multiple tags. If you drag content onto a tag that already contains the same piece of content (e.g., same file name) the new content will overwrite the old content rather than be duplicated.

To tag content:

1. Import the content into SV Director.

2. Click the **Content** tab and then click the Add Tag icon in the content navigation column. Refer to Figure 30.

Figure 30.   Adding a Tag

3. Type a new tag name for the content.

4. From the content library, click and drag the piece(s) of content to the new tag name you created in the content navigation column.

5. To verify that the content has been assigned to the tag, click on the tag name. The content assigned to the selected tag will display in the Content Items area.

Tip: Consider assigning zone and group names as tags for the content files used in those areas. This enables you to type in a single search word or phrase and find all the content for a given zone or group, such as "Luxury Suite Delta" or "Concourse A." You can also use tags that correspond to the type of content in the playlist, for example, "menu."

Figure 31.   Tagging Content
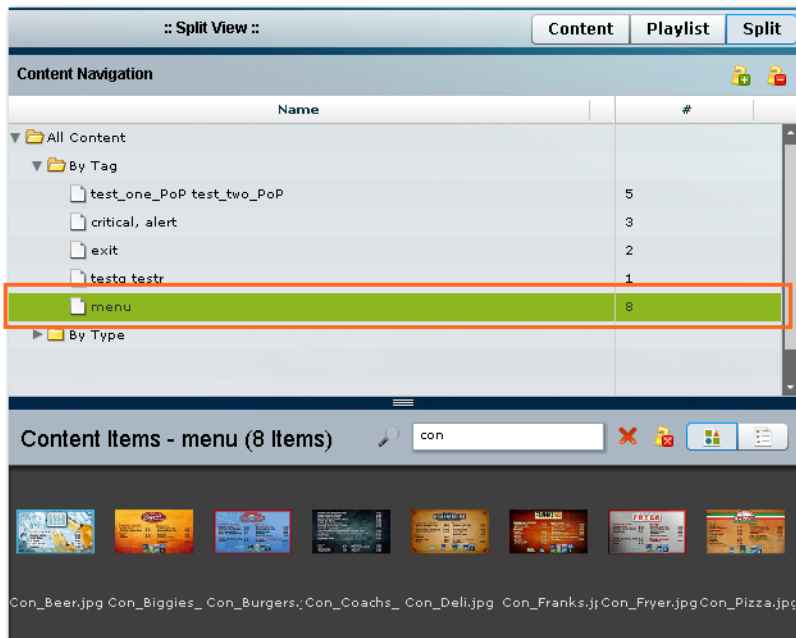
Untagging Content

1. Select the tag from the tag list. The content items for that tag display in the Content Items window.

2. Click on the content you want to untag for the selected tag.

3. Click the folder icon with the red x in the Content Items header. Refer to Figure 32.

   The content will be removed from that tag but not from the content library. It will still be available to assign to other tags. Use the keyboard Shift Click function to select and untag multiple content items assigned to a tag.

Figure 32.   Untagging Content
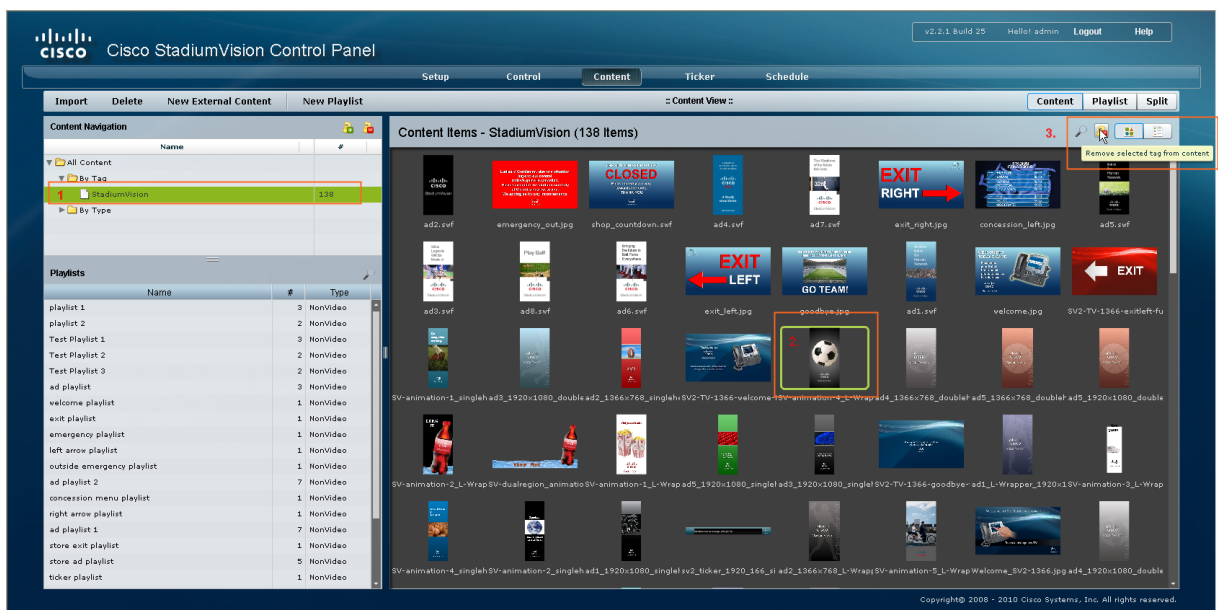
Removing a Tag

1. Select the tag from the tag list.

2. Click the folder icon with the red x in the Content Navigation header. Refer to Figure 33.

   Use the keyboard Shift Click function to select and remove multiple tags. If a tag does not have any content associated with it, SV Director will automatically remove the tag.

Figure 33.   Removing a Content Tag
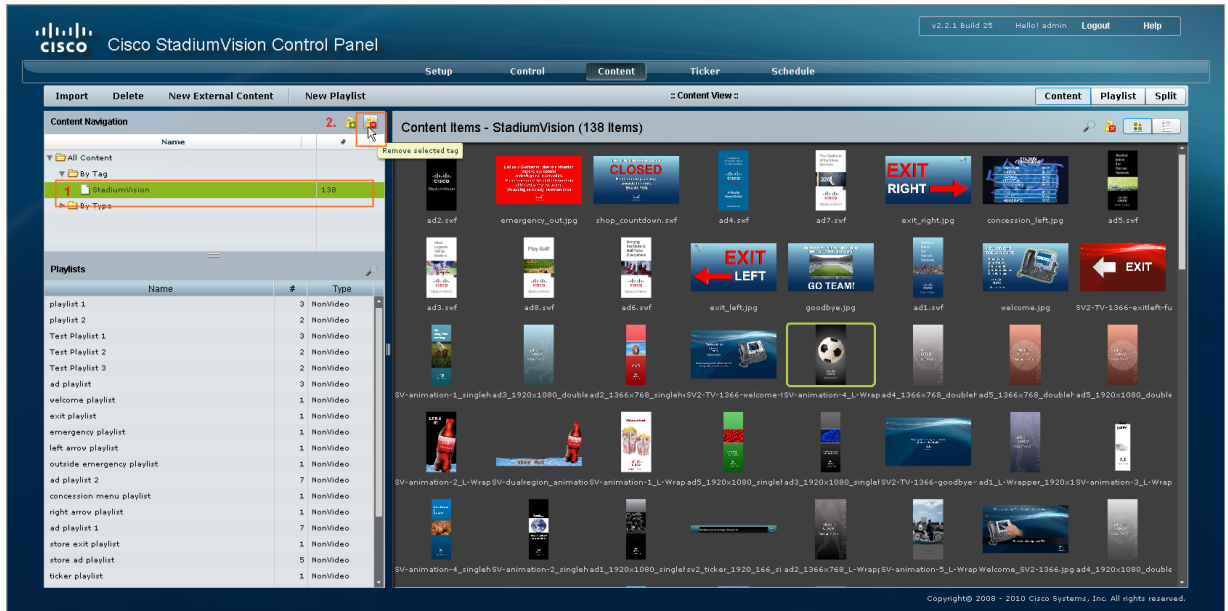
Searching for Content

You can search for content by keyword tag, type, or name in the SV Director content window.

To search for content using keyword tags:

1. In the content navigation column next to the content library, open the By Tag folder.

2. Click a tag name. Content associated with that tag will be listed in the main content items window.

3. To search for content by name or type, click the magnifying glass at the top of the content library and enter the first few letters of the content name, or enter a file type (for example, .jpg) in the search box.

4. To search for a Playlist, click the magnifying glass icon at the top of the Playlist column and type the first few letters of the content file name.

Creating a Playlist

Once you have uploaded content to the content library, you can create a playlist as follows:

1. Open In the Content screen in the Control panel and click **New Playlist**. The New Playlist dialog box displays.

Figure 34. New Playlist Dialog Box

2. Enter the following information:

    − **Name and Description**: Specify a name and description for the playlist. When you create names for your playlists, devise a standardized naming convention to identify the content within the playlist. In Figure 34, the playlist is named "ads_Cisco" since the content items in the playlist will be Cisco ads.

    − **Default Duration:** Specify a duration that you want the playlist to play. For example, if you want the playlist to play for 30 seconds, set the duration field to 30.

    − **Type:** Non-Video.

    − **Enable Proof of Play:** Enable this field if you want to create a log of when this playlist was played. In this example, Enable Proof of Play is disabled since the content is a static menu that is not tracked by a customer or advertiser.

3. Click **Save**. The name of the new playlist will display in the text below the Playlist Items dialog box. Since you have not yet added items to the playlist, (0 Items) are indicated.

Figure 35. Adding a Playlist

4. Click **Split View** at the top of the Content window to display a list of all the playlists, the Playlist Items pane, the content navigation pane, and the content library – all in a single view. This makes it easier to drag and drop items when creating playlists and tagging content.

Figure 36.   Split View
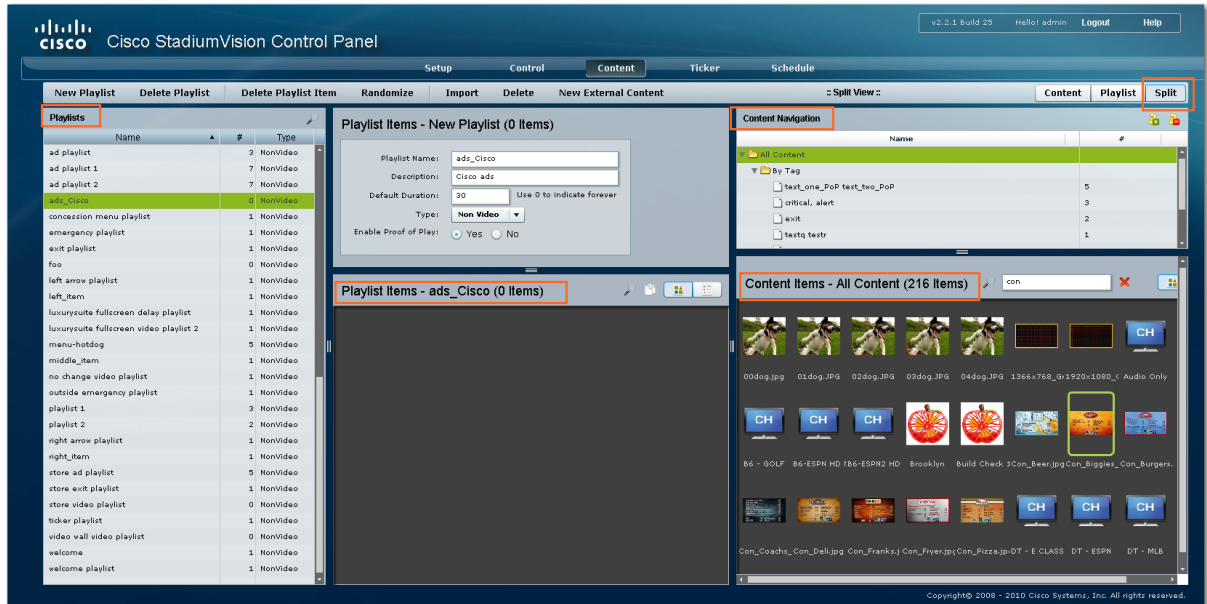
5. In Content Items list, select the content you want to add to the playlist. You can select multiple files using the standard keyboard functions. Use the search function to find the content you want to add to the playlist.

Important! Be sure to select content that is formatted for the proper TV display resolution. For example, if the venue has 1920x1080 TVs, the content you add to the playlist must be formatted for 1920x1080 to display properly on the TV screen.

6. Select the playlist from the list of playlists.

7. Drag and drop the content files onto the Playlist Items area. A thumbnail of each piece of content will display in the Playlist Items box. The header above the playlist box will indicate the number of items in the playlist.

   Tip: If you want to add the same content to another playlist, use the Playlist search box to find the playlist name and drag and drop the content from the Content Items list to the selected playlist.

Figure 37.   Adding Content to a Playlist
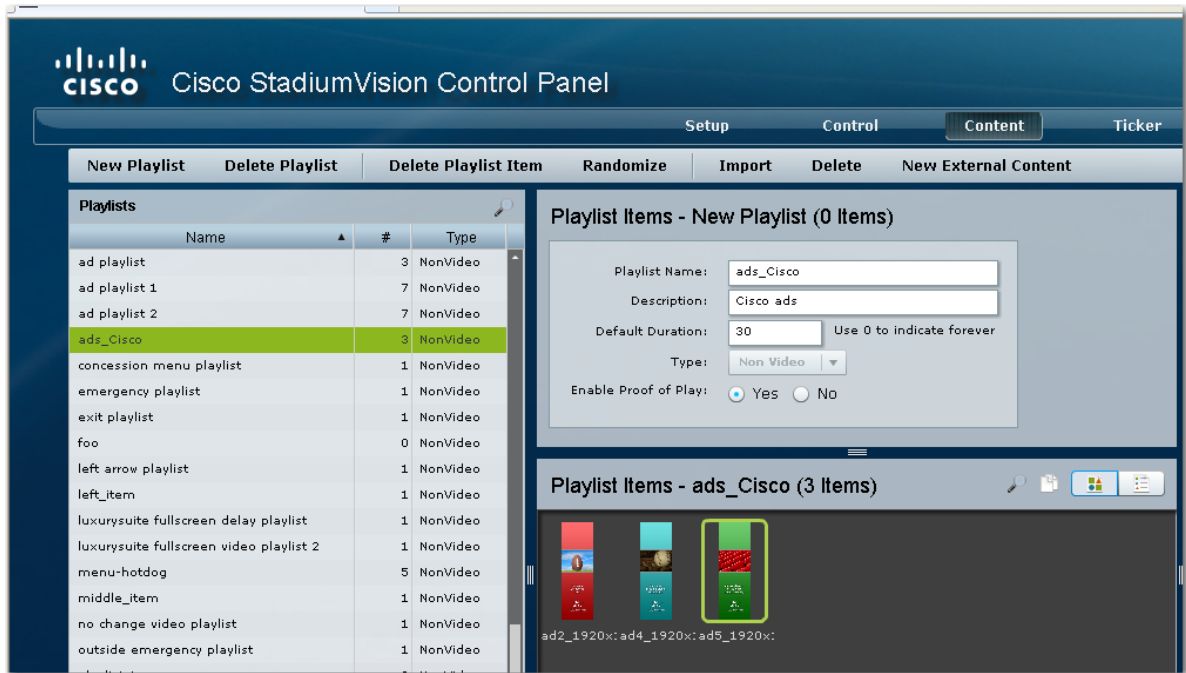
Content is displayed in the order in which it is added. To change the order of content in a playlist, return to the Playlist view (click the **Playlist** button) and reorder the files by dragging and dropping them in the playlist items list. To display the playlist items in a random order, click the **Randomize** button.

Duplicating a Playlist Item

Once you have added content items to a playlist, you can easily duplicate them in the playlist as follows:

1. In the Playlist Items area, select an item to duplicate.

2. Click the duplicate icon in the Playlist Items heading. Refer to Figure 38. The content item will display in the content item list.

3. If desired, reorder the content in the playlist via drag and drop.

Figure 38.   Duplicating a Playlist Item
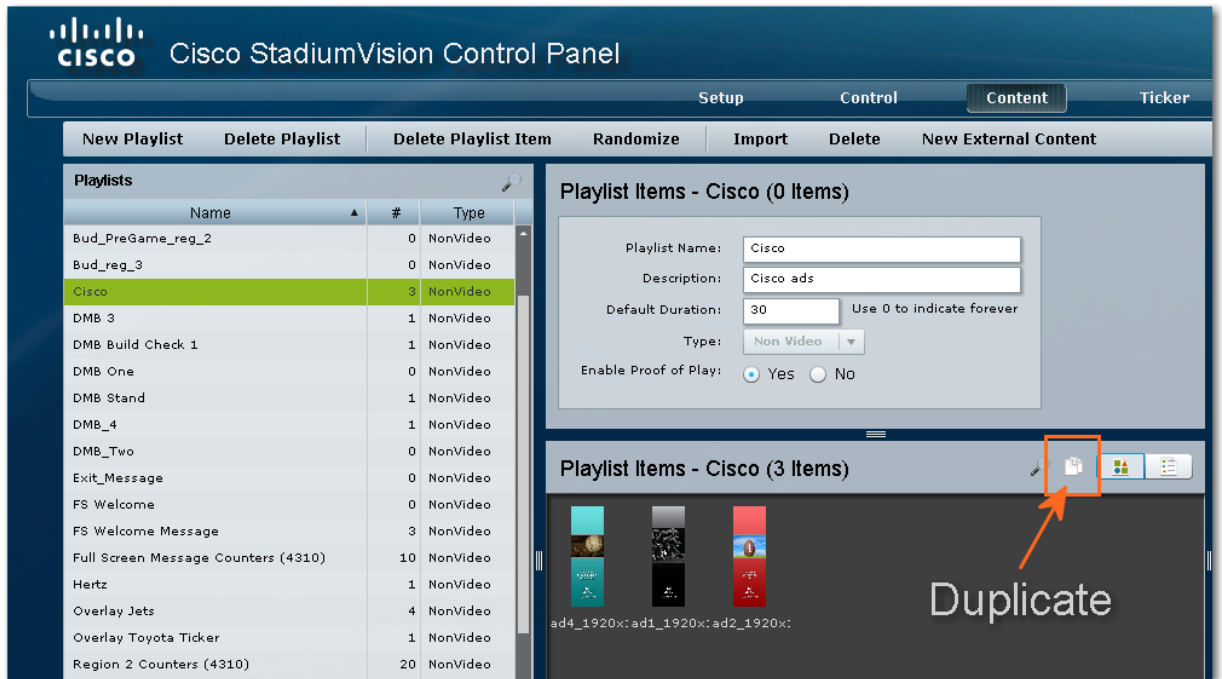
Deleting a Content Item from a Playlist

When you delete an item from a playlist, the item remains in the content library but is removed from the playlist.

To delete an item from a playlist:

1. In the Content view (click the **Content** button), select the playlist from the list of playlists.

2. Select an item in the list of playlists and click **Delete Playlist Item**. A confirmation dialog box displays for you to confirm the delete operation.

3. Click yes to delete the content item from the playlist. The content will still be available to you in the content library.

Deleting a Playlist

When you delete a playlist, the playlist is permanently removed from the content library. However, the content items in the playlist are still available to you in the content library.

To delete a playlist from the content library:

1. In the Content view (click the **Content** button), select an item from a playlist and click **Delete Playlist**. A confirmation dialog box displays for you to confirm the delete operation.

2. Click **Yes** to delete the content item from the content library.

Creating a Video Playlist

Refer to the "Creating a Video Playlist Feature Note" and the [Video Playlists](#) training VoD for details on how to create a Video Playlist.