



TELESTREAM

AdManager™ for Cable

Version 6.1

Configuration and User's Guide



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AdManager has been designed for professionals skilled in the art of digital media transformation and workflow automation, to facilitate the automation of complex media operations and workflow that require a multitude of input and output media formats, delivery to numerous types of media devices and file systems, and notification of media systems including cable automation systems and media asset management systems.

The AdManager architecture and user interface is designed to provide maximum flexibility in the setup and configuration of these complex media transformations and workflow. In providing this high degree of flexibility, it is possible for media transformation and workflow processes to be configured that are impractical, likely to result in unexpected or unintended results, or beyond the limits of AdManager to perform satisfactorily. Additionally, AdManager may be executed on a platform that lacks the performance or capacity to perform the media transformations and workflow you've configured, which is your responsibility to specify. Telestream has chosen to implement AdManager to provide the greatest flexibility without limiting its functionality to only those transformations and workflow that are known with certainty to be within its performance capabilities, including those limits imposed by the platform upon which you have installed AdManager.

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About This Guide

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HOW TO USE THIS GUIDE

This guide is a companion to the FlipFactory User's Guide. It is written with the assumption that you're familiar with AdManager administration and operation: creating accounts, building factories, and processing jobs.

This guide helps you integrate and configure AdManager for use in your cable facility. You may view or print this guide with Adobe Acrobat Reader, available on Adobe's Web site at www.adobe.com.

View Online Help by clicking the Help icon on the AdManager console.

This guide contains the following sections:

Chapter 1, Introduction

In addition to an overview of how AdManager fits in a cable network, this chapter describes AdManager configuration for network engineers and system administrators, or others who are responsible for implementing AdManager in a video production environment.

Chapter 2, Using AdManager

This chapter shows how AdManager fits into the typical flow of media through a cable facility, and describes how Traffic and MCC/Operations personnel typically access, configure and use AdManager to transcode and move incoming spots from catch server to HQ and MVL servers.

Chapter 3, Creating a Traffic Account

This chapter describes how to create a Traffic account, creating inbound factories for producing preview and trim proxies, and copying media to factories in the MCC/Operations account for production.

Chapter 4, Creating an MCC/Operations Account

This chapter describes how to create the MCC/Operations account and configure factories to produce media files with a specific format and codec and deliver the production media to HQ and MVL servers.

Chapter 5, Dub List Processing & Integration

This chapter describes how to process dub lists. It also describes how to integrate traffic and billing systems to automatically generate dub lists by integrating traffic and billing systems including Eclipse and Novar.

Chapter 6, Configuring Catch Servers and Monitors

Use this chapter to configure catch servers for inter-operation with AdManager, and set up monitors to ingest media from catch servers.

Chapter 7, Configuring SCF1000|HQ|MVL Server Destinations

Use this chapter to configure AdManager factories to deliver media directly to SCF1000, HQ and MVL servers.



NOTATIONAL CONVENTIONS

These notational conventions are used to make the guide more readable:

Notes, Tips & Cautions

Note paragraphs are set in italic type to draw your attention to special circumstances or configurations for proper operation of AdManager:



Note

Notes highlight important information about the topic you're studying. Be sure to read this information before continuing.

Tip paragraphs are also set in italic; they provide helpful information you may not be aware of, or that may make using AdManager easier:



Tip

Tips are bits of information you might not be aware of, or that make using AdManager easier.

Caution paragraphs are set in bold type to draw your attention to situations that may modify your operating system or cause data loss.



Caution

Cautions identify actions that may cause data loss or other permanent changes to AdManager or your media assets.

TYPOGRAPHICAL CONVENTIONS

Certain typographical conventions are used as visual clues in this guide. Sample information, or a specific format to be entered by you is shown in italics, or in a courier-style font. For example:

Type your domain (*mydomain.com*) in the domain field.

Type `import FileName` where FileName is the fully qualified path.

WE'D LIKE TO HEAR FROM YOU!

If you have comments or suggestions about improving this document, other Telestream documents, or our Web site – or if you've discovered an error or omission, please email us at support@telestream.net.





Introduction

Telestream's AdManager for Cable (AdManager for short) automates the workflow of commercial spots and promos in cable facilities.

This powerful workflow automation tool streamlines the way you receive, track and redistribute both SD and HD spots, promos, and other incoming video content. All-digital, file-based processing and delivery optimizes picture quality and streamlines operator intervention and traditional, cumbersome dub-to-tape media distribution.

These topics are of general interest to personnel involved in implementing AdManager.

Topics

- [Cable Facility Network Overview](#) on page 1-2
- [Integrating AdManager in Production Workflows](#) on page 1-3
- [Implementing AdManager in a Load Balance Group or FactoryArray](#) on page 1-4



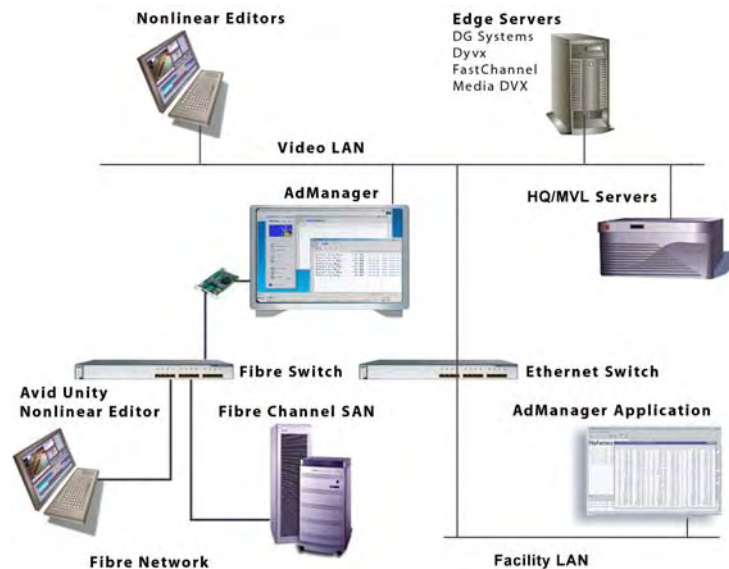
CABLE FACILITY NETWORK OVERVIEW

Cable facility networks may include two independent subnets: a video LAN, isolated on its own switches (and optional firewall), and a facility LAN. Using switches serves to isolate traffic, optimize performance, and improve operational security.

The video LAN typically supports catch servers, non-linear editors (NLEs), HQ and MVL video servers, insertion servers, and related systems. This subnet isolates high-volume media traffic to prevent video production work from impacting the performance of other computers and servers, and general traffic on the rest of your network.

The connection to the facility LAN allows users to access the AdManager application via a Web-based console, and also access traffic systems and traffic dub lists. AdManager may also use this LAN to deliver email notifications, when factories are configured appropriately.

Figure 1–1. AdManager integrates with other systems in your facility



AdManager can be used on Fibre Channel-based systems including Avid Unity ISIS and archive SANs. AdManager can be connected to both LANs using two separate Ethernet interfaces in the server, configured appropriately to support separate subnets.



Note

Telestream recommends that each AdManager server provide Internet access to allow Telestream's Customer Service to remotely configure and troubleshoot an installation.



INTEGRATING AdMANAGER IN PRODUCTION WORKFLOWS

Implementing AdManager in a facility involves several steps, which should be performed in a specific order, thus minimizing labor and errors.

- Step 1** Install AdManager and the AdManager license, using the guidelines in FlipFactory User's Guide.
- Step 2** Create and configure the Traffic Account and factories.
- Step 3** Configure AdManager to interoperate with your catch servers.
- Step 4** Create and configure the MCC/Operations account.

How you configure the MCC/Operations account depends on whether you automatically submit jobs to deliver media to the HQ or MVL servers, or you want to have MCC, Mastering, or Traffic submit jobs manually to MCC/Operations for delivery to the HQ and MVL.
- Step 5** Configure AdManager to interoperate with your Spot Convert PCs, and HQ and MVL servers, as required.
- Step 6** Configure AdManager for dub list processing with either manual or automatic job submission, and optionally, interoperate with your traffic and billing system to automatically generate dub lists.
- Step 7** Configure AdManager to interoperate with your NLEs and SANs.
- Step 8** Test your configuration and begin operation.



Note

If you have dedicated catch servers or different directories on the catch server for SD and HD content, you should create separate Traffic and MCC/Operations accounts in AdManager, and configure the HD accounts for proper HD media file production to meet your cable requirements.

When you're done reading this chapter and AdManager is installed, proceed to [Chapter 3, Creating a Traffic Account](#) on page 3-1 to start.



IMPLEMENTING ADMANAGER IN A LOAD BALANCE GROUP OR FACTORYARRAY

You can implement two or more AdManager servers in a load balance group, which improves workflow performance and reliability. Telestream's FactoryArray provides load balancing, job and monitor recovery, plus database mirroring, based on your requirements. Be sure to follow requirements for stores and registry settings (FlipFactory User's Guide, Chapter 9, Load Balance Groups and Chapter 10, Database Operations) or load balancing and job and monitor recovery may fail.

Externalize Stores

Be sure to follow AdManager stores requirements when implementing AdManager in a FactoryArray in order to ensure complete access to media, monitor and destination shares, and job recovery.

To eliminate media access failures in a load balance group or FactoryArray, always use external storage – file servers, SANs or RAIDs and not local drives that are inaccessible if the Flip Server platform fails. Ideally connect via GigE Ethernet for highest file transfer speed.

You should not reference shares by local drive letters; always create shares and use UNC paths to reference them. Drive letters are problematic because when the monitor or job is recovered, the new Flip Engine can't resolve the local (relative) drive or folder reference.

Customization Registry Settings

Most AdManager customization is stored in the Windows Registry on the AdManager server. Some Advanced System Settings (FlipFactory User's Guide, Chapter 4, Customizing FlipFactory) are stored in the database.

Different registry settings on multiple AdManager servers can be problematic for monitor and job recovery, because the registry settings that control the failed server are not available to the AdManager that is responsible for the recovery task.

Each AdManager should use the same registry settings, such as:

- Authentication settings for monitor and destinations
- Media and Job expiration periods
- All Stores
- Cycle times
- Spot Server start and end frame offsets
- Other custom AdManager registry settings

If you require different licenses, shares, and/or registry settings on one or more Flip Engines in a load balance group or FactoryArray, be sure to carefully identify these groups, so that monitors can be configured to submit jobs only to the proper subset of Flip Engines.



Using AdManager

This chapter shows how AdManager fits into the typical flow of media through a cable facility, and describes how Traffic and MCC/Operations personnel typically access, configure, and use AdManager to transcode and move incoming spots from catch server to HQ and MVL servers.

Topics

- [Typical Spot Workflow in AdManager \(page 2-2\)](#)
- [Accessing AdManager via LAN \(page 2-3\)](#)
- [Manual and Automatic Job Submission \(page 2-5\)](#)
- [Managing your Dub List Monitor \(page 2-4\)](#)
- [Working with Jobs in MCC/Operations \(page 2-11\)](#)
- [Working with Metadata \(page 2-15\)](#)
- [Processing Media on Tape with Pipeline \(page 2-20\)](#)
- [Setting up Automatic Trim Offsets \(page 2-21\)](#)
- [Installing the Job Status Application on Workstations \(page 2-22\)](#)
- [Changing the Database Job Expiration Period \(page 2-23\)](#)
- [Configuring AdManager for Non-Linear Editors \(page 2-24\)](#)
- [Configuring AdManager for Fibre Channel SANs \(page 2-24\)](#)

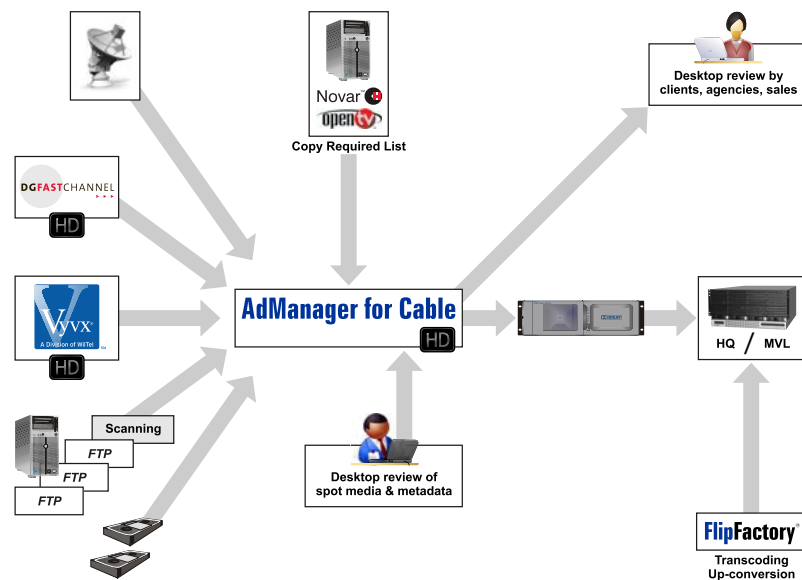


TYPICAL SPOT WORKFLOW IN ADMANAGER

AdManager automates workflow and streamlines the way you receive, track and redistribute spots, promos, syndication, and other content for cable.

All-digital processing and delivery optimizes picture quality and streamlines operator intervention and cumbersome dub-to-tape media distribution methods.

Figure 2–1. AdManager automates workflow in cable facilities



AdManager integrates seamlessly with all of your other media systems, and implements Traffic and MCC/Operations accounts.

You can create factories you use to catch and trim media, digitize media from tape (using Pipeline), and make audio and video adjustments automatically (adjust audio level, for example), and then deliver media for QC and finally deliver the spot to your distribution/control server, such as MVL or HQ.

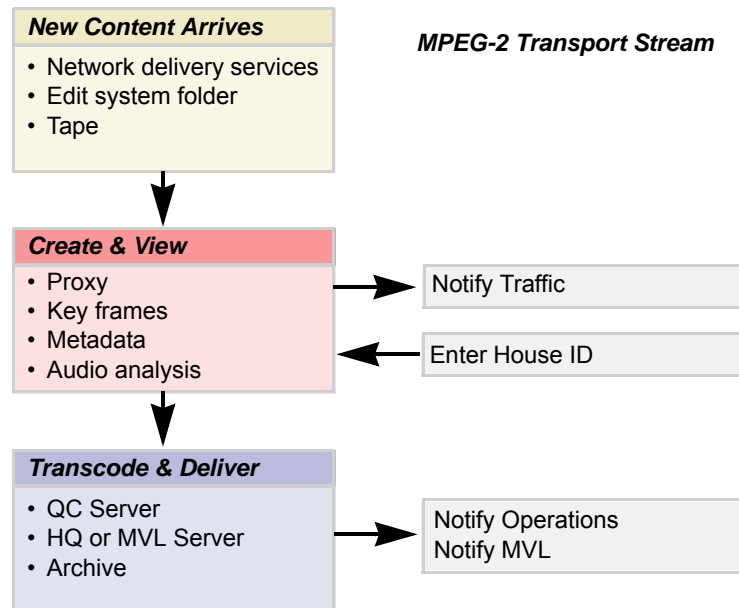
Your Traffic account has an Inbound factory that constantly monitors the catch server for incoming spots to process. When a spot arrives, the Inbound factory goes into action, automatically localizes the media, creates low-resolution proxies, and retrieves metadata.

The Inbound factory produces output media according to the settings of each product in your factory: a duplicate of the original is localized to the AdManager server, a preview proxy is produced (in Windows Media or QuickTime format), and a frame-accurate trim proxy (QuickTime).



The figure below illustrates a typical workflow factory in AdManager.

Figure 2–2. Typical spot workflow in AdManager



When jobs are processed and completed, a person responsible for dubbing or encoding can view the status of jobs from all catch servers in the Traffic account.

ACCESSING ADMANAGER VIA LAN

In addition to running the AdManager console to access AdManager directly on the server, the console can also be accessed from a Windows PC or Mac OS X computer with Web browser and Java (JRE 1.5.0 or later), on the LAN to perform tasks including job submission, configuration, & administration.

In addition to the AdManager console shortcut on the server desktop, two other console shortcuts – *operations* and *traffic* – provide access to Job Status windows independent of the AdManager console.

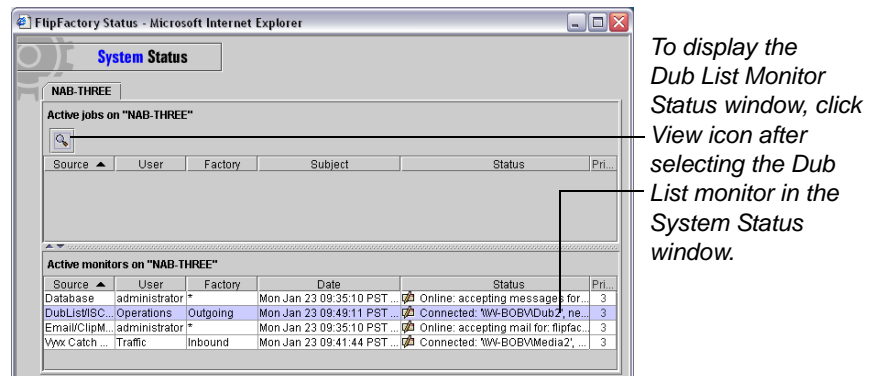
You can also install these shortcuts for any workstation you require, including the AdManager server ([Installing the Job Status Application on Workstations \(page 2-22\)](#)). These shortcuts are handy for MCC/Operations, Mastering, and Traffic personnel who are responsible for forwarding clips, reviewing metadata, and submitting jobs remotely.



MANAGING YOUR DUB LIST MONITOR

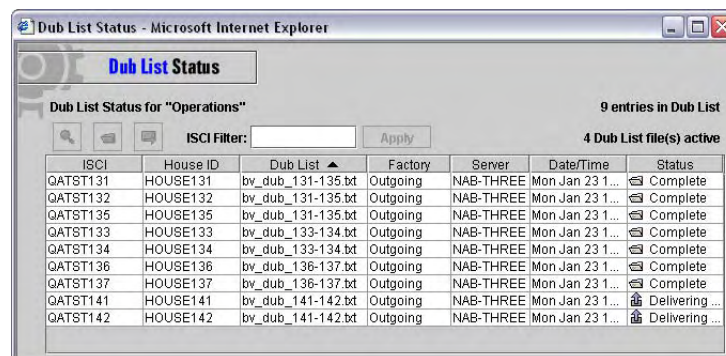
To view the status of your Dub List monitor, open the System Status window. Select your Dub List monitor and click the View icon.

Figure 2–3. Select Dub List Monitor, click View icon for Dub List Status



AdManager displays the Dub List Status window, which displays details about each dub list in the target directory.

Figure 2–4. Dub List Status window displays details about each spot



The window provides tools in the toolbar for selected dub lists. At the far right, the number of entries in the target directory for the Dub List monitor display, along with the number of active Dub List files.

Dub List Status Table

For each dub list, the following details are provided:

ISCI: The ISCI code assigned to the spot by the producer.

HouseID: The house ID or traffic ID assigned to the spot by your facility.

Dub List: The file name of the dub list in the target directory.

Factory: The name of the factory that owns the Dub List monitor.

Server: The name of the server where the factory is located.

Date/Time: The timestamp of the status message.

Status: Last reported status of the job.



Dub List Status Tools

The Dub List Status window provides these commands:

Figure 2–5. Toolbar in Job Status window



Enter partial ISCI code string to filter ISCI code entries.

Resubmit/Forward icon: display Resubmit/Forward window.

Open icon: display details about the selected ISCI code.

History/Status icon: Display the status or history of selected ISCI code.

ISCI Filter: Display only ISCI codes that match a given text string by typing the text string in the ISCI Filter text field and click Apply. To display all ISCI codes, clear the field and click Apply again.

Duplicate ISCI Codes

If two jobs are processed with the same ISCI code (and, typically, different house IDs for separate output media files), when the jobs are complete, the Dub List Monitor Status window displays the jobs (where each has identical ISCI code metadata passed in from Traffic) in blue to notify you of duplicate use of a re-used ISCI code.

MANUAL AND AUTOMATIC JOB SUBMISSION

AdManager can automatically detect the house/traffic ID number (sometimes called *spot ID* or *internal ad ID*) from a Traffic department dub list. When the ISCI code or other unique identifier has been matched, AdManager automatically assigns the ID to the clip name, and transcodes and forwards the media to the HQ and MVL by creating and configuring a Dub List/ISCI monitor in the MCC/Operations account.

You can also submit jobs via manual submission. To do so, you'll configure a Dub List/ISCI monitor in the Traffic account.

Instructions for creating and configuring the Dub List/ISCI monitor in either account are included in the respective chapters for creating Traffic and MCC/Operations accounts.



WORKING WITH JOBS IN TRAFFIC

You can log on to the Traffic account and use job entries in the Job Status window to manually submit jobs to MCC/Operations for transcoding media and delivering to HQ and MVL servers, and perform other tasks.

You can install the Job Status application for any account on any workstation you require, including the AdManager server itself – see [Installing the Job Status Application on Workstations \(page 2-22\)](#).

To open the Traffic Job Status window on a workstation, double-click the Traffic shortcut file (usually placed on your desktop) or select start > Programs > Telestream > FlipFactory > <Account_Name> Jobs(AdManager Server).

Locate Media on a Dub List

Working from a dub list, you can identify the spots that need to be moved to the HQ|MVL server by displaying the AdManager Job Status window.

Using the Job Status Window

AdManager displays the Traffic Job Status window.

Figure 2–6. Job Status for Traffic Account

Source	Factory	Server	Received	Subject	Status
Vvw Catch Server	Inbound	localhost	Fri Sep 23 10:16...	UPBJ3150	Complete
Vvw Catch Server	Inbound	localhost	Fri Sep 23 10:16...	QYAR0418	Complete
Vvw Catch Server	Inbound	localhost	Fri Sep 23 10:04...	AJMA4821	Complete
Vvw Catch Server	Inbound	localhost	Fri Sep 23 10:03...	AJCC4129	Complete

The Job Status window in Traffic is used to view and work with jobs delivered from catch servers, plus jobs received from Pipeline, and network, FTP, and local folders.

In the list of jobs, view the ISCI code in the Subject column to identify missing media listed in the Dub List. Or, search for jobs matching a certain ISCI code using the Search icon in the toolbar.

To validate the video content, select the job entry in the table and click Play (the right triangle icon in the toolbar at the top of the window). The appropriate media player plays the preview proxy (Windows Media or QuickTime format).

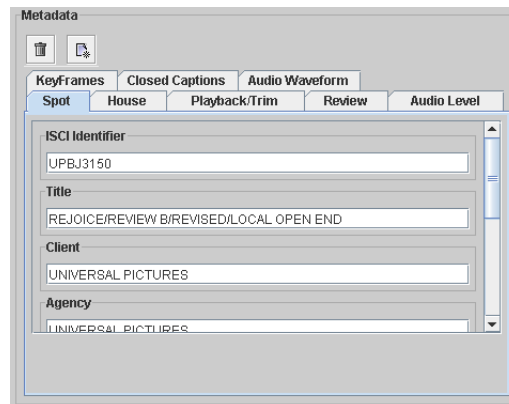


Reviewing and Validating Metadata

To review and validate the metadata (including the SOM, EOM and duration), select the job entry in the table and click Resubmit (the letter and arrow icon at the far right of the toolbar). Alternatively, click the Details icon (second from right) to display the Job Details window (named Message Viewer).

You can view, modify or validate metadata at the bottom of either the Job Details window or the Resubmit/Forward window.

Figure 2–7. Typical metadata tabs



Typical metadata includes:

Spot. To validate the ISCI code, title, client, agency and duration

House. This field is used for house/traffic ID as metadata. Make sure the Dub List is assigning the proper ID. If you have a Dub List/ISCI monitor, it should have populated the house/traffic ID automatically. Alternatively, you can update this field manually.

Audio Level. Review the recommended gain adjustment based on the house reference.

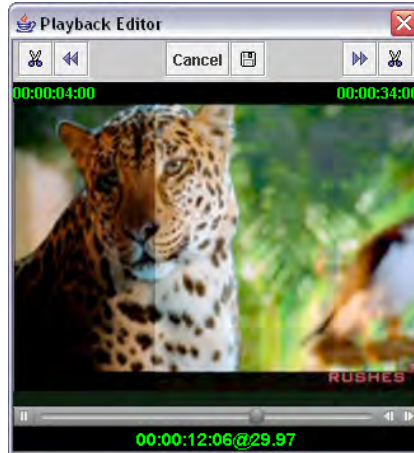
Audio Waveform. Review the waveform to determine that it is realistic, indicating no probable issues with the audio track.

Playback/Trim. Start and End times should be entered automatically by the catch server monitor. This information comes directly from the metadata provided by Vyvx, DG Systems, or other spot delivery services. The trim values can be entered manually or entered with the Playback



Editor. The Playback Editor can be used to jog and shuttle through the spot and find the exact trim points.

Figure 2–8. Use the playback editor to adjust SOM & EOM



Use the shuttle and frame bumper to view the media. Click the scissors icons to establish the front and back trim settings. Click the Save icon (disk) to save the update the modified metadata for this media file.



Note

QuickTime 7.2 and QuickTime plugin for Java are required for the Playback editor to run properly. See QuickTime Updater for details on which components are installed.

Submit Job to MCC/Operations

When you're ready to submit the job to MCC/Operations for processing and delivery to the HQ or MVL, select the job entry in the table and click Resubmit (the letter and arrow icon at the far right of the toolbar). Alternatively, click the Details icon (second from right) to display the Job Details window (named Message Viewer) and click the Resubmit button at the bottom of the window.



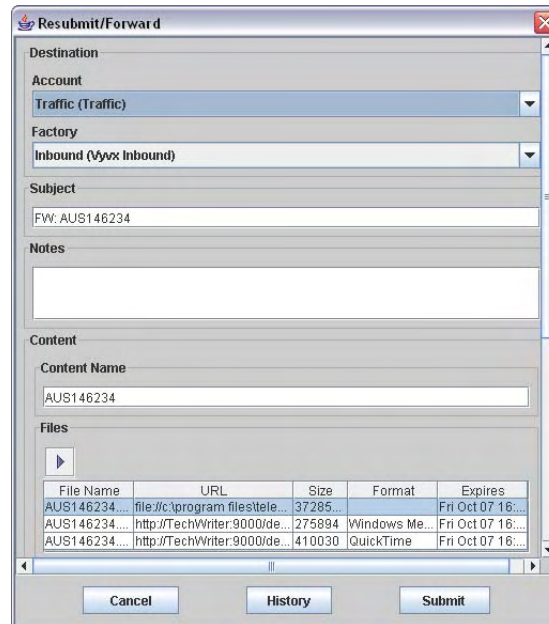
Tip

You can only resubmit a job when a duplicate of the original file has been delivered to a local store via a Duplicate Original in the factory.



AdManager displays the Resubmit/Forward window.

Figure 2–9. Resubmit/Forward window (upper portion)



The top portion of the Resubmit window displays two dropdown menus. You select the account and factory to specify which account and factory to forward the job to for processing (usually MCC/Operations).

Destination Account and Factory. This section displays the accounts and factories that a job may be forwarded to in a dropdown menu. When a specific account is selected, only the factories in the selected account display in the Factory menu. These accounts contain factories which are often cable or archive servers. To submit this job to a factory which will transcode and deliver this media to an HQ and MVL, first select *MCC_Operations* from the Account menu, then select the factory in the account that is responsible for the HQ and MVL this media is destined for.

Notes. Notes or information to be sent to the MCC/Operations account or via a notification email may be entered in this field.

Content. The house/traffic ID of the spot. If no Dub List is configured, the name is the same as the input file name – usually the ISCI code. In case of a duplicate name, consecutive numbers are appended to the name. Generally, this field is automatically populated with the house/traffic ID if a Dub List/ISCI monitor is running. You can manually enter the ID if the monitor is not enabled.

Files. AdManager displays all media files produced from the Inbound factory in the Traffic account. In the example above, a localized copy of the original in the AdManager’s local default store (Local Storage), a frame-accurate QuickTime MPEG4 proxy is in the default Web server



directory, and a low-resolution Windows Media viewing proxy is also in the same store (media).

**Note**

The expiration date is the date when a file is deleted.

When you've validated and updated the metadata as necessary – perhaps adding new metadata labels, click Submit to send this job to the MCC/Operations account for transcoding and delivery to HQ|MVL.

**Note**

Jobs can be automatically submitted to the MCC/Operations account by using the Dub List/ISCI monitor. A traffic dub list is processed, gathering ISCI code and house/traffic ID pairs (and optionally a dub date), and automatically submits the media to an account in MCC/Operations when the ISCI/house/traffic ID match has been found.



WORKING WITH JOBS IN MCC/OPERATIONS

The MCC/Operations Job Status window displays a list of media jobs forwarded to MCC/Operations factories by Traffic factories.

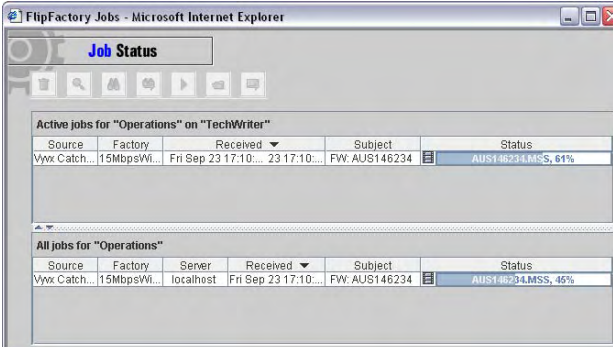
You can install the Job Status application for any account on any workstation you require, including the AdManager server itself – see [Installing the Job Status Application on Workstations \(page 2-22\)](#).

To open the Operations Job Status window on a workstation, double-click the Operations shortcut file (usually placed on your desktop) or select start > Programs > Telestream > FlipFactory > <Account_Name> Jobs(AdManager Server).

In each job in the MCC/Operations Job Status window an operator can locate the destination of the media, and determine if it underwent automatic audio adjustments.

AdManager displays the Job Status window for the MCC/Operations account.

Figure 2–10. MCC/Operations Job Status window



Active jobs for "Operations" on "TechWriter"					
Source	Factory	Server	Received	Subject	Status
Vvw Catch...	15MbpsWi...		Fri Sep 23 17:10:...	FW: AUS146234	AUS146234.MSS, 61%

All jobs for "Operations"					
Source	Factory	Server	Received	Subject	Status
Vvw Catch...	15MbpsWi...	localhost	Fri Sep 23 17:10:...	FW: AUS146234	AUS146234.MSS, 45%

Select a Job for Viewing

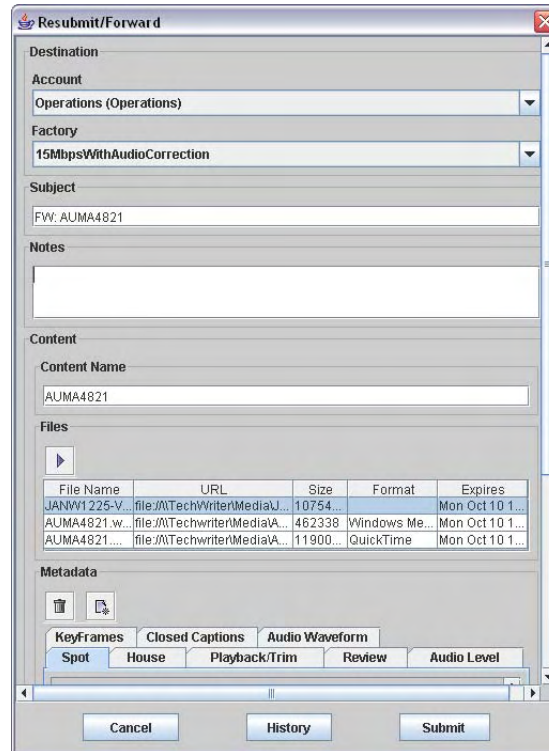
The jobs listed in Active Jobs have been submitted to a factory in the Operations account and are being processed by the factory to which the job was submitted.

The jobs listed in All Jobs are completed jobs. The Job Status window is used for verifying successful delivery to the HQ and MVL.



To display details about a completed job, select it and click the Open icon in the toolbar. AdManager displays job details in the Submit window.

Figure 2–11. Job details in Resubmit window



If a delivery error has occurred on a job displayed in the All Jobs table, the job has to be re-submitted from Traffic after the cause of the error has been corrected.



Tip

If a job fails or you want to resubmit it, the job must be resubmitted from Traffic unless the metadata is attached. To provide metadata separate from the media, set up a Duplicate Original product without a destination. The job run and metadata is passed through to Operations without duplicating the original media, because there is no destination.

The Resubmit window contains the same information as the Resubmit/Forward window described in the Traffic section previously.

The Subject is assigned from the Traffic account, and the Content is the name given to the clip: usually the House ID. The Files section includes all media files produced by the factory in the Operations account.



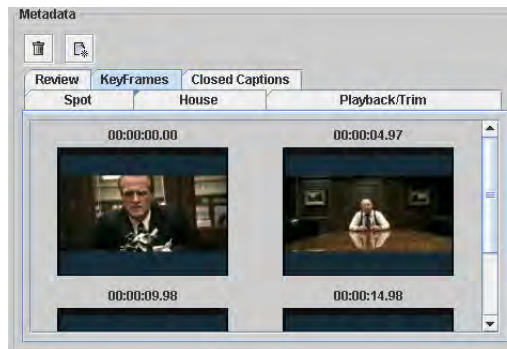
To review metadata, select the file and click the Metadata tabs.



Note

The expiration date is the date when original file will be deleted from the server.

Figure 2–12. Viewing key frame metadata



Metadata. Metadata may be viewed in the Message Viewer Metadata viewer panels. Click each Metadata tab to view its metadata.

AdManager provides three buttons at the bottom:

History. Click to display the current status or history in the Message Progress window.

Submit. Select the Resubmit button to resubmit this job. For example, after QC, the job needs additional changes such as to the audio level or the SOM/EOM. AdManager displays the Resubmit window.

Done. When you have validated the information, click Done to close the Submit window.

Validate Media and Approve or Reject the Job

Once the media has been transcoded and stored on a local folder or NAS, you can perform your QC process to review and sign off on the clip for cable.



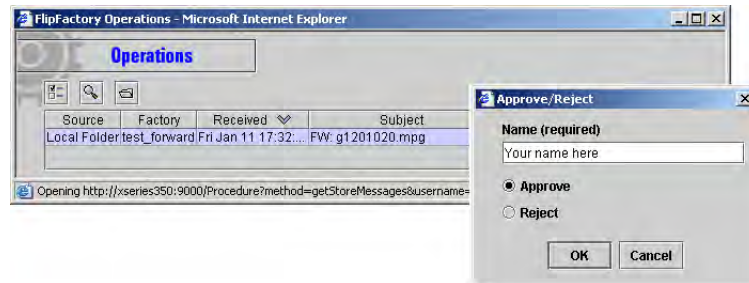
Note

You can add a QC factory with Local Folder or Network Folder destination to your Operations account, to create a review version of your MPEG-2 file and use it for review. Alternatively, create a QuickTime movie and use the AdManager Playback/Trim Editor tool.



The final step is to Approve or Reject the job. When you click Approve or Reject, AdManager displays a dialog box so you can provide the credentials of the user approving or rejecting the job.

Figure 2–13. Approving or rejecting a job



Select approve or reject, type your credentials into the dialog and click OK. AdManager sends an email containing the details of this job to the Operations account, which may be recorded for job tracking purposes.

WORKING WITH METADATA

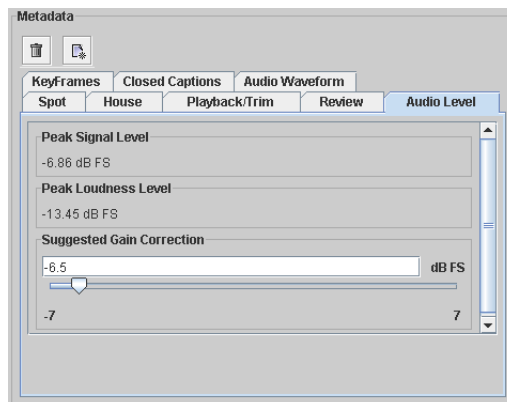
Various types of metadata are automatically gathered or manually inserted into a job as it is processed. AdManager obtains metadata from edge server services including Vyvx and DG Systems. AdManager also analyzes the media for audio levels, closed caption data, and thumbnail key frame images, and stores the results as metadata.

AdManager also includes a frame-accurate Playback editor for trimming the Start of Media (SOM) and End of Media (EOM), and a Spot metadata tab for collecting information to pass onto Operations.

The following examples describe the metadata tabs in AdManager. Metadata tabs only display when the metadata is present – either accompanying incoming media, or created by an operator when submitting or re-submitting a job, or when a specific metadata label is assigned to this clip.

Audio Level. The audio level of the input media is analyzed when the Audio Analysis process is enabled within a factory.

Figure 2–14. Audio level metadata



A suggested audio gain is also included, which you can adjust manually. This value is forwarded to an Operations account that contains an audio filter with auto levels enabled for adjustment during transcoding.



Key frames. Key frame thumbnail JPEG images display when they are extracted from the original media. To produce key frames, enable the Video Analysis process in the factory and enable Key frame Extraction.

Figure 2–15. Key frame metadata



Thumbnail frequency can be adjusted down to the frame level, plus frame size, crop, and quality.

Closed Captions. Closed captioning is extracted (if available) from the original media when the Vertical Blanking process is enabled in a factory and the Closed Caption Decoder is enabled.

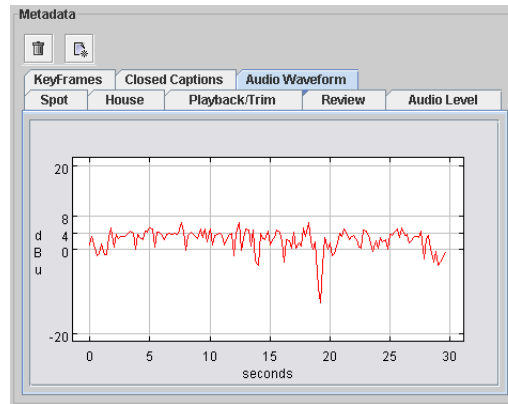
Figure 2–16. Closed caption metadata

Timecode	Caption
00:00:00.11	IT CONNECTS ANYTHING TO EVERYTHING.
00:00:01.88	WHAT'S THIS FOR?
00:00:03.35	YOUR LAPTOP.
00:00:04.38	YOUR MAINFRAME.
00:00:05.09	CALL CENTER.
00:00:05.29	LINUX SERVERS.
00:00:05.59	LINUX SERVERS.
00:00:05.82	INTERNET.
00:00:07.45	SUPPLY CHAIN.
00:00:07.69	PAYROLL SYSTEM.
00:00:08.02	H.

AdManager displays a table of all captions, with each time code and text caption in the media listed in ascending order.

Audio Waveform Analysis. A graphical audio waveform of the clip is available when the Audio Analysis process is enabled in a factory and Create waveform display is checked.

Figure 2–17. Audio waveform metadata



The waveform displays a visual map of the audio level in decibels over the time of the clip.

Spot. The Spot tab includes metadata gathered from catch servers or entered manually.

Figure 2–18. Spot metadata

The screenshot shows the same 'Metadata' window, but with the 'Spot' tab selected. The 'Audio Waveform' tab is now inactive. The 'Spot' tab contains several text input fields:

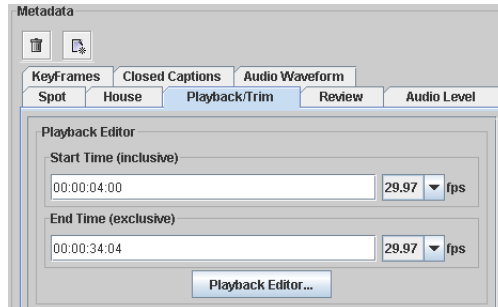
- ISCI Identifier:** UPBJ3150
- Title:** REJOICE/REVIEW B/REVISED/LOCAL OPEN END
- Client:** UNIVERSAL PICTURES
- Agency:** UNIVERSAL PICTURES

When available from the source, values include ISCI code, Title, Client, Agency, Product Name/Info, Duration, Media Description, and Spot Type. You can edit this information prior to re-submitting the job.



Playback/Trim. The Playback/Trim tab includes metadata gathered from catch servers or entered manually.

Figure 2–19. Playback/Trim metadata



The values include SOM and EOM, and FPS. Click the Playback Editor to review the clip (usually the QuickTime trim proxy) and set new values, or manually make changes before submitting the job for processing, including trimming the media with these settings.

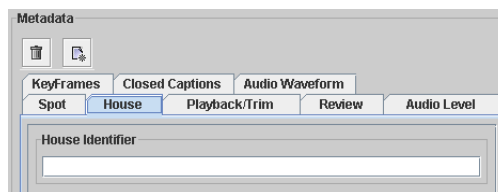


Note

QuickTime 7.2 and QuickTime plugin for Java are required for the Playback editor to run properly. See QuickTime Updater for details on which QuickTime components are installed.

House. The House tab displays the house/traffic ID assigned by the Dub List monitor.

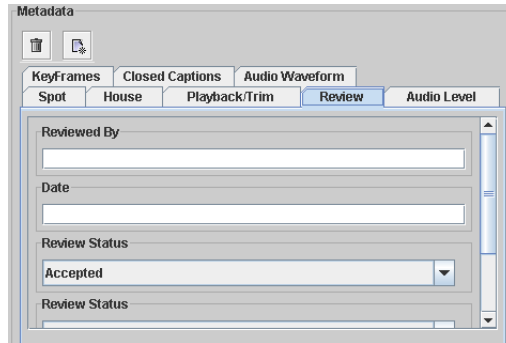
Figure 2–20. House metadata



If you don't use a Dub List monitor, you need to provide the house/traffic ID in the Content name when submitting a job, and update the house/traffic ID in this metadata tab. If you set up a Dub List monitor, these two steps are performed automatically.

Review. The Review tab provides a metadata label to formalize the review process.

Figure 2–21. Review metadata



The screenshot shows a 'Metadata' window with several tabs: 'Keyframes', 'Closed Captions', 'Audio Waveform', 'Spot', 'House', 'Playback/Trim', 'Review', and 'Audio Level'. The 'Review' tab is selected. The form contains the following fields:

- Reviewed By:** A text input field.
- Date:** A date input field.
- Review Status:** A dropdown menu with 'Accepted' selected.
- Review Status:** A second dropdown menu, currently empty.

Users can provide detailed information about clip review as it passed through the facility to the HQ and MVL, including the reviewer, its status (Accept or Reject), date and reason.



PROCESSING MEDIA ON TAPE WITH PIPELINE

When you receive spots or other media via tape, you can use a Pipeline from Telestream to digitize the media and forward it to your Inbound factory in AdManager for processing. Pipeline can ingest and encode DVCPPro, IMX30, IMX40, IMX50 or MPEG-2 50I media in real time.

AdManager | Pipeline Media Submission Options

AdManager is very flexible in its ability to ingest media from Pipeline.

When used to digitize and encode media from tape, Pipeline produces TIFO files that contain the encoded media.

Telestream Intermediary Format (TIFO) is an intermediate media wrapper format designed by Telestream as a uniform, interchangeable file format to ensure interoperability among Telestream's media processing solutions, including FlipFactory, Episode, and Pipeline. TIFO provides a lightweight, low-overhead wrapper that is essence-agnostic, with metadata, timecode, and closed caption support.

Using TIFO improves the ability to move media files between Telestream's media processing solutions with all media essence elements and metadata intact, preserving the widest range of transcoding options.

You can ingest media into a factory by the following methods:

- Use Pipeline Direct to create an EDL; submit it to an EDL monitor you've added to the factory by dropping the file into the monitor's target folder. For each clip in the EDL, a job is submitted. AdManager controls the Pipeline clip by clip, to generate the media stream in real-time and transmit it to AdManager for processing.
- Use Pipeline Direct to crash record a TIFO file of DV, DVCPPro, IMX, or MPEG2 I-frame video for processing by FlipFactory. Submit the TIFO file manually or submit it to a local or network monitor you've enabled in the factory.
- Use Pipeline Streaming – use the Submit Job window in AdManager to stream media directly from a Pipeline in real time or at a scheduled time (crash record, single-clip or EDL list) via LAN to AdManager for processing.

If you're planning or considering the use of Pipeline in your AdManager workflows, obtain and review the following Telestream documents:

- Pipeline User's Guide
- FlipFactory User's Guide
- Pipeline Workflows App Note



SETTING UP AUTOMATIC TRIM OFFSETS

Some catch servers provide predictable black and slate content, which AdManager can automatically trim.

For example, DG servers often provide one second of black at the beginning and end of each spot. Vyvx servers typically set up a clip with a four second slate at the beginning, and terminate the clip with no tail.

However, you may want to change the default behavior, or set up trim points that are specific to some other spot provider.

To set up automatic trim offsets that adjust trim times that are supplied via metadata for DG Systems and Vyvx catch servers, see FlipFactory User's Guide – Chapter 4, Customizing FlipFactory, Creating Spot Server Start and End Frame Offsets.



INSTALLING THE JOB STATUS APPLICATION ON WORKSTATIONS

To install the Traffic Job Status application (which provides access to the Job Status window only) on workstations (JRE 1.5.0 or later is required) separate from the AdManager server, and separate from the entire AdManager console, follow these steps:

- Step 1** Log on to the AdManager console on the AdManager server.
- Step 2** Click Administer Accounts to display the Administer Account window.
- Step 3** Select the account (in the log in name column) that you want the Job Status application created for, and click the Create/Update Job Status Access Files button.

This button dynamically creates job status access files for the selected account.

- Step 4** Now, go to each workstation where you want the Job Status application installed for a specific account, and enter the following URL in your browser:

```
http://<ip address>|<AdManager server name>:9000/  
<Account_Name>.html
```

The Job Console Installer page install the Job Status application you just created, and places the (<Account_Name> Jobs icon on the desktop and adds a program entry to the start > Programs > Telestream > FlipFactory path.

- Step 5** Click the Install <Account_Name> Jobs Console link, and click Yes to confirm.

When installation is complete, the Job Status application runs, and displays the Job Status window for the specified account.

- Step 6** Close the Web browser window.



CHANGING THE DATABASE JOB EXPIRATION PERIOD

AdManager by default maintains jobs in the database for 14 days before deleting them. If you are using MS SQL Server 2005 Express Edition (default), there is a 4GB data limit. In the unlikely even that you approach this limit, you need to modify AdManager to automatically flush old job records before continuing.



Caution

Never use SQL statements to remove records from the AdManager database. Doing so may corrupt your database, rendering AdManager inoperable and resulting in data loss. Always contact Telestream Customer Service (Support and Information, page About-1 in the Preface) if you have problems with database capacity.

You can also use registry settings to specify different expiration periods for jobs in Traffic and Operations accounts. See the FlipFactory User's Guide for details.

To change the duration of all job records in the database, follow these steps:

- Step 1** Launch the AdManager console.
- Step 2** Open System Settings.
- Step 3** Select Expiration Frequency from the Advanced Settings dropdown.
- Step 4** Use the slider to adjust the number of days for the new expiration period.
- Step 5** Click Save (disk icon in toolbar at top) and close the window.

When restarted, the FlipEngine service uses the new expiration limit to remove job records that exceed the value, thus reclaiming space and allowing you to continue job processing normally.



CONFIGURING ADMANAGER FOR NON-LINEAR EDITORS

Non-linear editors are primarily used for local spot and promo production in cable facilities. Your environment may include one or more NLEs of a particular brand: Avid, Premiere, Final Cut Pro, Matrox, Pinnacle Liquid, and others. Configuring AdManager to share media with non-linear editors usually involves setting up local network destinations and monitors.

Details about setting up destinations and monitors are described in FlipFactory User's Guide. More information is available from Telestream Application Notes for specific editors, which are available from the Telestream Web site: www.telestream.net.

CONFIGURING ADMANAGER FOR FIBRE CHANNEL SANs

If the AdManager server provides support for Fibre Channel, AdManager can be configured to use a Fibre Channel interface for communicating with a SAN, for archiving media, for example. To set up AdManager to communicate with an AVID Unity ISIS SAN, see the AVID Application Note, located on the Telestream Web site.



Creating a Traffic Account

This chapter describes how to create the Traffic account. After you have created your Traffic account and inbound factories based on your requirements, you'll create the Operations account, described in [Chapter 4, Creating an MCC/Operations Account](#) on page 4-1.

Factories in Traffic poll for national spots or other content placed on your catch servers, and local/regional spots and other content from post-production houses via FTP server, for processing on arrival. For details about configuring AdManager for FTP servers to ingest local/regional spots and other content, see [FTP Servers](#) on page 6-9.

You can also implement FlipScan to automatically scan and analyze various metrics in media files and extract metadata, and utilize the metadata values to submit or reject media, and submit media to specified factories for media-specific transcoding and delivery, based on your workflow requirements.

Topics

- [Configuring AdManager for Catch Servers](#) on page 3-2
- [Creating a Traffic Account](#) on page 3-3
- [Creating an Inbound Factory](#) on page 3-4
- [Controlling Job Submission with FlipScan](#) on page 3-8
- [Verify Catch Server/FTP Server Monitor Configuration](#) on page 3-10

For details on implementing dub list processing in either the Traffic or Operations account, and for auto-generating dub lists from traffic and billing systems, see [Chapter 5, Dub List Processing & Integration](#).



Caution

When configuring or modifying factories, be sure to click the Save (disk) icon often to save your factory settings. Clicking the close button on the Manage Factories window without saving causes changes you've made to be permanently lost.



CONFIGURING ADMANAGER FOR CATCH SERVERS

AdManager use monitors to regularly poll your catch servers and FTP servers for new incoming media it should ingest and process.

In the case of Windows servers, this may involve updating the registry on the AdManager server (also called *FlipEngine*) to provide authentication credentials for the username that FlipEngine is operating under.



Note

If you're operating AdManager in a FactoryArray, be sure that each AdManager server (FlipEngine) has identical authentication credentials for optimal performance. See FactoryArray User's Guide for details.

In case of failure, jobs must be able to run on all available FlipEngines to maintain processing capacity. Lack of authentication credentials can halt processing by preventing the newly-assigned FlipEngine from accessing incoming media.

AdManager monitors provide you the ability to automatically submit media to a specific factory (in a specific account). When new media arrives in one of these catch servers, a job is submitted to the factory, which localizes the media to the FlipEngine, transcodes media products and delivers the output media per its destination(s) configuration.

Configuring Monitors

Complete, step-by-step details about how to create and configure monitors generally, is provided in the FlipFactory User's Guide, Chapter 6, Building Factories.

Configuring AdManager to interoperate with catch servers includes setting up the catch server itself (IP address, share directories, etc.) and setting up a specific catch server monitor to poll (or *monitor*) the specified catch server. For specific catch server and catch server monitor details, see Chapter 4, [Configuring Catch Servers and Monitors](#) on page 6-1.

Online help pages in the AdManager console provide descriptions for each monitor, including parameter specifications and application notes.

To display the help page for a specific monitor, display the Manage Factories window. With the Monitors folder selected, click the monitor tab to display the help page directly below. When you are viewing the monitor's editor panel, you can also click the Help button in the toolbar to display online help in a separate window. Use these guidelines when you create and configure a monitor for any of the supported catch servers.



CREATING A TRAFFIC ACCOUNT

The Traffic account has factories configured to monitor spots or other content placed on your catch servers, and process them upon arrival. To set up a Traffic account in AdManager, follow these steps:

Start the Console

Double-click the AdManager console shortcut (typically on your desktop) to launch the AdManager console.

SD|HD Considerations

If you process both incoming SD and HD content, there are a variety of workflows you can set up to support SD and HD:

One example is to have all spots normalized to HD (up-converting SD spots) in a single Traffic account. Then, allow the HQ or MVL handle down-conversion.

Another example is to add two monitors (one for SD spots; one for HD spots) in the same Traffic account, and then manually redirect spots as necessary using the Factory names to indicate a spot is SD or HD.

Alternatively, consider creating both a TrafficSD and a TrafficHD account, and use separate SD or HD dub lists to direct traffic separately.

Many other workflow configurations are possible. AdManager offers flexibility in how it can be set up to handle mixed SD and HD spot workflows.

Create the Traffic Account

Accounts in AdManager are used to organize and group factories by workflow or function. In this workflow, the Traffic account is set up to provide factories that monitor and process incoming media on catch servers, then pass the media on to Operations factories.

Step 1 Click Administer Accounts in the Administrators panel of the console. The first time you click any administrator tasks after you launch the console, you must log on as an administrator. AdManager displays the Connect window and identifies the AdManager you're connecting to.

Enter the administrator user name (default: *administrator*) and password (default: none assigned) and click OK to log on.

AdManager displays the Administer Accounts window.

Step 2 Click the New Account icon (left icon in toolbar) to display the Create a User Account window.

Step 3 Complete these fields:

User Login Name. Enter *Traffic*. This is the name that appears in the accounts list popup menu.



Personal Name. Enter *Traffic*, or the Traffic department manager's name. This is used in notification emails as the Users name.

Password. Enter a password. This is used to log in to the account via the console. A password is optional, but recommended when you create more than one user for security.

Forwarding Email Address. Enter the email address of the Traffic department manager. This is used to send notification of completed jobs.

Optionally, return to Administer Accounts when your inbound factory is complete and tested, and click Read Only to prevent traffic personnel from making changes to the factory. Check Delete Requires Sign Off to prevent unauthorized deletion of media files.

If you plan to use the Job Status window on other workstations for traffic personnel to review jobs, see [Installing the Job Status Application on Workstations \(page 2-22\)](#).

Step 4 Click Save to create the Traffic account, and close the window.

Log in to the Traffic Account

Step 1 In the AdManager console, select Traffic from the account popup menu in the Users panel.

Step 2 Enter your password in the field below the popup menu and click Login.

CREATING AN INBOUND FACTORY

Factories in your Traffic account are configured to monitor spots or other content placed on your catch servers, and process them upon arrival. Optionally, you can add monitors for traffic and billing systems including Eclipse (OpenTV) and Novar (Harris Systems).

To create and configure your inbound factory (you have more than one), follow these steps:

Create the Inbound Factory

Step 1 Click Manage Factories to display the Manage Factories window.

Step 2 To create the factory, click once to select the Factories folder.

Step 3 Next, right-click the Factories folder and select New Factory from the menu. AdManager creates a new factory (named *Untitled*).



Step 4 Select the untitled factory to display the factory editor panel. In the Name field, type Inbound. Optionally, enter a description (for example, DG and Vyvx Inbound) to indicate which catch servers this factory is monitoring.

Step 5 Click the Save icon to update the panel information and save your work.

Add Catch Server or FTP Monitors

Step 1 For each catch server or FTP server you plan to use, add a monitor.



Note

If you have more than one catch server from the same vendor, build and test one factory. Then, duplicate the factory and update the monitor to point to the directory on the second catch server. AdManager allows one monitor of each type per factory.

Step 2 Click the Monitors folder to display the Monitors enabler panel. AdManager displays tabs for each available monitor. Click the monitor you want to add (DG, Vyvx, etc.) and check Enabled.

Configure Each Catch Server Monitor

Step 1 Open the Monitors folder and click to select a catch server monitor.

Step 2 Enter the settings for your specific server.



Note

For details about configuring catch server monitors, see [Configuring AdManager for Catch Servers](#) on page 3-2. For complete details about catch server monitor specifications, see the online help displayed in the factory's Monitor enabler or editor panel, in the AdManager console.

Add a Dub List/ISCI Monitor (Manual Submission Method)

If you plan to have traffic personnel locate media on a dub list by ISCI code and submit it manually to the Operations account for processing and delivery to the HQ or MVL server, follow the steps in [Dub List/ISCI Monitors for Manual Submission](#) on page 5-2 to create and configure a Dub List/ISCI monitor in the Traffic Account. This allows AdManager to automatically set the filename for spots after traffic personnel have located them.



Configure Process/ Analyze Tools (Optional)

- Step 1** Next, you can optionally set up tools in Process/Analyze to perform various analysis and processing in your input media as it is transcoded. For a list of process/analyze tools and implementation details, see *Managing Process and Analysis Tools* in *FlipFactory User's Guide*, Chapter 6, *Building Factories*.
- To set up the Audio Analysis tool, for example, follow these steps:
- Step 2** Select the Process/Analyze folder to display the tools (some tools are optional, only available by specific licenses from Telestream).
- Step 3** On the Audio Analysis tab, click **Enabled**. This tool processes the audio, displays a graph of its level throughout the spot, and makes recommendations for automatic level correction, correlated to the +4dB, -20 dBfs reference.
- Step 4** Check **Create Waveform Display** so that when the job is complete, you can view a summary audio waveform of the clip. You can adjust the sensitivity of the sampling by varying the response time if you choose.
- Step 5** Save your work and continue.

Create Three Products

Next, you'll typically create three products (each of which outputs a specifically encoded media file from the decoded input) for this factory:

Duplicate Original. This output media file is not altered or transcoded; it is simply copied from the catch server and duplicated to a Local Storage destination on the AdManager server.

Preview Proxy. This file is typically transcoded into Windows Media or QuickTime format for preview purposes and stored in a Local Storage destination (the default store on each AdManager server is *media*).

Trim Proxy. This file is transcoded into QuickTime for manual trimming if required. This proxy is also stored in a local store.

- Step 1** To create these products, click on the Products folder, right-click and select **New Product** from the menu three times to create three untitled products icons under the Products folder.
- Step 2** Click each untitled product icon to display the editor panel and update settings for each product:

Duplicate Original Product

Append to Filename. None. If you add text in this field, it appends this text to the actual name of the spot.

Description. Duplicate Original.



Available Media Formats. Click Duplicate Original (Duplicate Original products are not transcoded. AdManager copies the original file to the destination, without altering the essence).

- Step 1** Click the Destinations folder, click the Local Storage tab and click Add.
- Step 2** Open the Destinations folder and click Local Storage destination. Select the store where you want the media delivered (default: *media*).
- Step 3** Enter the server name and path in Windows format. (Default: `\\SvrName\Media`). The Media folder (Default: `C:\Program Files\Telestream\FlipFactory\http\Media`) must be shared.

Preview Proxy Product

Append to Filename. None.

Description. Enter *Windows Media* or *QuickTime*, plus the term *Preview Proxy*.

Available Media Formats. Select Windows Media or QuickTime.

- Step 1** Open the Preview Proxy folder if not already open.
- Step 2** If you selected Windows Media, open the Windows Media Format folder.
- Step 3** Click Codecs and select Single Rate (HTTP or download).
- Step 4** Open the Codecs folder and select the codec to display its editor.
- Step 5** In the video codec, select Windows Media Video V9 and select and manually enter the Maximum Frame Rate value of 29.97 fps. Leave other settings at their default settings.
- Step 6** In the audio codec, select Windows Media Audio V9, V8, V7 and select an audio profile in the lower bandwidth range, mono or stereo (16 Kbps, 16kHz, Stereo, for example).
- Step 7** If you checked QuickTime, open the QuickTime folder for settings.
- Step 8** Make no changes to the Metafiles or Filters folders.
- Step 9** Click Destinations and click the Local Storage tab and click Add.
- Step 10** Open the Destinations folder, select the Local Storage destination and select the store where you want the media delivered (Default: *media*).
- Step 11** Enter the server name and path in Windows format (default: `\\SvrName\Media`). The Media folder (default: `C:\Program Files\Telestream\FlipFactory\http\Media`) must be shared.

Trim Proxy Product

Append to Filename. None.

Description. Trim Proxy.

Available Media Formats. Select QuickTime (not *QuickTime Streaming*).



- Step 1** Open the Trim Proxy folder and open the QuickTime folder.
- Step 2** Click Codecs and select the MPEG-4 QuickTime Movie codec. Also, select Raw PCM audio.
- Step 3** Open the Codecs folder. Select the MPEG-4 codec to display its editor.
- Step 4** Set the frame rate to 29.97 fps. Other settings remain default settings.
- Step 5** Select the Raw PCM codec. In the audio codec, select 2 audio channels. Select a moderate sample rate and set the sample size to 16 bits.
- Step 6** Make no changes to the Metafiles or Filters folders.
- Step 7** Click Destinations and click the Local Storage tab and click Add.
- Step 8** Open the Destinations folder, select the Local Storage destination and select the store where you want the media delivered (default: *media*).
- Step 9** Enter the server name and path in Windows format (default: `\\SvrName\Media`). The Media folder (default: `C:\Program Files\Telestream\FliptFactory\http\media`) must be shared.
- Step 10** Click Save to update your factory with your new settings.

Set up a Notification (Optional)

You can specify notifications to be made when AdManager processes a spot in this factory. For example, you can add a notification that sends an email with an attached proxy for each incoming spot. For details, see the FlipFactory User's Guide.

Save Your Factory Settings

Click Save to update your factory with your new settings and close the Manage Factories window.

CONTROLLING JOB SUBMISSION WITH FLIPSCAN

FlipScan is an optional, licensed feature for AdManager that enables you to configure local and network monitors to automatically scan and analyze various metrics in media files, and you can also save and view the extracted metadata.

FlipScan has filtering rules for over 20 metrics that you can set, so that FlipScan automatically submits media for processing to the correct factory, according to the rules you establish.

You can use FlipScan to submit or reject media in a single factory. You can also configure FlipScan in multiple factories with a common source, to selectively submit media to appropriate factories for specific transcoding and delivery rules.

FlipScan enables you to:



- Integrate media metrics scanning and analysis into your workflows
- Extract metrics as metadata for saving XML format or viewing
- Define filtering rules that evaluate metrics to process media only by specific factories.

Each media file is scanned for video, audio, and related metadata in all major media formats. You can define filtering rules to accept or reject media from a wide-ranging set of characteristics including formats, codecs, screen size, bit rate, aspect ratio, and many more.

For example, you can configure FlipScan so that spots that do not meet specific media criteria are rejected. You can also configure FlipScan so that 4:3 SD media is submitted to an SD factory for processing and delivery to a specific HQ|MVL server, while media that is already in an HD 16:9 aspect ratio is submitted to a different factory which transcodes the media to the required essence, adds a character to the filename, and delivers it to the specific HQ|MVL server.

Adding FlipScan to Traffic

FlipScan can only be enabled in Local Folder and Network Folder monitors. To implement FlipScan, you should create pre-processing factory which implements your catch server monitor, a Duplicate Original factory, and a Local or Network destination.

Next, modify or implement your inbound factory by eliminating the Catch Server monitor, and instead, implementing a Local or Network Folder monitor with FlipScan enabled and configured per your scanning requirements.

For complete details on implementing FlipScan, including configuration details and suggested workflows for both accept/reject processing and multiple factory processing, see the FlipScan Options App Note, on the FlipFactory section of the Telestream Web site at www.telestream.net.



VERIFY CATCH SERVER/FTP SERVER MONITOR CONFIGURATION

- Step 1** After you have created products and configured each of your monitors (one monitor for each catch server or FTP server, save your factory, close the Manage Factories window and display the AdManager console.
- Step 2** Click System Status to display the System Status window.

Figure 3–1. System Status window displays active jobs and monitors

Active monitors on "TechWriter"						
Source	User	Factory	Date	Status	Pri...	
Database	administrator	*	Mon Sep 19 08:46:20...	Online: accepting messages for ...	3	
DubList/ISCI Monitor	Traffic	Inbound	Thu Sep 22 16:20:05...	Connected: 'WW-ADAMS/Dublists', ...	3	
Email/ClipMail	administrator	*	Mon Sep 19 08:46:20...	Online: accepting mail for: flipfact...	3	
Update	administrator	update	Thu Sep 22 14:47:06...	Online: system is current (4.0.18 ...	3	
Vyx Catch Server	Traffic	Inbound	Thu Sep 22 15:55:43...	Connected: 'WW-ADAMS/Spots', ...	3	

In the Active Monitors table at the bottom, verify that each monitor is listed, and check the status column (far right) to verify that the monitor is configured correctly and is online. If a monitor is not online, determine the error and re-configure it.

Another way to verify the configuration and validate communication with the catch server is to manually submit a job.

- Step 3** To perform this test, display the Submit Job window.
- Step 4** Select the Inbound Factory from the Factories popup menu. If you only have one factory, it is selected automatically.
- Step 5** In Source, make sure File is checked, and select the server you're monitoring from the dropdown menu.
- Step 6** Supply the same configuration information for the catch server you set up the monitor. In Domain/Workgroup Name, enter the domain server or Windows workgroup that authenticates the account your AdManager server is running under. By Default Folder, click Browse to locate and select the monitored folder.



- Step 7** Next, use the upper Browse button (below the catch server you're monitoring) to select the clip and click Flip It!
-

**Note**

Don't click the upper Browse button until you've added the configuration and provided the default path. The console will hang and you may have to end the application.

The job should process normally. If it does, your monitor and catch server are properly configured.

**Note**

You can save this custom source for use later. Click the Disk icon, name the source and click Save. The source is displayed at the bottom of the Source menu.





Creating an MCC/Operations Account

This chapter describes how to create an account for MCC/Operations, and a production factory. The MCC/Operations account has a factory which performs trimming and audio level correction on each spot as required (based on metadata obtained from the Inbound factory in the Traffic account). The factory also transcodes the spot, names it by its house/traffic ID and delivers it to a SCF1000|HQ|MVL server automatically.

For details on ingesting media by implementing dub list processing in factories in the Traffic or MCC/Operations account, and for auto-generating dub lists from traffic and billing systems, see [Chapter 5, Dub List Processing & Integration](#).

For details on setting up SCF1000|HQ|MVL destination in factories in the MCC/Operations account, see [Chapter 7, Configuring SCF1000|HQ|MVL Server Destinations](#).

Topics

- [Configuring AdManager for HQ and MVL Servers](#) on page 4-2
- [Creating the MCC/Operations Account](#) on page 4-3
- [Creating the SCF1000|HQ|MVL Server Factory](#) on page 4-4



Notes

You can name the MCC/Operations account any name you prefer. If you have a multiple Head Quarters or Master Video Libraries in your facility with multiple Traffic server (Novar or Eclipse) server databases, you'll need an MCC/Operations account for each Traffic server database, so that you don't have conflicting client cut numbers.

You might name the MCC/Operations account for each facility by zone or DMA name. For example: MCC_Ops-NYC for New York City and MCC_Ops-SEATAC for Seattle-Tacoma.



CONFIGURING ADMANAGER FOR HQ AND MVL SERVERS

AdManager can be configured to deliver processed media directly to HQ and MVL servers or on a staging Spot Convert PC (SCF1000).

Configuring AdManager to interoperate with HQ and MVL servers includes setting up the server and AdManager to produce a media file with a specific codec and delivering it to the specified server.

In AdManager you create a *product* to specify format/ wrapper and the codec, and add destinations to automatically deliver processed media to HQ and MVL servers. After media has been encoded and saved in the specified file format, the factory delivers the product (the resulting media file) to the specified destination.

When delivering to a Seachange MVL, the media is delivered to a network folder and the MVL Notify (not a destination) triggers an upload to the MVL.

Details about how to create and configure an AdManager destination is provided in FlipFactory User's Guide, Chapter 6, Building Factories.

Online help pages in the AdManager console provide descriptions for each destination, plus parameter specifications and application notes.

To display the help page for a specific destination, display the Manage Factories window. Open the Products folder and open the target product. In the target product window, select the Destinations folder and click the destination tab to display the help page directly below. When you are viewing the monitor's editor panel, you can also click the Help button in the toolbar to display online help in a separate window.

Use these help pages when you create and configure a destination for any of the supported HQ and MVL servers.



CREATING THE MCC/OPERATIONS ACCOUNT

If you don't have an MCC/Operations account and factory set up in AdManager, create one using these steps:

Start the AdManager Console

- Step 1** Double-click the AdManager Console shortcut on the desktop to launch the AdManager console.

Create the MCC/Operations Account

- Step 1** Click Administer Accounts.
- The first time you select any administrator tasks (Administer Account, System Status, System Settings) in the AdManager console after launching the console, Windows displays a logon window.
- Enter your user name and password and click OK. (Default: *administrator*, no password assigned).
- AdManager displays the Administer Accounts window.
- Step 2** To create an account, click the New Account icon (left icon in toolbar). AdManager displays the Create a User Account window.
- Complete these fields:
- Step 3** **User Login Name.** Enter *MCC_Operations* (slash characters (/) are not allowed in login names) or other name, as appropriate.
- AdManager also allows you to install the Job Status application, a remote Job Status console, at workstations anywhere on the network (*Installing the Job Status Application on Workstations (page 2-22)*). This console allows personnel to monitor jobs in accounts they are responsible for monitoring.
- Step 4** **Personal Name.** Enter *MCC_Operations*, or the MCC/Operations department manager's name. This is used in notification emails as the User's name.
- Step 5** **Password.** Enter a password. This is used to log in to the account via the console. Password is optional, but recommended when you create more than one user for security.
- Step 6** **Forwarding Email Address.** Enter the email address of the MCC/Operations department manager. This is used when sending notification of completed jobs.



- Step 7** Optionally, return to Administer Accounts when your factory is complete and tested, and click Read Only to prevent traffic personnel from making changes to the factory. Check Delete Requires Sign Off to prevent unauthorized deletion of media files.
- Step 8** Click Save to create the account, and close the Administer Accounts window.

Log in to the MCC/ Operations Account

- Step 1** In the AdManager console, select *MCC_Operations* from the popup menu in the Users panel.
- Step 2** Enter your password in the field below the popup menu and click Login.

CREATING THE SCF1000|HQ|MVL SERVER FACTORY

- Click Manage Factories to display the Manage Factories window.
- Step 3** To create the factory, click once to select the Factories folder.
- Step 4** Next, right-click the Factories folder and select New Factory from the menu. AdManager creates a new factory (named *untitled*).
- Step 5** Open the Factories folder and select the untitled factory to display the factory editor in the right panel.
- Step 6** In the Name field, enter the name for this factory.

Typically, the name includes the specifications for this factory: *VODTransportStream_MPEG2_3.75_MPEG1Layer2Audio*, for example (no spaces are allowed). Optionally, name the server: HQ, MVL, SCF1000, etc.
- Step 7** Click the Save icon at the top to update the panel information and save your work.

Add a Dub List/ISCI Monitor (Automatic Submission Method)

If you plan to automatically submit jobs when they are found on the dub list and the media has been processed by the Traffic account for processing and delivery to the HQ and MVL, follow the steps in [Dub List/ISCI Monitors for Automatic Submission](#) on page 5-3 to create and configure a Dub List/ISCI monitor in the Traffic Account.

Configure Process/ Analyze Tools

- Next, you can set up optional Process/Analyze tools to enable media processing. Follow these steps:
- Step 1** Select the Process/Analyze folder to display the editor.



- Step 2** On the Media Processing tab, click Enabled. This instructs AdManager to trim the spot (based on in and out points and duration) before sending it to the server.
- Step 3** Click the Media Processing icon to display the selections.
- Step 4** Check *Recompute media sample times* to ensure that the video and audio tracks are kept in sync during the trim process.
- Step 5** Save your work and continue.

Create the Output Media Product

This factory obtains media files from the Traffic account destination where the Duplicate Original file is stored (usually the default media store):

- Step 1** Click on the Products folder.
- Step 2** When selected, right-click and select New Product from the menu.

Configure the Product Settings

- Step 1** Open the Products folder and select the Product folder to display the Product editor panel.
- Step 2** Name the Product and specify the Media Format:
 - Product Name.** *MPEG2VODStream*, or other appropriate name.
 - Append to Filename.** None. (Text in this field is appended to the file name.)
 - Available Media Formats.** Select the media format you want to produce from the input media: typically, VOD Transport Stream.
- Step 3** Set up the Codec. Open the product folder, then open the Codecs folder, then select the codec. Typically, MPEG2 VOD Stream.
- Step 4** Configure the codec for your requirements. Click the MPEG2 VOD Stream (or other) codec icon to display its editor panel and configure it per your requirements:

Table 4–1. Typical MPEG2 VOD Stream Codec Settings

Setting	Value
Total Bit Rate	3.75 Mbs (3750000)
Audio Streams	Audio PID 482: MPEG1 Layer 2 Audio
	Audio PID 483: Dolby 5.1/AC3 Audio

When sending media to both legacy and digital insertion systems, you must supply both MPEG1 Layer 2 and Dolby 5.1/AC3 audio, and for



SeaChange systems, you must supply them in order: audio stream 1 is PID 482, with MPEG1 Layer 2, audio stream 2 is PID 483, with Dolby 5.1/AC3.

All other settings may be configured per your specific requirements. See the online help page for details on all settings.

- Step 5** Set up the optional filters. Select the Filters folder, then click the Audio Level tab and check Enabled.
- Step 6** Next, open the Filters folder and click the Audio Filter to display its editor panel. Check Enable auto-correction.
- Step 7** Set up the Destination for your Spot Convert PC|HQ|MVL server. See [Chapter 7, Configuring SCF1000|HQ|MVL Server Destinations](#) on page 7-1 for details on configuring the destination for your specific server.
- Step 8** Click Save to update your factory with your new settings.

Reviewing and Approving Spots

Typically, MCC/Operations personnel may QC or review some or all spots as they progress through a workflow from catch server to HQ|MVL, and there are several methods to accomplish this task in AdManager. One suggested method is to log in to Traffic, double-click a job in the Job Status window, and use the Playback/trim editor to review spot content. For more information see [Working with Jobs in MCC/Operations \(page 2-11\)](#), or see Using the Playback/Trim editor in the FlipFactory User's Guide.

Another method is to add a second, QC factory in the MCC/Operations account and create a copy (Duplicate Original) of the final MPEG2 file and save the output in a local folder (Local Folder destination) or NAS (Network Folder destination) accessible by a system that can play the MPEG2 video for QC purposes.

Testing your MCC/Operations Account

The AdManager server and SCF1000|HQ|MVL server must have connectivity to interoperate.

Test the factory to make sure it is working properly, by submitting a test job either via the monitor, or manually via the Submit Job window.



Dub List Processing & Integration

This chapter describes how to implement dub list processing, and integrate traffic and billing systems to automatically generate dub lists in your AdManager factories. FlipFactory supports dub lists (or copy required lists) in txt format, which can be created by a wide variety of Traffic and billing systems.

In addition to processing AdManager-compliant dub list text files that are manually created or generated from external systems, you can also configure AdManager to automatically generate dub lists for processing, by integrating Eclipse or Novar in separate dub list-generation factories.

Topics

- [Dub List/ISCI Monitors for Manual Submission](#) on page 5-2
- [Dub List/ISCI Monitors for Automatic Submission](#) on page 5-3
- [Integrating with an Eclipse System](#) on page 5-5
- [Integrating with a Novar System](#) on page 5-6



DUB LIST/ISCI MONITORS FOR MANUAL SUBMISSION

If you plan to have traffic personnel locate media by hand and submit it manually to the MCC/Operations account for processing and delivery to the HQ or MVL servers, you should create and configure a Dub List/ISCI monitor in the Traffic Account. This can help automate the process of naming the output spots with house IDs.



Note

If you plan to implement automatic submission, do not implement a Dub List/ISCI monitor in Traffic. Automatic submission of jobs from Traffic to MCC/Operations is all configured in the production factory – in this case, MCC/Operations ([Dub List/ISCI Monitors for Automatic Submission](#) on page 5-3).

The Dub List/ISCI monitor (configured with ISCI Monitor disabled) is configured to maintain a list of ISCI code/house or traffic ID pairs of jobs to be submitted. The Dub List/ISCI monitor regularly polls the specified directory for new dub lists saved in the directory. Each time a new dub list arrives, the Dub List/ISCI monitor scans the new file to pick up new ID entries and adds them to the list.

When the operator is manually submitting jobs to MCC/Operations, AdManager automatically matches the ISCI code for the Dub List/ISCI monitor, renames to content (clip) to the house/traffic ID, and puts corresponding ID in the House metadata tag.

You can configure the Dub List/ISCI monitor to process both columnar and CSV-delimited dub list files, process data, and to maintain ISCI code/house or traffic ID pairs for a certain number of days before dropping them from its list, and also to ignore Dub lists that are older than the specified number of days. You can also configure the Dub List/ISCI monitor to process multiple types of dub lists.

Create & Configure a Dub List/ISCI Monitor

- Step 1** Log on to your Traffic account, and open your inbound factory in the AdManager console.
- Step 2** Select the Monitor Folder to display the list of monitors that are available.
- Step 3** Click the Dub List/ISCI monitor tab in the editor panel, and check Enabled. This monitor enables the factory to pick up the house/traffic ID metadata and use it for clip naming.
- Step 4** In the Monitors folder, click the Dub List/ISCI monitor you just created to display the editor panel.



Step 5 Update the fields and controls to meet your specific dub list and processing requirements. Each field and control is explained in detail on the companion help page for the monitor editor panel.

If you're processing dub lists for Eclipse, set up the columnar data processing in this monitor to match the output of the Eclipse monitor ([Integrating with an Eclipse System \(page 5-5\)](#)). If you're processing a Novar dub lists, set up the columnar data processing to match the Novar dub list ([Integrating with a Novar System \(page 5-6\)](#)), etc.

Step 6 Make sure that the Flip Engine service is logged on and running under an account (administrator or other appropriate account) or domain that provides authentication to the specified server. For details about setting up Flip Engine to run under authority of a specific account, see the FlipFactory User's Guide, Chapter 4, Accessing Network Shares.

Now, click Save to save your factory in the Traffic account and close the Manage Factories window.



Note

When you configure AdManager for manual submission, traffic personnel can use the Job Status console ([Installing the Job Status Application on Workstations \(page 2-22\)](#)) to monitor media, check metadata, and submit jobs to the MCC/Operations account at workstations on the network.

DUB LIST/ISCI MONITORS FOR AUTOMATIC SUBMISSION

If you plan to automatically submit jobs when they are found on the dub list and the media has been processed by the Traffic account, follow these steps to create and configure a Dub List/ISCI monitor in the MCC/Operations Account's production factory.



Note

If you plan to manually submit jobs from Traffic to MCC/Operations, do not implement a Dub List/ISCI monitor in MCC/Operations; implement it instead in your inbound factory ([Dub List/ISCI Monitors for Manual Submission on page 5-2](#)).

The dub list monitor in the MCC/Operations account enables the factory to identify the media by ISCI code, automatically assign the house/traffic ID as the file name and submit it without human intervention from the Traffic factory destination to the MCC/Operations factory for processing and delivery to the HQ|MVL.



In this workflow, the Dub List/ISCI monitor (configured with ISCI enabled) is configured to maintain a list of ISCI /house or traffic ID pairs that identify media, so that jobs can be submitted when the media is detected. The Dub List/ISCI monitor continually monitors the specified directory for new dub lists saved in the directory. Each time a new dub list arrives, it scans the file to pick up new ISCI/house or traffic ID entries.

With the ISCI Monitor option enabled, the Dub List/ISCI monitor also polls the specified Traffic account. When Duplicate Original media is present that matches the ISCI code, the job is submitted from Traffic to MCC/Operations (itself).

Create & Configure a Dub List/ISCI Monitor for Auto-flip

- Step 1** Log on to your MCC/Operations account, and open the HQ or MVL server factory.
- Step 2** Select the Monitor Folder to display the list of monitors.
- Step 3** Click the Dub List/ISCI monitor tab in the Monitors editor panel, and check Enabled. This creates the Dub List/ISCI monitor and enables the factory to pick up the ISCI code and house/traffic ID metadata to rename the clip to the ID number automatically.
- Step 4** In the Monitors folder, click the Dub List/ISCI monitor to display the monitor editor panel.
- Step 5** Update the fields and controls to meet your specific dub list and processing requirements. Each field and control is explained in detail on the companion help page for the monitor editor panel.

If you're processing dub lists for Eclipse, set up the columnar data processing in this monitor to match the output of the Eclipse monitor ([Integrating with an Eclipse System \(page 5-5\)](#)). If you're processing a Novar dub lists, set up the columnar data processing to match the Novar dub list ([Integrating with a Novar System \(page 5-6\)](#)), etc.
- Step 6** Make sure that the Flip Engine service is logged on and running under an account (administrator or other appropriate account) or domain that provides authentication to the specified server. For details about setting up Flip Engine to run under authority of a specific account, see the FlipFactory User's Guide, Chapter 4, Accessing Network Shares.



INTEGRATING WITH AN ECLIPSE SYSTEM

To integrate AdManager with Eclipse and auto-generate AdManager-compatible dub list text files, you need to add an Eclipse monitor to your MCC/Operations account factory for automatic job submission.

The Eclipse monitor queries the Eclipse database every three minutes, and generates a dub list containing entries for updates since the last query. The dub list is placed in a destination folder, which is monitored by your dub list monitor in the same factory. The dub list monitor ingests the three-minute dublist and updates its master dub list.

AdManager uses this dub list in your MCC/Operations account to automatically submit media jobs and deliver them to your HQ or MVL servers.

Add the Eclipse Monitor to the Factory

To integrate Eclipse with your MCC/Operations account factory, add the Eclipse monitor and configure it following these steps:

- Step 1** Log on to your MCC/Operations account in the AdManager console.
- Step 2** In your HQ or MVL factory, click the Monitors folder to display the monitor list.
- Step 3** Click the Eclipse monitor tab in the editor panel, and check Enabled.
- Step 4** In the Eclipse monitor edit panel, specify the Eclipse Database Server IP address and port (default 1521). Also, supply the database login and password credentials.
- Step 5** Next, select the number of days to add to the date range. This value adds the extra days to the future in its search. For example, if you enter 4, the search will search out for the next 4 days in compiling its entries for the dub list.

Next, browse and select the directory where the text file dub list should be written out; the same directory specified in your Dub List monitor. This may be a network share, or a local folder on the FlipEngine server. Configure other settings (FactoryArray, for example) as necessary.

The generated dub list publishes the ISCI code in column 87, and is 20 characters long. The House ID starts in column 0 and is also 20 characters long.



Note

You'll need these column details to configure the dub list monitor in either Traffic or MCC/Operations to process your Eclipse dub list correctly.



The text below is typical of the dub list output generated by the Eclipse monitor for processing by the Dub List monitor:

```

...
1306960    GM/SUV GMSV3459    30    GMSV3459    2008-07-25
1306961    GM/Pick Up    30    GMPU9874    2008-07-25
31373     penn0041 eng contr    30    penn0041    2008-07-25
31374     penn0042 span contr    30    penn0042    2008-07-25
8275640    Inside Man    30    Inside    2008-07-25
8275642    Scary Movie 4    30    Scary    2008-07-25
F0000145006 Hot Links Sandwich    30    Hot    2008-07-25
F0000798002 Next Time    30    Next    2008-07-25
F0002464043 Shaw Center Tag    30    Shaw    2008-07-25
F0002464044 Kathy Ireland Tag    30    Kathy    2008-07-25
...

```

Step 6 Save your factory.

This factory will process the incoming Eclipse database query results, and write out the dub list text file, for ingest by the Dub list monitor, which uses the entries to submit jobs that processes the media and delivers it to the HQ or MVL server.

INTEGRATING WITH A NOVAR SYSTEM

To integrate AdManager with Novar so that you can auto-generate AdManager-compatible dub list text files, you need to create another account (*NovarDubList*, for example) and 2 pre-processing factories (this is a one-time task). The first factory (Novar-PrettyPrint) accepts an HTML file from Novar with the dub list entries.

The PrettyPrint factory converts the HTML file into an XML file in preparation for Factory No. 2 (Novar-Dublist), the MetaFlip factory, which transforms the XML into a text dub list for the production factory with the Dub List monitor.

After configuring these two factories, you can generate MVL lists in Novar (either for Seachange MVL or SCF1000 or HQ servers).

Workflow Overview

The operator produces an MVL list from Novar and saves it in the PrettyPrint monitor's folder for ingest. The PrettyPrint factory ingests the dub list Web page, modifies it and saves it as an XML file in the target directory of the Novar-Dublist factory's monitor folder.

The Novar-Dublist factory's monitor ingests the XML file from Novar-PrettyPrint, transforms it into an AdManager-compatible dub list in text file format using *Novar.xsl*, and saves it in the target directory for the product factory monitor.



Your AdManager product factory's dub list monitor uses this dub list in your MCC/Operations account to automatically submit media jobs and deliver the output media to your HQ or MVL servers.



Note

The following steps use a local folder on a single AdManager server. If you're operating in a FactoryArray, be sure to replace the local folder monitors with network folders, and use a network folder as the output for the PrettyPrint factory as well.

Create the NovarDubList Account

To integrate Novar with your MCC/Operations account factory, create the NovarDubList account following these steps:

Step 1 Click Administer Accounts in the Administrators panel of the console. AdManager displays the Connect window and identifies the AdManager you're connecting to.

Enter the administrator user name (default: *administrator*) and password (default: none assigned) if necessary and click OK to log on.

AdManager displays the Administer Accounts window.

Step 2 Click the New Account icon (left icon in toolbar) to display the Create a User Account window.

Step 3 Complete these fields:

User Login Name. Enter *NovarDubList*. This name displays in the accounts list popup menu.



Tip

It is important to create a specific account for these two factories, so that the Traffic Job Status window is not cluttered with these dub list processing jobs. Alternatively, place these factories in the MCC/Operations account.

Personal Name. Enter your name here as owner, or use *NovarDubList*.

Password. Enter a password, if you want this level of protection.

Forwarding Email Address. Enter the email address of the MCC/Operations department manager or a dedicated email account for these jobs.

Step 4 Click Save to create the NovarDubList account, and close the window.



Build the PrettyPrint Factory

Now, build the Novar-PrettyPrint factory following these steps:

- Step 1** Log on to the NovarDubList account in the AdManager console.
- Step 2** Create a new factory, and named Novar-PrettyPrint.
- Step 3** Click the Monitors folder to display the monitor list and click the Network monitor tab in the editor panel, and check Enabled.
- Step 4** In the Network Folder monitor edit panel, check Localize source file and enter **.html/*.htm* to accept html files. In the Monitored folder, select the directory where these html files are being placed by Novar. This may be a network share, or a local folder on the FlipEngine server. Configure other settings (FactoryArray, for example) as necessary.
- Step 5** Create a Duplicate Original product and name it *No Product*. This is a required product, but you won't use the output. The duplicated file is placed in the media store, and ages out unused.
- Step 6** In Notifications, add an External Shell notification.
- Step 7** In the Command field, enter:

```
"C:\Program Files\Telestream\FliptFactory\tidy.exe" -numeric
-w 0 --output-xml yes --show-warnings no -q -o
"C:\NovarOut\%FILENAME.xml" "%OUTPUTFILE"
```

Make sure that there are no spaces after dashes, and no return characters anywhere in this string of commands and parameters.
The first path points to a monitored folder to receive the XML file being output from tidy.exe. The \$FILENAME parameter is parsed and replaced by the external command shell with the filename of the *.htm file. (The final filename ends in *.htm.xml*.) The \$OUTPUTFILE parameter is parsed and replaced by the external command shell with the fully-qualified name of the file from the store. As this path often contains at least one space, the quotation marks are *required*. (Spaces may not work on some systems.)
The example runs the program from its default installation path on the C drive. If yours is different, modify the path to tidy.exe. Also, modify the output path and directory if different – the example uses *C:\NovarOut*.
This shell command executes tidy.exe and produces a new XML file with the same name as the input file into the *NovarOut* folder. Modify the target folder as necessary.
- Step 8** Save your work and continue.

Build the Novar-Dublist Factory

Next, build the second pre-processing factory – Novar-Dublist. The generated dub list publishes the ISCI code in column 40, and it is 20 characters long. The House ID starts in column 80 and is also 20



characters long. You'll need this information to set up the dub list monitor in your production factory in MCC/Operations correctly.

To create the Novar-Dublist factory, follow these steps:

- Step 1** Log on to the NovarDubList account in the AdManager console if you're not already logged on.
- Step 2** Create a new factory, and named *Novar-Dublist*, for example.
- Step 3** Click the Monitors folder to display the monitor list and click the Local Folder + Metadata monitor tab in the editor panel, and check Enabled.
- Step 4** In the Local Folder + Metadata folder, select the directory where these XML files are being placed by Novar-PrettyPrint (in the example above, in C:\NovarOut). This may be a network share, or a local folder on the FlipEngine server. In Accept Filename patterns, enter **.xml* to accept XML files.

Also check Advanced, and select Attach Metadata from a matching XML file from the dropdown menu, with extensions **.xml|*.xfs*, and select *Insert as Metadata Label* from the dropdown menu. Configure other settings (FactoryArray, for example) as necessary.
- Step 5** Create a Duplicate Original product and name it No Product. This is a required product, but you won't use the output. The duplicated file is placed in the media store, and ages out unused.
- Step 6** In Notifications, add an XSL Transform notification.
- Step 7** Enter *MM-dd-yyyy-HH-mm-ss'.txt'* in the Filename pattern field. Check Prepend source name to output filename, and select *NOVAR.xsl* as the stylesheet. (If you just used MM-dd-yyyy, two dub lists in the same day would override the previous file.)



Note

XSL stylesheets are stored in the Program Files\Telestream\FlipFactory\http\metadata\stylesheets directory. You can edit the existing stylesheets, or write your own and store them in the same location.

In the Destination folder, browse and select your target output folder which is monitored by the dub list monitor in the MCC/Operations account's production factory.



Also, check Skip failed jobs, and Overwrite set to True.



Note

You'll need these column details to configure the dub list monitor in either Traffic or MCC/Operations to process your Novar dub list correctly.

Save your factory. This factory will process the incoming XML file with NOVAR.xsl, and write out the dub list text file, for ingest by the factory that processes the media and delivers it to the HQ or MVL server.

Configuring Catch Servers and Monitors

AdManager factories can be configured to monitor catch servers and FTP servers for new media to automatically transcode.

Configuring an AdManager factory to interoperate with catch servers involves adding a monitor and configuring it, and may involve some configuration on the catch server as well.

Optionally, you can enable FlipScan to automatically scan and analyze various metrics in media files, and save and view the extracted metadata. FlipScan has filtering rules for over 20 metrics that you can set, so that FlipScan automatically accepts or rejects media, or submits media for processing to the correct factory, according to the rules you establish.

Topics

Use these guidelines and tips when you add and configure a monitor for any of these catch servers.

- [Testing AdManager with your Catch Server](#) on page 6-2
- [Spottraffic Catch Server](#) on page 6-3
- [Mijo Catch Server](#) on page 6-4
- [Centaur Catch Server](#) on page 6-5
- [DG Spot Box Catch Server](#) on page 6-6
- [Vyvx Catch Server](#) on page 6-7
- [On the Spot Media Server](#) on page 6-8
- [FTP Servers](#) on page 6-9



Details about how to create and configure an AdManager destination is provided in FlipFactory User's Guide, Chapter 6, Building Factories.



Note

Help pages in the AdManager console provide descriptions for each monitor, plus parameter specifications and application details.

To display the help page for a specific monitor, display the Manage Factories window. Open the Monitor enabler panel and click the specific monitor tab to display the help page directly below.

You can also display the monitors's help page when you have selected the monitor to display the editor panel. Click the Help button in the toolbar (far-right icon).

Testing AdManager with your Catch Server

The catch server, AdManager server, and HQ / MVL must be on the same subnet to interoperate unless your switches are configured specifically to route traffic through different subnets.

After you have configured the catch server and the AdManager monitor in your factory, test the monitor to make sure it is working properly by submitting a test job either via the monitor, or manually via the Submit Job window.



SPOTTRAFFIC CATCH SERVER

The Spottraffic Catch Server Monitor monitors a user-specified Spottraffic edge server for the arrival of new media content, which is stored in a single folder. When content is detected in the monitored folder, a job is automatically submitted (including metadata) to the specified FlipEngine account.

Content is delivered to the Spottraffic server as an MPEG2 file (.mpg).



Note

The Flip Engine service must be running under an account that has sufficient privileges to access the monitored server. For details on specifying logon accounts or setting up authentication for network shares in the registry, see the FlipFactory User's Guide.

The Spottraffic server is a Windows server, and requires server authentication to use Windows Networking. See Accessing Network Shares in the FlipFactory User's Guide – Chapter 4, Customizing FlipFactory for details about updating the registry settings with the login and password credentials, if necessary.

When you finish configuration, click Save to update the factory in the database. Then, display the System Status window to observe the monitor initializing and reconnecting to the monitored folder to validate your configuration.

Metadata

This monitor attaches metadata labels to each message that is submitted. The labels are populated with ISCI code, agency, duration, start of clip and end of clip, and other information that is retrieved from an XML file that is associated with each file and present on the Spottraffic server.

Playback/trim values are always assumed to be NTSC values – playback/trim of PAL files is not supported in the Spottraffic monitor.

The Review label is attached as a template to be filled in by the user.

Corresponding metadata files are named to match the spot, so that AdManager identifies the metadata file automatically. For example, the metadata for *Clip1234.mpg* is contained in the file *Clip1234.mpg.xml*. The xml format is specific to Spottraffic. If there is no corresponding XML file, the ISCI code is retrieved from the name of the media file.



MIJO CATCH SERVER

The Mijo Monitor queries the Mijo database on a user-specified Mijo server to track the arrival of new media content. When the database indicates the availability and location of a new file, AdManager retrieves the media via FTP and retrieves the metadata from the database. Mijo's database is updated to indicate successful delivery. A job is automatically submitted to the specified account by the Mijo monitor.

Content is delivered to the Mijo server as an MPEG2 file.

Manual Job Submission

As an alternative to automatic monitor submission of jobs, you can display the Submit Job window and manually submit a job to process media on a Mijo server. In the source field, the user can enter the Mijo ID of the database entry for the clip, the clip's ISCI code, or browse via FTP and enter the file name and path. To be successfully submitted, a file must be available and unexpired.

Mijo Server Configuration

The Mijo server is an FTP server and requires FTP authentication. Login credentials (username and password) for FTP and the database are unique to each server and are provided by Mijo Corporation.

Telestream recommends that customers contact Mijo Corporation and advise them that a Telestream AdManager is being configured for use with a Mijo server. To complete the integration, you need to configure both systems to support FTP and database connections.

Metadata Support

AdManager can automatically collect Reference Number (ISCI code), agency, client, product, title, duration and start of clip from the Mijo server database and populate metadata labels with this information.



CENTAUR CATCH SERVER

The Centaur Monitor monitors a user-specified Centaur server for the arrival of new media content, which is stored in folders indicating upper-field or lower-field dominance content. When content is detected in the monitored folder a job is automatically submitted (including metadata) to the specified FlipEngine account. Content is delivered to the Centaur server as an MPEG2 file (.mpg).



Note

The Flip Engine service must be running under an account that has sufficient privileges to access the monitored server. For details on specifying logon accounts or setting up authentication for network shares in the registry, see the FlipFactory User's Guide.

The Centaur server software runs on Windows XP or 2000, and requires server authentication to use Windows Networking. See Accessing Network Shares in the FlipFactory User's Guide – Chapter 4, Customizing FlipFactory for details about updating the registry settings with the logon and password credentials, if necessary.

Metadata

This monitor attaches metadata labels to each message that is submitted. The labels are populated with ISCI code, agency, duration, start of clip and end of clip, and client information that is retrieved from an XML file that is associated with each file and present on the Centaur server.

Playback/trim values are always assumed to be NTSC values – playback/trim of PAL files is not supported in the Centaur monitor.

The Review label is attached as a template to be filled in by the user.

Corresponding metadata files are names to match the spot, so that AdManager identifies the metadata file automatically. For example, the metadata for *BeverageAd.mpg* is contained in the file *BeverageAd.mpg.xml*. The xml format is specific to Centaur.



DG SPOT BOX CATCH SERVER

The DG Systems Monitor monitors Spot Box servers for new media. Content is delivered to a Spot Box in three files – bars & tone, slate, and media – with the same name: the ISCI code, (most cases), and different suffixes. Bars & tone and slate files are unused by AdManager. Program media is delivered in MPEG2 format.

AdManager uses FTP to transfer the media files. When a new media file is detected in the monitored folder, a job is automatically submitted to the specified Flip Engine, including metadata.

Metadata Support

The monitor attaches metadata labels to each job. The ISCI, agency, duration, client, and Playback/Trim labels are populated with information retrieved automatically from the server. This database information is only available from DG servers running Version 5.05 or later software. The Review label is attached as a template to be filled in by the user.

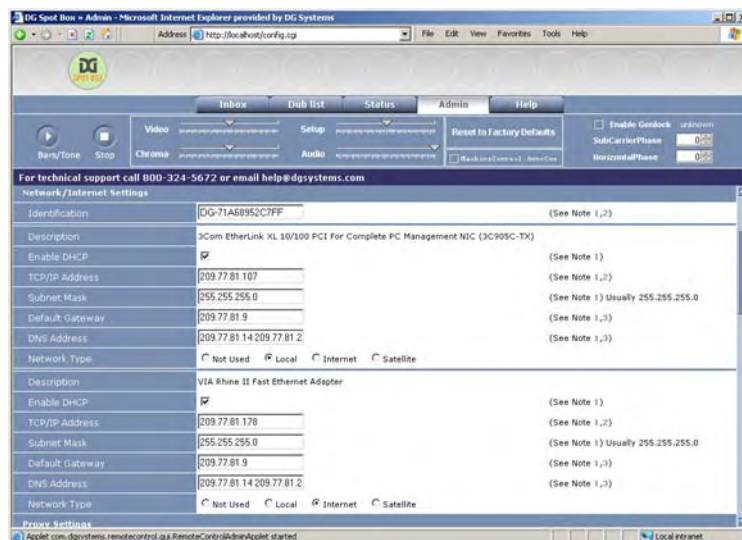
Monitored Folder

The monitor editor panel allows you to browse and select the monitored folder on the Spot Box. File transfer is accomplished via FTP on port 21.

DG Spot Box Administration

To manage the Spot Box and view details, enter `http://localhost/config.cgi` in Internet Explorer running directly on the server.

Figure 6–1. DG Spot Box administration Web page



Testing Metadata Retrieval

To test metadata retrieval from the DG Spot Box, open Internet Explorer on the AdManager server. Enter the URL `http://<DG Spot Box Host Name or IP Address>/cgi-bin/nph-wwwbrowse?type=21&filter_attr=8` to display an XML file.



VYVX CATCH SERVER

The Vyvx Catch Server Monitor monitors a Vyvx edge server for the arrival of new media content, which is stored in a single folder on the catch server. When new media is detected in the monitored folder a job is automatically submitted (including metadata) to the specified FlipEngine account. Content is delivered to a Vyvx server as an MPEG2 file (.mpg).



Note

You should contact Vyvx Customer Support to assign an IP address and share the Spots directory on their server. The Flip Engine service must be running under an account that has sufficient privileges to access the monitored server.

For details on specifying logon accounts or setting up authentication for network shares in the registry, see the FlipFactory User's Guide.

The Vyvx server is a Windows server, and requires server authentication to use Windows Networking.

Default login: *adsuser*

Default password: no password is assigned

Path: \\Vyvx IP Address\Spots

See Accessing Network Shares in the FlipFactory User's Guide – Chapter 4, Customizing FlipFactory, for details about updating the registry settings with the login and password credentials, if necessary.

Metadata

This monitor attaches metadata labels to each message that is submitted. The labels are populated with ISCI code, agency, duration, start of clip and end of clip, and client information that is retrieved from an XML file that is associated with each file and present on the Vyvx server.

Playback/trim values are always assumed to be NTSC values – playback/trim of PAL files is not supported in the Vyvx monitor.

The Review label is attached as a template to be filled in by the user.

Corresponding metadata files are names to match the spot, so that AdManager identifies the metadata file automatically. For example, the metadata for *BeverageAd.mpg* is contained in the file *BeverageAd.mpg.xml*. The xml format is specific to Vyvx.



ON THE SPOT MEDIA SERVER

On The Spot Media (www.onthespotmedia.com) customers can ingest spots into AdManager for transcoding and delivery, using On The Spot Media's EZSpot software. EZSpot functions as an edge server service or a software-only edge server that receives spots via FTP, and AdManager ingest media and associated xml metadata files directly from Internet-accessible FTP server directories fed by EZSpot.

The On the Spot Media Monitor monitors a user-specified Windows network share for the arrival of new media content, which is stored in a single folder, with xml-based metadata. When content is detected in the monitored folder a job is automatically submitted (including metadata) to the specified FlipEngine account.

The media is assumed to be MPEG2, upper-field first, NTSC (29.97), with a 4 second slate, encoded in 4:2:2 for optional closed captions, or 4:2:0 without processing closed captions.



Note

The Flip Engine service must be running under an account that has sufficient privileges to access the monitored server. For details on specifying logon accounts or setting up authentication for network shares in the registry, see the FlipFactory User's Guide.

The On the Spot Monitor requires authentication to use Windows Networking. See Accessing Network Shares in the FlipFactory User's Guide – Chapter 4, Customizing FlipFactory for details about updating the registry settings with the login and password credentials, if necessary.

Metadata

This monitor matches media with identically named XML file in the target directory and processes the XML file and attaches metadata labels to each message that is submitted.

Corresponding metadata files are names to match the spot, so that AdManager identifies the metadata file automatically. For example, the metadata for *BeverageAd.mpg* is contained in the file *BeverageAd.mpg.xml*. The xml format is specific to On the Spot Media.

The labels are populated with title, ISCI code, product description, play length, output rate, compression level code, encoder type, file name, file size, copy date, advertiser, audio type, agency, tracking service, language, and closed caption flag that is retrieved from the XML file.

The Review label is attached as a template to be filled in by the user.



FTP SERVERS

Local/regional spots and other content are often delivered via FTP, and often do not adhere to the rigorous specifications that nationals do. Use this section to learn how to set up and FTP monitor to ingest local/regional spots and content, and to use FlipScan to filter content according to various metrics to improve and automate acceptance/rejection.

Metadata

This monitor matches media with identically named XML file in the target directory and processes the XML file and attaches metadata labels to each message that is submitted.

Corresponding metadata files are names to match the spot, so that AdManager identifies the metadata file automatically. For example, the metadata for *BeverageAd.mpg* is contained in the file *BeverageAd.mpg.xml*.

The labels are populated with title, ISCI code, product description, play length, output rate, compression level code, encoder type, file name, file size, copy date, advertiser, audio type, agency, tracking service, language, and closed caption flag that is retrieved from the XML file.

The Review label is attached as a template to be filled in by the user.





Configuring SCF1000|HQ|MVL Server Destinations

This chapter describes configuring AdManager factories to deliver processed media directly to staging Spot Convert PCs (SCF1000), HQ servers, and SeaChange MVL servers in a cable facility.

Topics

- [Spot Convert PCs](#) on page 7-2
- [HQ Servers](#) on page 7-2
- [MVL Servers](#) on page 7-3



Note

Complete details about how to create and configure destinations is provided in FlipFactory User's Guide, Chapter 6, Building Factories. Online help pages in the AdManager console provide descriptions for each monitor, plus parameter specifications and details.

To display the help page for a specific monitor, display the Manage Factories window. Open the Monitor enabler panel and click the specific monitor tab to display the help page directly below.

You can also display the monitors's help page when you have selected the monitor to display the editor panel. Click the Help button in the toolbar (far-right icon).

Testing AdManager with HQ & MVL Servers

The catch server, AdManager server, and Spot Convert, HQ, and MVL servers must be on the same subnet to interoperate unless your switches are configured specifically to handle traffic between different subnets.

After you have configured your server and added the AdManager destination in your factory, test the factory to make sure it is working properly by submitting a test job either via the monitor, or manually via the Submit Job window.



SPOT CONVERT PCs

AdManager can be configured to deliver media to a Spot Convert PC (SCF1000), a Windows XP Pro computer.

Configuring an AdManager factory to interoperate with SCF1000's includes configuring your server with a folder for incoming media, and publishing it as a share with proper credentials and rights.

You also need to modify the AdManager factory to deliver its output media to the specified Spot Convert PC via a Network Folder destination.

Destination Configuration

Follow these steps to add a Network Folder Destination to the spot production factory in the MCC/Operations account and configure it:

- Step 1** In the AdManager console, log in to the MCC/Operations account and click Manage Factories.
- Step 2** Open the factory that you want to deliver media to the SCF1000. Open Product folder and the product itself, to display the product folder and Destinations folder.
- Step 3** Click the Destinations folder to display a list of destinations.
- Step 4** Click the Network Folder tab and click Enabled.
- Step 5** Now, click the new Network Folder icon to display its editor panel.
- Step 6** Optionally, check Replace Existing Files.
- Step 7** Enter the domain /workgroup name, and click Browse to navigate to and select the share – destination directory on the SCF1000 – where media is to be stored. Make sure that the FlipEngine is operating under the proper credentials to access the share and write files to it.

HQ SERVERS

AdManager can be configured to deliver media to Arris (C-COR) HQ servers.

Configuring an AdManager factory to interoperate with HQ servers includes configuring the HQ server for operation including destination directories, and then adding an FTP destination to the AdManager factory to deliver the media to the specified server via FTP.

When media has been processed by the factory, it delivers the product (the output media file) to the specified destination.



Destination Configuration

Follow these steps to add and configure an FTP Server Destination to the spot production factory in the MCC/Operations account.

- Step 1** In the AdManager console, log in to your MCC/Operations account and click Manage Factories.
- Step 2** Open the factory that you want to deliver media to the HQ server. Open Product folder and the product itself, to display the product folder and Destinations folder.
- Step 3** Click the Destinations folder to display a list of destinations.
- Step 4** Click the FTP Server tab and click Enabled.
- Step 5** Now, click the new FTP Server icon to display its editor panel.
- Step 6** Optionally, check Replace Existing Files.
- Step 7** Next, enter the following values in these parameters:

Table 7–1. HQ Server FTP Server Destination Settings

Parameter	Value
Server Name	The name or IP address of the FTP server
TCP/IP Port	Port 21 unless altered on server
Passive mode	Do not check
Login	gollum (default)
Password	Precious (default – first letter is upper case)
Default path	/raid
Remove extension	Do not check
Flatten delivery path	Do not check
Verbose Listings	Check, and select UNIX
Alias URL	None

MVL SERVERS

AdManager can be configured to deliver spots with metadata to a SeaChange MVL system.

Configuring an AdManager factory to interoperate with a Seachange MVL includes configuring your MVL server with folders for incoming media, and publishing them as a share with proper credentials and rights for AdManager.



The MVL must have the files delivered to a folder which is local to the MVL. The source file's properties (such as frame, frames/second, and bitrate) which is being delivered to the MVL is used unless you specify Use pre-defined parametric settings.

You also need to configure the AdManager factory to deliver its output media to the specified MVL via a Network Folder destination., and add a Notify and configure it in the factory.

When media has been produced by the factory, it delivers the product (the output media file) to the specified destination.

MVL Configuration

Typically users make a share of a directory on the MVL called *D:\FlipFactory*. Then media delivery in the AdManager factory is set up to deliver media to that network share.

Factory Destination Configuration

Follow these steps to add and configure a Network Folder destination in the spot production factory in the MCC/Operations account:

- Step 1** In the AdManager console, log in to your MCC/Operations account and click Manage Factories.
- Step 2** Open the factory that you are using to produce media and want it to deliver the media to the MVL. Open the Product folder and the product itself, to display the product folder and Destinations folder.
- Step 3** Click the Destinations folder to display a list of destinations.
- Step 4** Click the Network Folder tab and click Enabled.
- Step 5** Now, click the new Network Folder icon to display its editor panel.
- Step 6** Optionally, check Replace Existing Files.
- Step 7** Next, enter the domain /workgroup name, and click Browse to navigate to and select the share – destination directory on the MVL – where media is to be stored. Make sure that the FlipEngine is operating under the proper credentials to access the share and write files to it.

Factory Notification Configuration

The metadata and ingest to the MVL actually is accomplished via the MVL Notify feature. To add an MVL notify, follow these steps.

- Step 8** Click the Notifications folder to display a list of notifications.
- Step 9** Click the MVL Notify tab and click Enabled.
- Step 10** Now, click the new MVL Notify icon to display its editor panel.
Enter the path name from the perspective of the MVL for the MVL Local Media Path.

Metadata Support

The MVL Notify adds spot metadata into the Description field of the notification XML sent to the Seachange MVL.



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