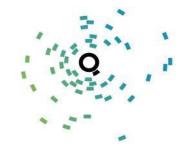


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AL CALITÀȚII CERTIFICAT
Software Editing
Nr.Cert. Q130406







Warning

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The technical recommendations, in terms of the hardware architecture and the operating systems running the software presented in this manual, are valid at the publication date of this manual.

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Revision History

Version	Date	Summary of changes
4.0	20.06.2014	Revision of previos version
3.0	10.10.2013	Multiple editing of the song in the database
		Preview of the song evolution in an HR level
		Display of the fields LastUse and LastOnAir
2.0	27.01.2011	Update with the WorkFlow scheme
1.0	28 06 2007	•

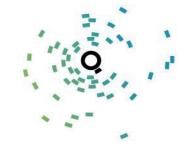
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June 2014



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1. PRESENTATION OF THE PLAYLIST MANAGER

The PLAYLIST MANAGER manual – version 2014 – is the official user's guide for the latest version of the PLAYLIST MANAGER radio automation software, intellectual property of SC QSound SOFT SRL.

SC QSound SOFT SRL has been operating on the Romanian market since 2000 and is one of the leading producers of radio automation software solutions dedicated to clients in Romania and Eastern Europe. Our solutions, designed and created 100% in Romania, are constantly adapted to the needs of our customers, the company's policy being flexible on the modification of applications, in accordance with the specific requests of our partners.

The Playlist Manager (PM) application addresses radio stations for the purpose of automating the preparation of radio music programs. The application is a music selector that can be natively interfaced with the STUDIO Q application. The songs are automatically imported from the STUDIO Q database, the user has only to define the musical line of the radio station.

It is allowed to define the seasons and to customize the music programs of a season according to the strategy of the program department. When all settings are done, the Playlist Manager will generate the playlist for the selected days, being able to automatically export it to the broadcasting software.

Technical recommendations

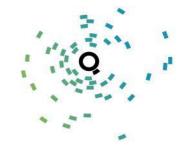
1. Hardware configurations recommended and tested by QSound SOFT

• Processor: Intel Pentium 4 2,4 Ghz

RAM: 2 GB DDR2 800 Mhz

HDD: min. 40GB
Sound card: onboard
Video card: onboard
Network card: onboard

- 2. Operating systems
- ► Windows 7, Windows 8



2. INSTALLATION OF THE PLAYLIST MANAGER

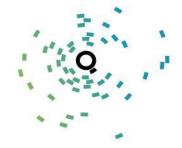
Due to the complexity of the new operating systems and the issues raised by the network access rights, the firewalls implemented by the WINDOWS operating system or the antivirus software installed on your computers, we <u>recommend</u> that you call the Support Center Service of QSound SOFT SRL for installations and updates.

Contact details of the Support Center Service:

e-mail: support@qsoft.ro; phone: (+40) 264. 413.031 mobile: (+40) 0742.054.189

If the installation of the Playlist Manager application is performed by the client, the following steps are to be taken:

- the Playlist Manager application is to be installed from the kit of the product;
- the "PreLicence.exe" file is to be run from the "C:\Program Files\PlaylistManager" location and the "syspm.dll" file is to be sent to the Support Center Service for licensing;
- the "syspm.dll" file received from the Support Center Service is to be copied to "C:\Program Files\PlaylistManager";
- the SQL Server 2012 is to be installed, after which the MusicDB database is to be attached;
- in the ODBC, the SQL Server connection is to be created to the MusicDB database.



3. WORK METHOD OF THE PLAYLIST MANAGER

A. General setup of the application

This initialization is done just once, right after installing the PM on your computer. For each step listed below, a path is specified in order to reach the user interface, where specific data can be updated.

- Initialization of the radio station (page 8)
 - > System Settings/Season Stations/Stations
- Season setup and season period (page 8)
 - > System Settings/Season Stations/Seasons
- Criteria Definition and Criteria Values for the classification of songs (page 8)
 - >System Settings/Season Stations/Definition of Criteria and Options
- Creation of jingle categories (page 9)
 - > System Settings /Jingles-Genres-Other Recordings/Jingle Categories
- Definition of basic programs (page 10)
 - > System Settings/Basic Programs
- Definition of HR mechanisms (optional) (page 10)
 - > System Settings/HR Levels-Mechanisms

B. Classification of songs and jingles according to the criteria defined above

Each audio recording (song/jingle) that you want to include in the final playlist must be given some criteria by which it can be processed by the distribution algorithms of the program. The editing of these criteria is done separately for songs and jingles:

1. Songs (page. 15)

> Audio files/Songs

Some of the criteria of each song are automatically imported from STUDIO Q upon the synchronization of the data. The specific criteria for the rotation of the song by the Playlist Manager mechanisms must be edited from the interface shown above. The Day Part criterion is important because it specifies the times when certain songs may be broadcasted or not (e.g. exclusion of carols from the playlist except for December; songs broadcasted only in the morning or at night, etc.).

If the song runs in Heavy Rotation, attach it to a mechanism and specify a level from which it begins to run.

2. Jingles (page. 18)

> Audio Files/Jingles



Just like audio tracks, jingles may have selection criteria by means of preselected categories or Day Part restriction.

C. Format Clock settings and its mapping according to the days of a season

After the songs and jingles have been categorized and have received the selection criteria, the person in charge of the radio station's programs must define some music recipe schedules (Format Clock) meeting the listerners' expectations, assign them to certain time segments in the 24-hour program of the radio station.

1. Definition of the Format CLOCK (Programs) (page 11)

> System Settings/Programs

Using this feature, as well as the elements instantiated in steps (A) and (B), several program types can be created, each with its musical specifics. Their length cannot exceed 59:59 (~ one hour).

2. Playlist Generator – mapping of each Format Clock on an hourly segment (page 19) >Playlist Generator

In order to generate the playlist for a certain day, the system needs specific data. The system must be positioned on a specific date, on a well-defined time and it must select the Format Clock by which it can generate the playlist. All these positioning details are given by the Playlist Generator interface, where the season and the format of the season week are selected and the approved musical format is specified for each day of this week.

Once all these settings have been done, the use of the PM application is limited to the following operations:

Generation of the daily playlist and its export to Studio Q > Reports/Generation

Periodically, when the radio receives new tracks, these are to be introduced into the rotation mechanism of the Playlist Manager using the previously specified interface.

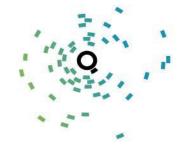
When the person in charge of the radio station's programs wishes to improve the playlist recipe, he/she can change the Format Clock's features to customize the musical line of the radio station in the best way possible, thus retaining the listeners.

Each screen that allows for data input or modification works as described below. The allowed commands are: "Adaugare" (Add), "Modificare" (Change), "Stergere" (Delete), "Salvare" (Save) and "Anulare" (Cancel).

A new item can be added by pressing the "Adaugare" (Add) button. This will activate the data that needs to be entered for the execution of the operation. Once the data have been entered, press the "Salveaza" (Save) button.

In order to make modifications, the item to be edited will be selected, after which the "Modificare" (Change) button is pressed. This will activate the data that can be modified. After modification press the "Salveaza" (Save) button.

In order to delete, the item to be deleted will be selected, after which the "Stergere" (Delete) button is pressed. The "Anulare" (Cancel) button cancels the changes made to the selected item.



4. MODULES OF THE PLAYLIST MANAGER

4.1 System Settings

This is the main menu in which all settings are done. Based on these settings, the Playlist Manager application will generate the broadcast playlist. Great importance must be given to the settings defined in this menu, because the generation of a complete and correct playlist is highly dependent on the settings defined here.

4.1.1 Stations/Seasons/Definition of Criteria and Options

This is the interface in which the name of the radio station, the seasons on the basis of which playlists are generated and the playlist generation criteria are defined.

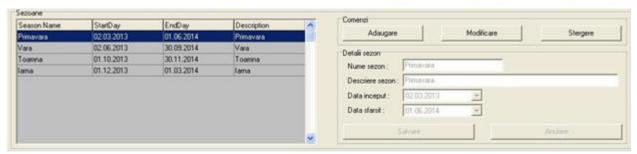
▶ Possibility to set the name of the radio station. A radio station is defined by name and description.



▶ Possibility to define the seasons in a year.

A season is defined by:

- name of the season
- description of the season
- first day of the season
- last day of the season

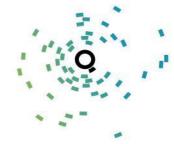


▶ Possibility to define the criteria for tracks. Four distinct criteria can be defined, each of which can have any number of options (values).

E.g:

-Criterion: Rhythm

- Available values: Slow, Medium, Fast.



4.1.2 Categories of Jingles/Other Types of Recordings/Genres

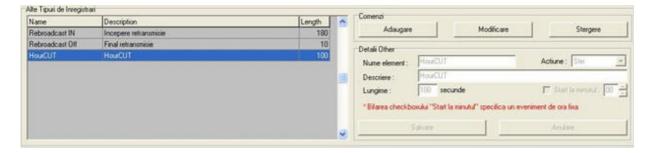
For a better organization of the jingle-type recordings, as well as for an easier control, the PM application offers the possibility to create several **categories of jingles**. A jingle category is defined by the name.

E.g.: Fresh, Jingle After Pub, etc.



Other types of recordings – allows the creation of other types of items that can be included in a music program. These items are defined by:

- name
- description
- action to be executed (if working with the STUDIO Q application): Satellite ON, Satellite Off, News, HourCUT
- · duration in seconds

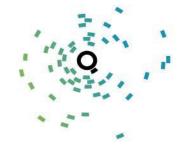


Recording type:

- Satellite ON: allows switching into the Rebroadcast IN mode via a playlist without specifying this type of event in an advertising grid.
- Satelit Off: allows switching into the Rebroadcast OUT mode via a playlist without specifying this type of event in an advertising grid.
- HourCUT: allows the termination of a playlist, on a time slot, at the insert of this item. Basically, after this item no playlist will be generated for the time interval in progress.

Genres - A musical genre is defined by the name and description; a unique color can be assigned for each genre in order to identify the genres created in the PM more easily.

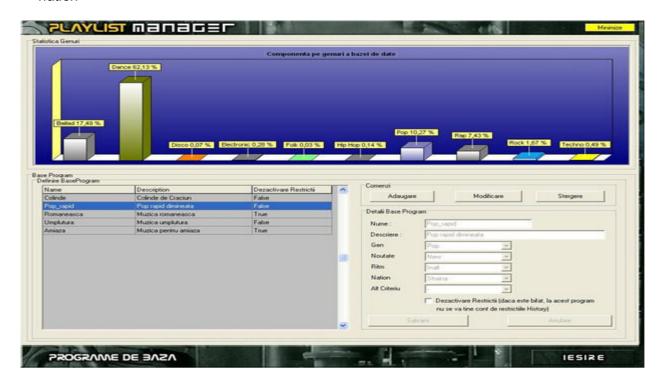
<u>Note:</u> These genres are not the same as the ones presented in the STUDIO Q database. The creation of these genres is valid only for the Playlist Manager application.



4.1.3 Basic Programs

Allows the creation of basic programs that can be inserted into the music programs. A basic program is characterized by:

- name
- description
- music genre that makes up the program. Here, besides selecting the genre, the desired values can also be selected for the defined criteria. For the desired genres the option to deactivate restrictions such as History is also available.
- novelty: fresh, new, curent, recurent, old
- rhythm: high, medium, slow
- nation



4.1.4 HR (Heavy Rotation) Levels / Mechanisms

The evolution of the songs existing in the database can be defined via the rotation mechanisms. For the functionality of this feature, when editing the songs that compose the PM database, the HR (heavy rotation) levels must be specified.

The HR level is characterized by:

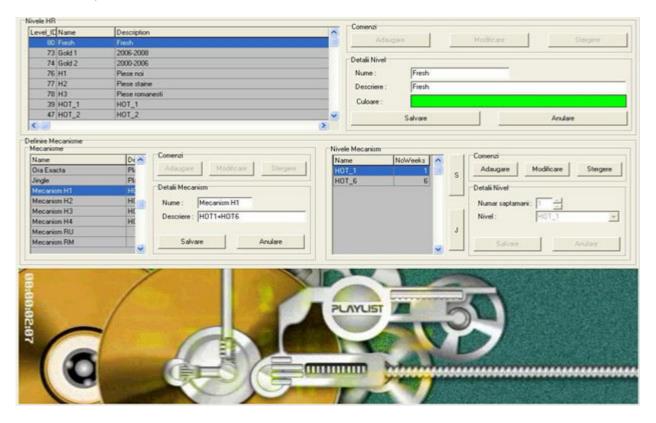
- name
- description

A HR mechanism is characterized by:

- name
- description
- HR (heavy rotation) levels which it goes through.



When defining the mechanisms, the number of weeks for which a given song will stay at the specified HR level must be defined for each HR level of the mechanism. Basically, a song will stay in the rotation mechanism until the defined number of weeks expires. When this time expires, it will automatically move into the next rotation mechanism.



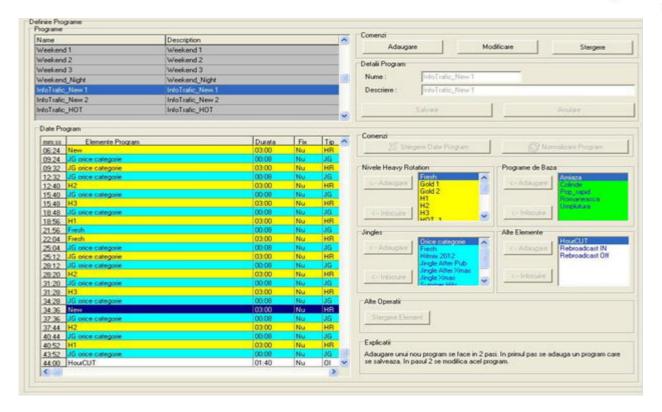
After going through all the assigned rotation levels, a song will automatically move into the category of songs that do not have associated rotation mechanisms.

4.1.5 Programs

Music programs according to which a playlist is generated are created in this section. A music program takes 60 minutes and consists of 4 types of elements:

- basic programs (defined in section 5)
- Heavy Rotation levels (defined in section 6)
- jingles
- other elements (defined in section 4)





The times on the left side of the grid display the minute and second when the elements inserted into the program will enter the hour. The calculation is estimated on the basis of the average duration of a song in the database or of a jingle defined in the "studio.ini" file.

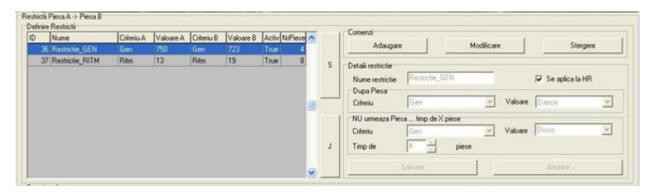
4.1.6 Restrictions / Other Settings

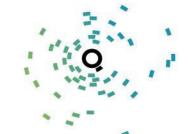
The Restrictions interface is divided into two categories:

- ▶ Restrictions Song A -> Song B
- Restrictions History

► Restrictions Song A -> Song B

The type A->B restrictions define the first set of rules that must be met so that 2 songs that are at a distance smaller than "X" songs fulfill the criteria of the playlist. A song B with the specifications given by the value of the criteria will not be broadcasted after song A for the duration of "X" songs.





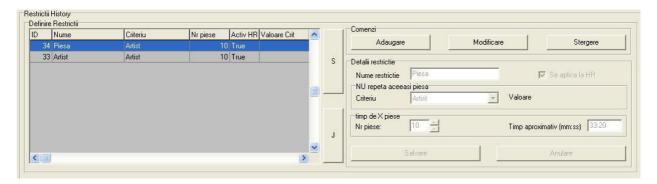
The following steps are to be followed in order to define a restriction:

- in the Commands menu press the "Adaugare" (Add) button;
- -in the "Detalii restrictie" (Restriction details) field complete the field "Restriction name";
- -the restriction is defined as follows: a song with the criterion "A" is NOT followed by a song with the properties of criterion "B" for the duration of "X" songs;
- -press "Salvare" (Save).

The order in which the two types of criteria are applied is A->B followed by History...

► Restriction History

The History-type restrictions define the rules for playlist generation by taking into account the properties of the songs that have been broadcasted a few minutes or hours ago. The song with the specified criterion will not be repeated for the duration of "X" songs..

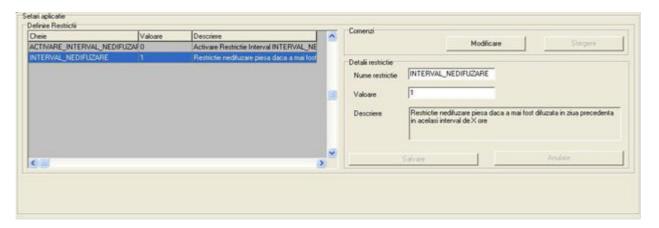


The following steps are to be followed in order to define a restriction::

- -in the commands menu press "Adaugare" (Add);
- -the restriction is defined as follows: do NOT repeat the same song (specification of criterion) for the duration of "X" songs (specification of the number of songs);
- -press "Salvare" (Save).

The order in which the two types of criteria are applied is A->B followed by History.

Other settings

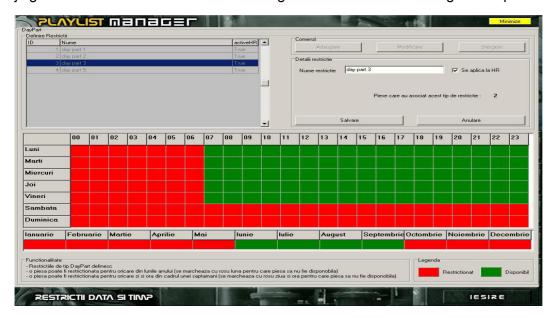




- •Activation of the non-broadcasting interval Option that allows the activation of the non-broadcasting interval. It has two values:
- 0 option disabled and 1 option enabled.
- Non-broadcasting interval This is a restriction expressed in hours which defines the number of hours during which a music track from the Song category will not be broadcasted the next day for the duration of "X" hours from the day before. In other words, the "INTERVAL_NEDIFUZARE=1" value translates as: when generating a playlist for the following day, the hours when the songs were generated in the current playlist will be taken into account and the songs that were generated in today's playlist will not be introduced to the next playlist for 1 hour before and after the moment of their generation in today's playlist. The bigger the value set for "INTERVAL_NEDIFUZARE", the more restrictive the generated playlist this implies a database with as many songs as possible. The recommendation of QSound SOFT is a value of "1" or "2".

4.1.7 Day Part (Non-broadcast Schemes)

This feature allows the definition of the periods in which a song is not available. You can specify the month, the day of the week (from Monday to Sunday), as well as the hours of a day (00-24) during which a song is unavailable. The Non-broadcast Schemes can be associated with the songs and jingles. The red area means that the song is not broadcasted during the respective period.



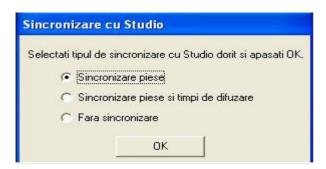
4.2 Audio files

This module contains all the audio recordings (songs and jingles) existing in the STUDIO Q database and is structured as follows:

- synchronization
- songs
- jingles



When pressing the "Sincronizare" (Synchronization) button, the Playlist Manager database will be synchronized with the STUDIO Q database as shown below:



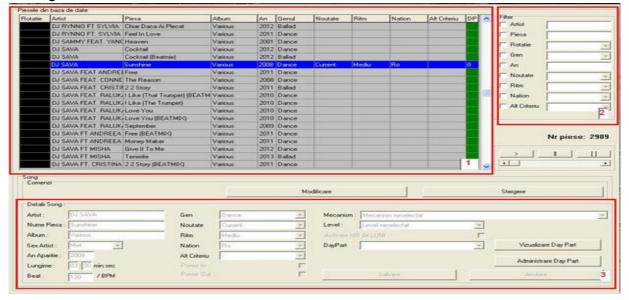
Synchronization can be done in two ways:

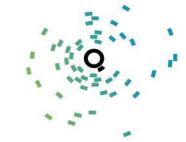
- Sincronizare piese (Synchronization of songs): when selecting this option, all information regarding the audio tracks is transferred from the STUDIO Q database.
- Sincronizare piese si timpi de difuzare (Synchronization of songs and broadcasting times: when selecting this option, all information regarding the audio tracks is transferred from the STUDIO Q database together with the broadcasting times.

When a playlist is generated with the PM application, all information regarding the broadcasting times of the generated songs in the playlist is stored in the PM database. When selecting the option "Sincronizare piese si timpi de difuzare", the PM application will consider the last broadcasts of the audio recordings played OnAir. Because of this, in order to generate a playlist as proper as possible, it is recommended not to perform the synchronization option more than once a week.

4.2.2 Songs

This is the menu for editing the songs that make up the database related to the radio station. Any changes to the audio tracks can be made from here.





The interface of the "Songs" menu is divided into three areas:

1. Songs in the database

This interface presents all audio tracks in the database with specific information for each song::

- Rotation
- Artist
- Song
- Album
- Year
- Genre
- Novelty
- Rhythm
- Nation
- Other criterion (defining for the audio track)
- Day Part

2. Filter

In order to easily find an audio track in the database, the PM provides several search filters:

- Artist
- Song
- Rotation
- Genre
- Year
- Novelty
- Rhythm
- Nation
- Other criterion (defined by the user)

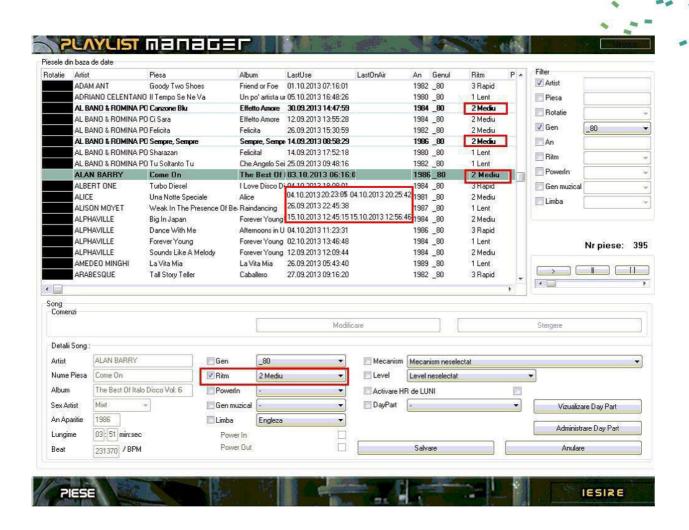
Moreover, this interface offers the possibility of listening to the selected recording.

3. Song Details

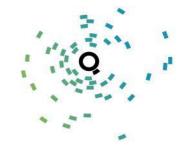
This interface presents all the details that define a song in the database or the modifications that can be made to this song. To modify a song press the "Modificare" (Change) button, after which the "Song Details" interface will become active, offering the possibility to modify the data that define the selected recording. When the editing of the selected recording has been completed, press the "Salvare" (Save) button.

4.2.3 Multiple Editing of the Songs in the Database

The Playlist Manager application allows the multiple editing of the recordings that have common characteristics. In the example below you can see the change of the rhythm for several songs with the selected "Rhythm" option.



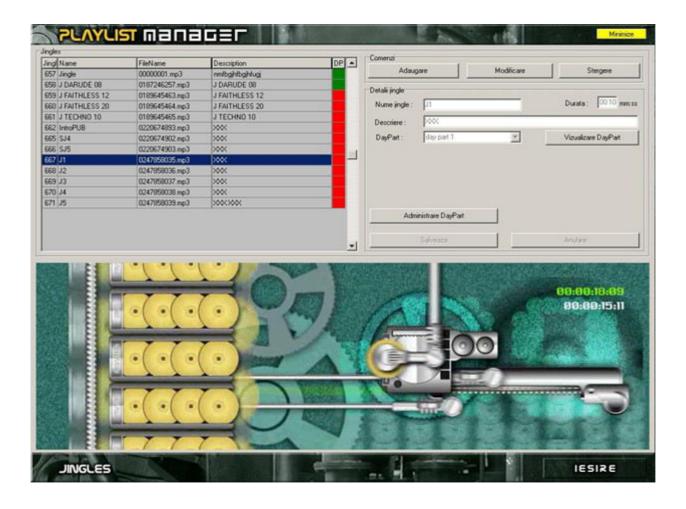
The "LastUse" and "LastOnAir" fields associated with the music tracks of the database are useful to see the last programming of a song in a playlist (LastUse), as well as the last time it was actually on air (LastOnAir).



4.2.4 Jingles

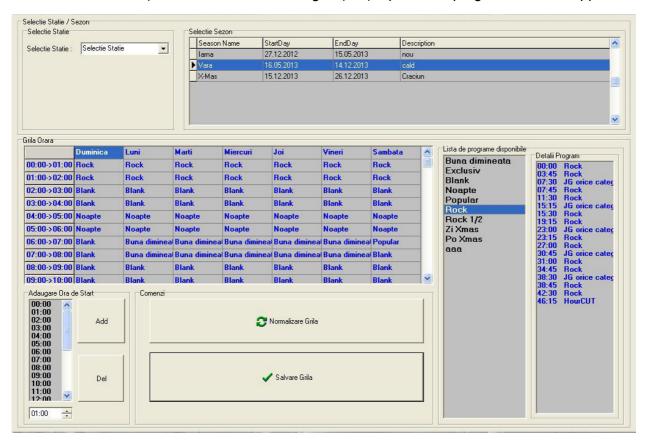
In this menu it is possible to add jingles to the database. A jingle has the following components:

- name
- description
- category to which it belongs (time intervals in which the respective jingle can be aired)
- lenght





This module allows the mapping of the programs in the weekly time grid. Each season of a station can have a distinct weekly time grid. The time grid is defined for a whole week (Sun., Mon., Tue., Wed., Thu., Fri., Sat.). In each time slot of the grid (cell) a particular program can be mapped.

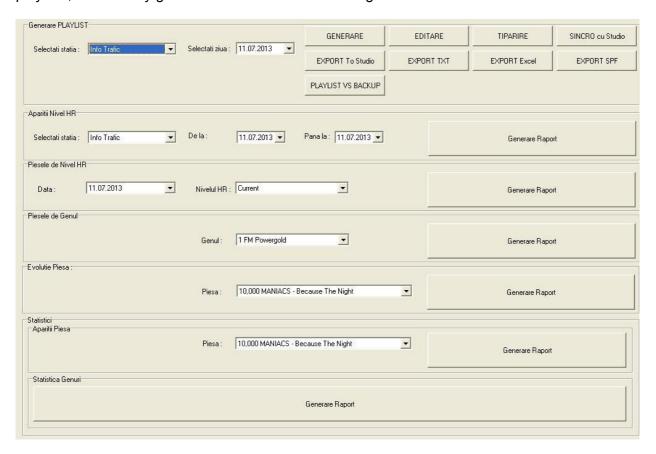


The mapping of the musical programs can be achieved via the following steps:

- ▶ Station/Season selection: The desired station and season are selected. A separate time grid can be defined for each season.
- ▶ Adding the Start Time: Time intervals are defined for each season from 00:00 to 24:00 hrs using the "Add" and "Del" buttons.
- ▶ In order to map a program in the weekly grid select the program from the **List of available programs**, then click on the days/time intervals where you want to introduce the respective program. In the **Detalii program (Program details)** area you can view the components of the selected program.
- ▶ After filling in the grid click on the "Salvare Grila" (Save grid) button.

4.4 Reports

This module enables the user to generate the playlist, edit the playlist, print the playlist, as well as to export the playlist in STUDIO Q or other formats (TXT, XLS, SPF). In addition, you can view and print statistics on the songs from a certain genre, the appearances of a certain song in previous playlists, statistics by genre and the evolution of a song.



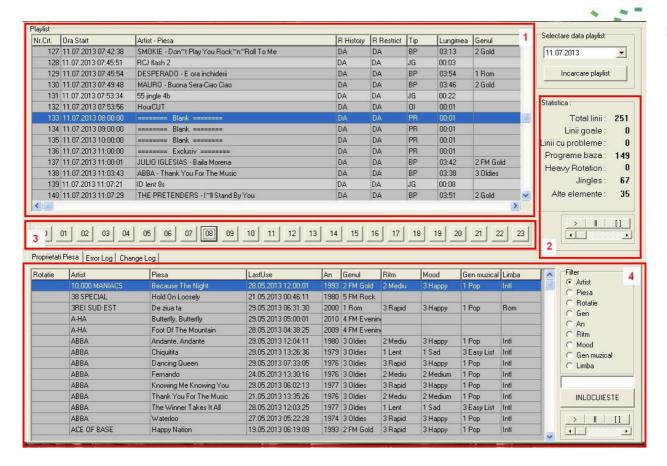
4.4.1 Playlist Generation

Elt is considered the most important report. It generates the playlist of a station from a given day. Once the playlist has been generated, it can be manually modified, exported into the broadcasting application or it can be exported as a text or csv file.

The following steps are to be taken for the generation of a playlist:

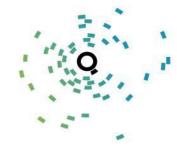
- select the radio station;
- select the day for which the playlist will be generated;
- press the "Generare" (Generate) button.

The playlist is generated for a 24 h interval and will look as follows:



The interface resulting from the generation of a playlist is divided into 4 sections:

- 1. Playlist this is the interface displaying the playlist resulting from its generation criteria;
- 2. Statistics a brief statistics is presented about the generated playlist; information is presented on:
- total lines: the total number of lines included in the playlist (number of recordings);
- empty lines: the total number of lines without content;
- problematic lines: the total number of lines in which problems have occurred during the generation of the playlist; in order to identify the problems that arise in this statistics, the user can view a log of the generated playlist in the "Error Log" tab; usually, the main issues arising in this log refer to the non-compliance with the restrictions defined in the "Restrictii" (Restrictions) menu;.
- basic programs: the total number of programs used to generate the playlist;
- Heavy Rotation: the total number of recordings for which the Heavy Rotation category has been defined;
- Jingle: the total number of jingles that can be found in the playlist;
- other elements: the total number of recordings that belong to the "Other elements" category defined by the user;
- 3. <u>Time intervals –</u> are represented via buttons for each separate time interval; when pressing these buttons, the playlist is displayed for the respective hour, without the need to scroll the playlist to the selected hour;
- 4. <u>Song properties</u> this interface shows all the properties included in the PM database; the replacement of the songs generated by the PM application is performed in this interface.

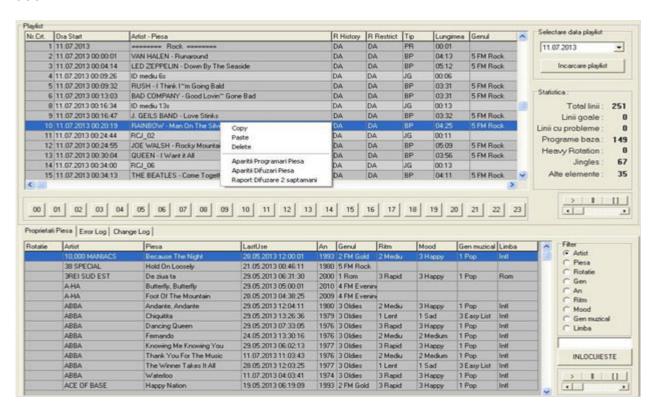


4.4.2 Playlist editing

Once the playlist has been created, it can be edited manually. There are three types of operations that can be performed on a playlist:

- replacement a song from the playlist is replaced with another one from the database as follows:
- the song is selected from the generated playlist:
- the song meant to replace the recording selected at the previous point is searched for (using search filters); if necessary, the song can be listened to.
- the "Inlocuieste" (Replace) button is to be pressed;
- copy/paste a song from the playlist is copied from a certain position to another one;
- delete a song is deleted from the playlist;

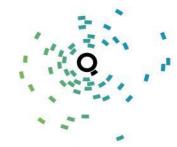
The copy/paste/delete options become active when clicking the right mouse button on the selected track.

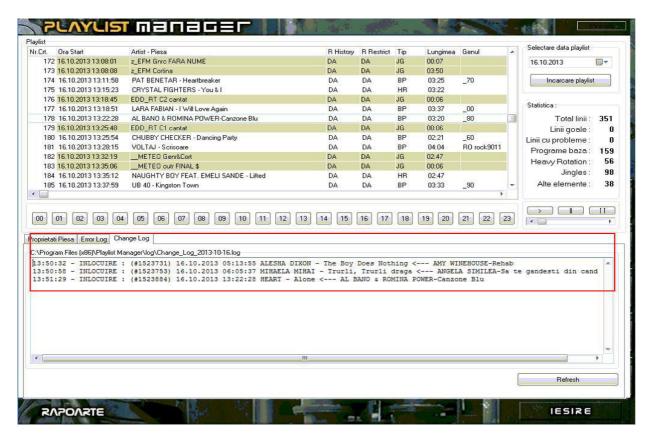


After each of the three operations the "Start Time" is recalculated for the entire playlist.

Error Log – the file containing the errors that have occurred during the generation of the songs (songs that have not been found or which do not meet the required criteria);

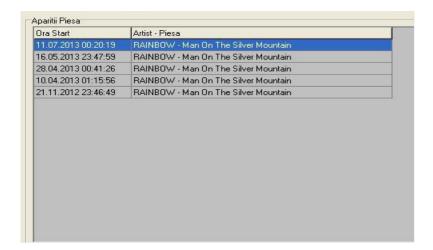
Change Log – displays information about the songs that have been manually replaced after the generation of the playlist;





Additional information for the manual editing of a playlist

The PM application offers three very useful functions for the manual editing of the playlist: Appearances of song programming: a short log is presented about the past programmings for the selected song.





<u>Appearances of song broadcasting:</u> a short log is presented about the OnAir broadcasting of the selected song.



Report on two-week broadcasting: represents a broadcasting report for a period of 14 days, in which the number of broadcasts for each day is displayed separately. Such a report looks like the one shown in the image below:





Playlist vs. Backup

As shown above, the songs generated with the PM can be replaced manually. The PM offers the possibility to see a comparative report between the original playlist and the modified playlist.



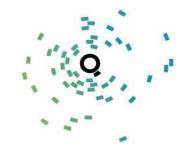
The steps needed for the creation of such a report are:

- select the data for the loading of the report
- select the hours for the loading of the report
- press the "Incarca Raportul" (Load Report) button

4.4.3 HR Level Appearances



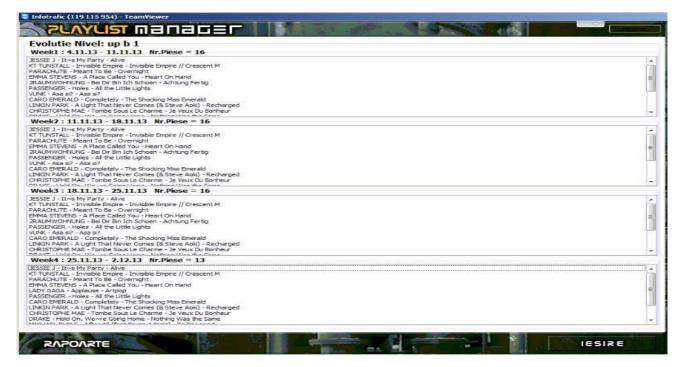
This report presents information on the total number of appearances of the music tracks that are part of a Heavy Rotation (HR) rotation level during a selected period of time.



atia : QSound Soft	De la : 08.07.2013 Pana la: 11.07.201
R	aport Aparitii Nivel HR
Nivel HR	Numar Aparitii
Xm as	0
H1A	26034
нз	1042
н4	164
HFA	4547
90 Dance	0
Naftalina	2689
H1B	26842
90 RnB	0
Ora Exacta	0
нзм	0
H2U	14696
H2M	11488
RU	0
RM	0

4.4.4 HR level songs

This report allows for a weekly observation of the way in which the selected level is populated with songs according to the rules established in Settings – HR Levels/Mechanisms.



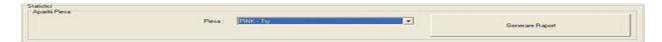
4.4.5 Songs of the genre

The report generates an alphabetically ordered list of songs that have the selected genre.



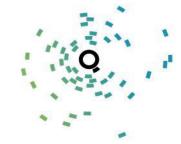
Nr.	Artist	Piesa	
1	2 BORTHERS ON THE 4TH FLOOR	Come Take My Hand	
2	2PAC	Changes	
3	50 CENT FT. JEREMIH	Down On Me	
4	ABCD	Final De Razboi	
5	ADELE	Set Fire To The Rain	
3	ADELE	Set Fire To THe Rain (BEATMIX)	
7	ADELE	Someone Like You	
3	ADELE	Someone Like You RMX	
)	ADRIAN SINA	Arde Ceva	
10	ADRIAN SINA FT DIANA HETEA	Back to me	
11	AEROSMITH	I Don''t Wanna'' Miss A Thing	
12	AHMED CHAWKI FT PITBULL	Habibi I Love You	
13	AISA	Sha La Love	
14	ALB NEGRU FT RALFLO & RARES	Mi e Sete De Tine	
15	ALBA WINGS	Say Goodbye To Yesterday	
16	ALEJANDRO MARTINEZ	Sombiru ID Uzina De Dume	

4.4.6 Statistics on Song Appearance



This is a report that provides information about the date and time of OnAir broadcasting related to the selected song.





4.4.7 Statistics by genre

It represents a graphical report about the genre percentages of the songs in the database.

