



Broadcast
Software
International



Frequently Asked Questions

Setting up Commercial Block Markers

Introduction

OpX has several useful features that can be utilized towards your commercial breaks, but before they can be utilized, you will need to configure OpX and your imported music and/or traffic logs in order for the traffic to be merged properly. This document will show how to set up commercial block markers in the Import/Merge module.

Our recommendations

1. Launch the Import/Merge module. Once launched, select the Edit menu then Settings. This will open the Settings window for Import/Merge. (**Figure 1**)
2. Select the Import Formats tab at the top of the Settings window and select the station that you wish to configure. Once selected, take note of the Music and Traffic tabs as you will need to configure both for proper merging of your traffic into your music log. You will need to select the option 'Block Marker' from the list shown on the left of the Import Formats window. See **Figure 2**

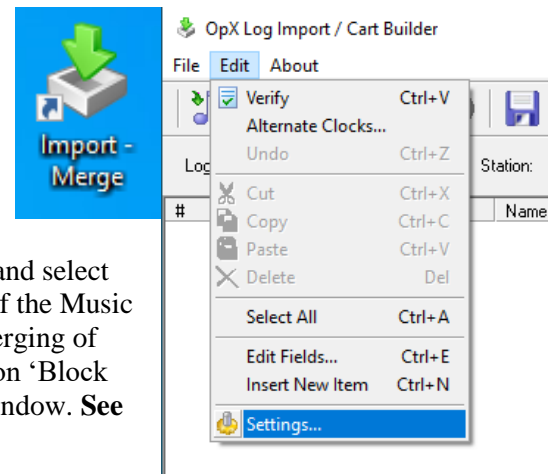


Figure 1

3. Once 'Block Marker' is selected, you will be able to create your desired marker that the Import/Merge module will look for in your import logs. Enter your marker into the Block Marker field to the right and select which 'In Field' location the marker will be found in. In **Figure 2**, we have set up the block marker as \$COMMERCIALS\$ as an example and selected the 'Cue' data column as the 'In Field' option.

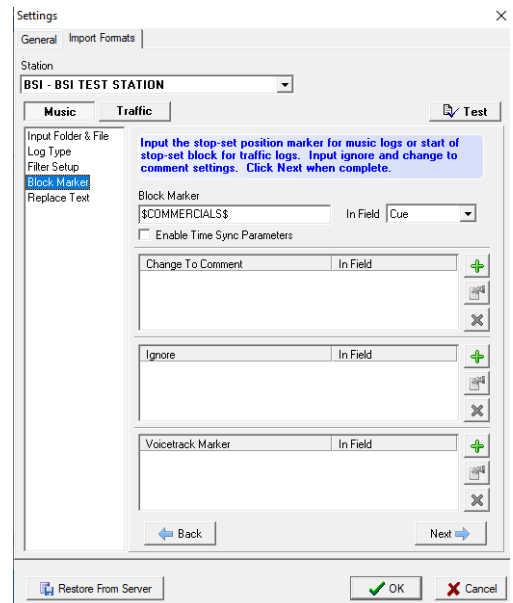


Figure 2

4. Once this information has been entered in both the Music and Traffic tabs, you will need to add your block marker into your scheduling software. Remember, the block marker will need to be in the data field you have designated. In **Figure 3 and 4**, we have an example of a pipeline (|) delimited Music and Traffic Import log that each contain the block marker in the 'Cue' field. When setting up your schedules, it is very important that **there are the same number of commercial blocks in each music and traffic import log**. If one log has more than the other, it will not be able to merge properly.



Figure 3

5. Now it is time to bring everything together. First, you will want to select the "Merge Music" button at the top of Import/Merge and select the music import log you want to create for the day. When the music log is imported, OpX will see the commercial block markers and create designated blocks of time by placing COMMERCIALBREAKBEGIN and COMMERCIALBREAKEND macros in the program log.

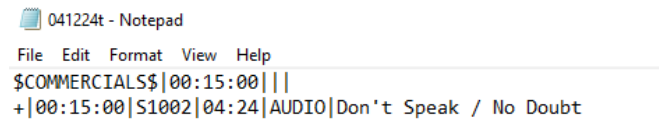


Figure 4

6. Next, you will want to select the "Merge Traffic" button to merge the commercial traffic files into their designated time slots within the music log. After selecting the Merge Traffic button, select 'yes' to the prompt regarding saving the log so the music log information has been saved with the commercial time blocks. OpX will then merge in the traffic files to their corresponding blocks of time. The result will look like **Figure 5** below.

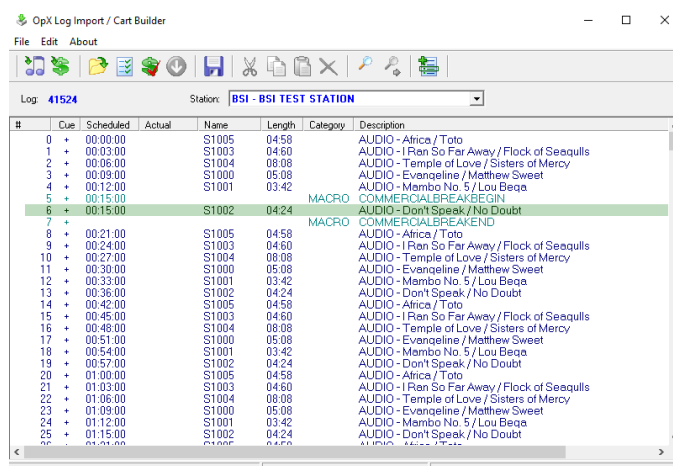


Figure 5

Help Topic:

Last updated on Mon, May 06 2024 11:09AM