TELESTREAM

FlipFactory®

USING ON THE SPOT MEDIA WITH TRAFFICMANAGER

This App Note applies to versions 5.1 & later

Introduction

TrafficManager is a special edition of FlipFactory from Telestream that automates the workflow of commercial spots and promos in television broadcast stations. This powerful, workflow automation tool – built around the FlipFactory transcoding engine – streamlines the way stations receive, transcode, track and redistribute SD and HD spots, promos, syndication, and other media.
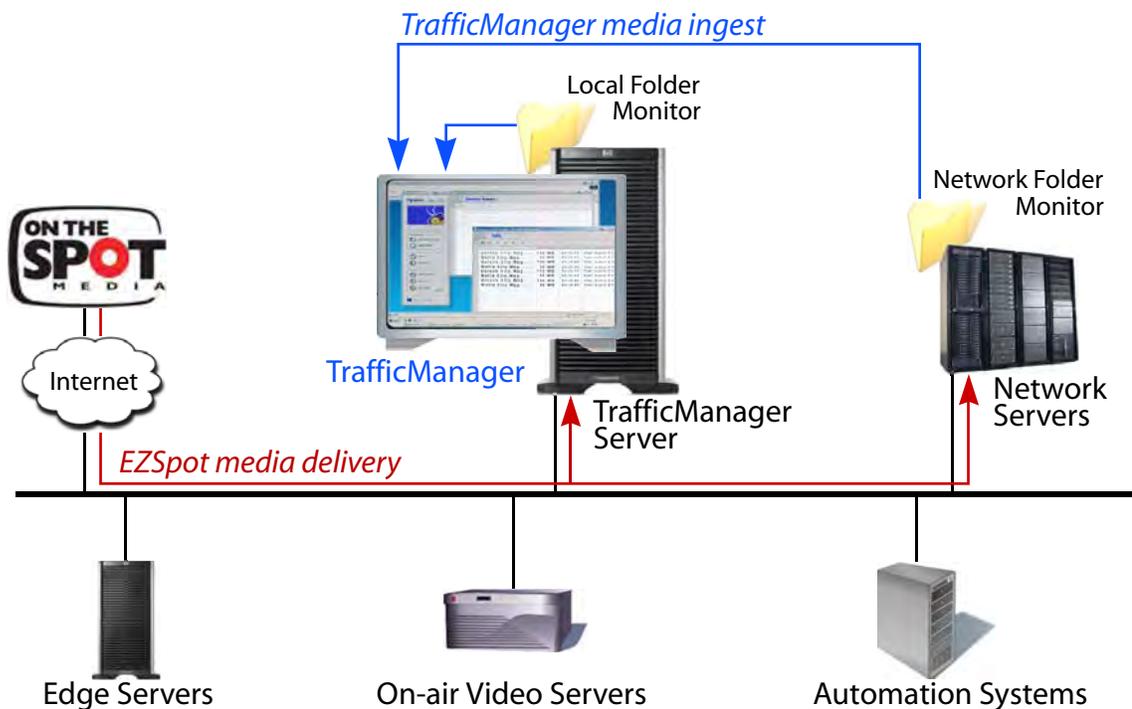
All-digital ingest, transcoding, and delivery between your station's edge servers, on-air servers, and automation systems optimizes image quality and eliminates operator intervention and traditional, cumbersome dub-to-tape media distribution.

On The Spot Media Extends the Reach of TrafficManager

On The Spot Media (www.onthespotmedia.com) customers can improve the process of ingesting spots into TrafficManager for transcoding and delivery, using their EZSpot software.

EZSpot from On The Spot Media functions as an edge server service or a software-only edge server. When combined with EZSpot, TrafficManager can easily, automatically, and reliably ingest media directly from FTP repositories fed by EZSpot.

Figure 1. TrafficManager automatically ingests media delivered by On The Spot Media via EZSpot

EZSpot enables you to either push or download spots from On The Spot Media. Spot delivery can be performed manually or automatically, as spots become available, without waiting for reels to be delivered.

FlipFactory Requirements for use with On The Spot Media

Make sure you're using FlipFactory Version 5.1 with only Update Packs 1 through 5 installed. Also make sure that you have a TrafficManager license installed.

Setting up EZSpot with TrafficManager

Its easy to set up and configure EZSpot and TrafficManager to work together to automatically deliver and process media. First, you set up EZSpot, then you add a monitor to your Traffic Account in your inbound factory in TrafficManager.

Note: *This App Note assumes that TrafficManager is installed, and Traffic and Operations accounts are created with inbound and outbound factories. For information on setting up these accounts and creating the factories, see the TrafficManager User's Guide.*

Setting Up and Configuring EZSpot

You can use EZSpot in two ways: A no-installation method which pushes files (Push option) to your station from their Web site, and a station-installation method (Download option) which downloads files from their site to your station. Determine which option is best for you by conferring with On The Spot Media.

Push Option. To use the EZSpot Push option, *do not* install EZSpot in your station. Instead, work with On The Spot Media to configure EZSpot on their servers to schedule spots, and as they arrive at On The Spot Media, push them via FTP to a specific FTP server directory (you supply a URL, user name and password).

Download Option. To use the EZSpot Download option, obtain EZSpot software from On The Spot Media. Next, install EZSpot directly on the TrafficManager server or on a network Windows server (these platforms must have Internet access). If you plan to use a Local Folder monitor in TrafficManager and want your On The Spot media delivered directly onto your TrafficManager server, install EZSpot on the TrafficManager server.

If you plan to use a Network Folder monitor in TrafficManager and want your On The Spot media delivered directly to a network-accessible Windows server, install EZSpot on the Windows server.

After installing EZSpot, follow EZSpot instructions to configure EZSpot to monitor your station's folder on the On The Spot Media Web server, and download media to your target folder on the TrafficManager server or network Windows server, and test to make sure it is working correctly.

Files delivered to your station include the ISCI code as the first part of the name of the file, followed by an underscore character if other character are present. The appropriate suffix should be part of the file name after the period following the spot title.

Integrating On The Spot Media in your Inbound Factory

If you have set up EZSpot to deliver files to a Windows directory, you should add either a Local Folder or Network Folder monitor to your factory. Before you start, make sure that you're using the correct version of FlipFactory (FlipFactory Requirements for use with On The Spot Media on page 2) with all of the required Update Packs installed.

Note: *If you configure EZSpot to deliver media to a Linux FTP server directory, you should add and configure a new factory in your Traffic account. This factory monitors the target Linux FTP directory to move files to a Windows directory. To set this up, add an FTP monitor. In*

Products, add a Duplicate Original product, and add a Destination to a Windows directory (Local or Network Folder). Then, proceed with these steps, using the Windows directory as the target of the monitor you add to your inbound factory.

Add and Configure a Local Folder or Network Folder Monitor

To enable FlipFactory to ingest media from the EZSpot delivery directory, follow these steps to add a Local Folder or Network Folder monitor to the Traffic account in your inbound factory:

1. Run the TrafficManager console, and log in to the Traffic account.

2. Open Manage Factories and then open the target inbound factory.

3. Click Monitors to display the Monitors enabler panel.

Note: *For help configuring your monitor, click the Online help button in the toolbar.*

4. Click the Local Folder (to monitor the TrafficManager server directory) or Network Folder (to monitor a Windows server directory) tab, and click Add. If you already have a monitor of the type you want to add, see Other Monitor Configuration Options, on page 5.

   TrafficManager creates the monitor, and displays its icon directly below the Monitors folder.

5. Click the Local Folder or Network Folder icon to display its editor panel.

6. Configure the monitor for these required settings:
   In Monitored Folder, click Browse to select the directory where EZSpot delivers media.
   Check Process and Attach Media. Select Parse media filename as the Metadata source.
   Under Filename will include, check ISCI Identifier only.
   Check Add Playback/Trim Label, and set it up to trim the start time 4 seconds.

Figure 2. Configure your monitor to process metadata and add a playback/trim label.

7. Configure other settings as required for your workflow requirements (see Other Monitor Configuration Options, on page 5).

8. Click the Save icon to update the panel information and save your work, and continue.

Other Monitor Configuration Options

Working Around Monitor Limits. FlipFactory only permits one monitor of a specific type in a factory. For example, if you add a Local Folder monitor to a factory, you can add other types of monitors, but you can't add a second Local Folder monitor. If you need a second monitor to act as a Local Folder monitor, see Setting Up a Network Folder... immediately following. If you need a second monitor to act as a Network Folder monitor, see Setting up a New Factory..., below.

Setting up a Network Folder to Monitor a Local Folder. If you already have a Local Folder monitor in your inbound factory and the directory where EZSpot delivers media is local – on the FlipFactory server – you can add a Network Folder monitor and configure it to monitor the local folder instead.

First, make sure that the local directory you want to monitor is shared, and note its name. In Domain/Workgroup name, enter the domain (or workgroup). Next, click Browse, and navigate to the share and select it. The computer name and share displays in the Monitored Folder field. For example: FFserver07/OTS_Spot_Inc. Or, enter the path directly, in the form `computer_name/share_name`.

Setting up a New Factory to Copy Files from a Network Directory. If you already have a Network Folder monitor in your inbound factory and you need to monitor a second network server's directory where EZSpot delivers media, you can set up another factory in the same account, to duplicate incoming media.

This new factory should be configured to copy the inbound media from On The Spot Media to a local directory on the FlipFactory server, where your inbound factory can ingest it via its own monitor. Set up this factory with a network monitor for the EZSpot media directory, a Duplicate Original product, and a Local Folder destination that your inbound factory's monitor can ingest the On The Spot media from.

Automatically Deleting Incoming Media. Check Delete from Folder if you want FlipFactory to automatically delete incoming spots from On the Spot Media after processing. This option prevents you from filling the disk and eventually causing delivery to fail. If you have an external, regular process to remove processed spots, leave this option unchecked.

Using the Correct Media Store. Be sure to change the Store (a local directory, used as a temporary cache by FlipFactory for media being processed by active jobs) to use the same store as all of your other Traffic account monitors.

Test your New Configuration and Put it into Production

Test your inbound and outbound factories for proper operation before putting them into production.

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February 8, 2008   **P/N 74-0111-01**