

Product Sheet

MediaList

Scheduling and Playlist management
Application Module

SI MEDIA s.r.l.

HeadQuarters: Via Vostanza, 5 - 31039 Riese Pio X (TV) - Italy

T +39 0423 750075 **F** +39.0423 750150 **E** info@si-media.tv

www.si-media.tv

 @SIMedia1978

 SI Media

APAC Branch Office: 21 Serangoon North Ave 5, #06-04

Ban Teck Han Building, 554864 Singapore

T +65 8432 5394

MediaList

MediaList is the application developed by SI Media for the creation and management of the daily playlist for one or more playout channels.

MediaList allows the user to plan and schedule events (e.g. LIVE events) and programs (e.g. Clip programs) in the short, medium and long term in a total customizable workflow.

MediaList manages several types of events/programs (clip programs, live events, tape programs) and can set for each one of them the logo and graphic project, A/V Router switching command, Master Control Switcher transition (secondary events) those will be executed when that program will be played on air by the automation.

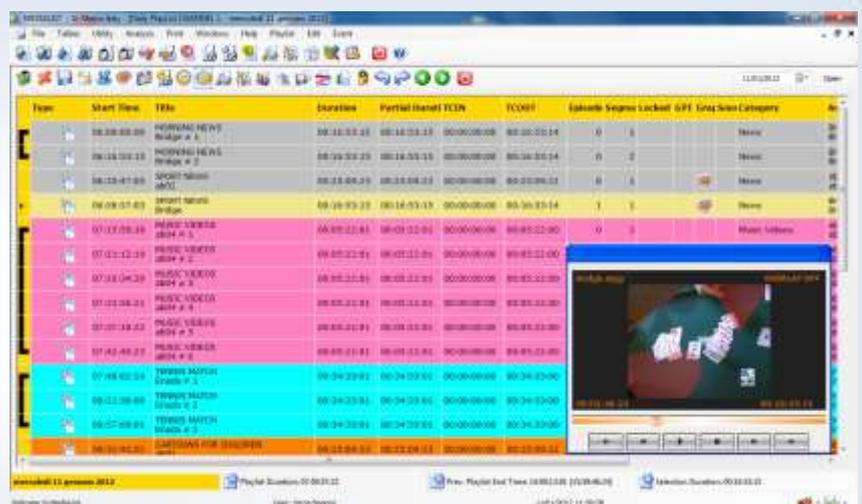
The creation and the management of the daily playlist is simple and intuitive: user can insert new events from the Program Archive with a drag & drop and then use the cut, copy and paste well known functionalities.

MediaList manages the low-resolution (i.e. proxy) preview of all the assets available into the archive. This feature is also used for edit (cut-cut) the clips that automation is going to play on air.

MediaList allows the user to view and print out the As-Run-Log playlist for legal compliance purposes.

Key Features:

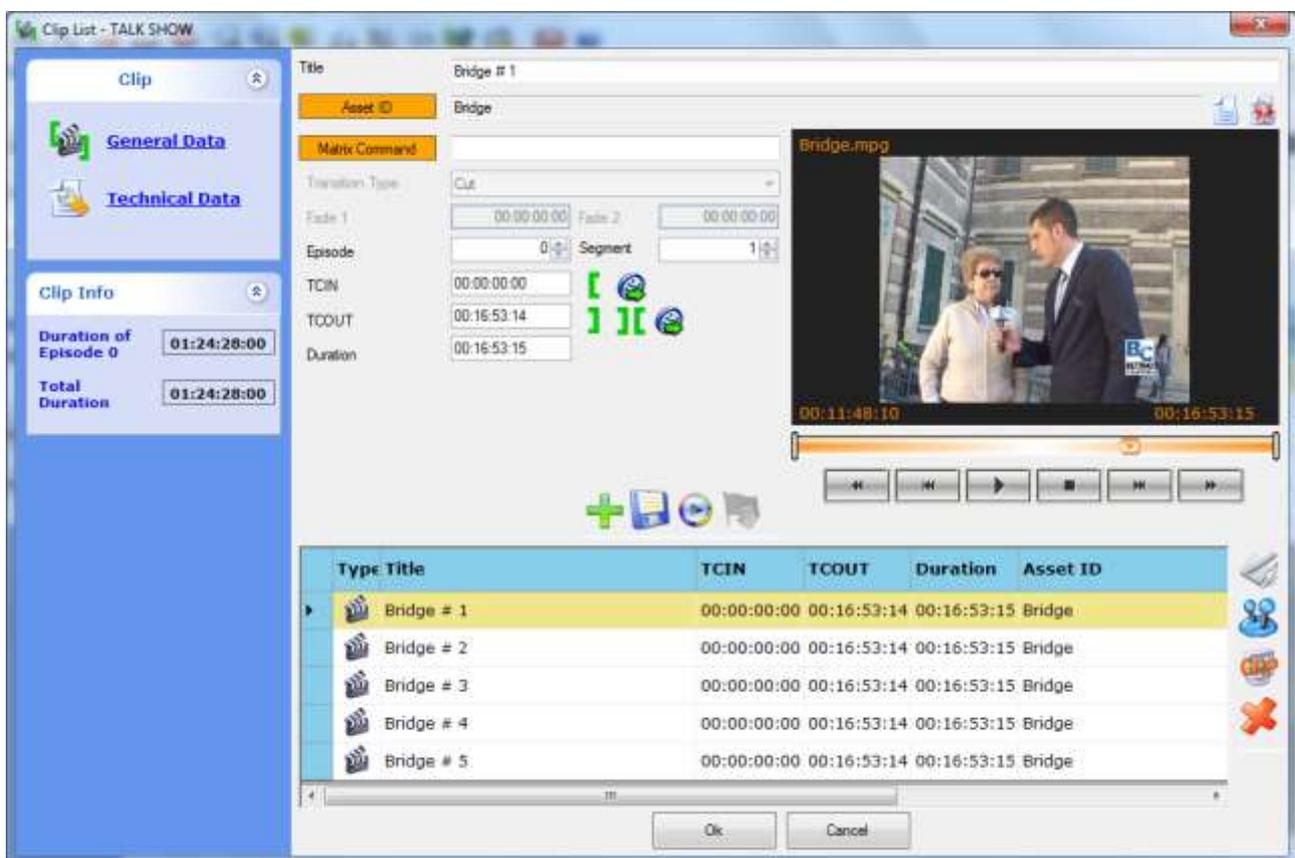
- Short, medium and long term program scheduling
- Playlist creation easy and simple
- Automatic advertising merge into the program playlist
- Checking for playlist errors
- Low resolution preview for clip editing (cut-cut)
- Management of contents
- Management of Program rights
- Management of secondary events



Asset editing (cut-cut) and Program creation

With **MediaList** it is possible to edit (cut-cut) assets available into the archive and create Programs. Each Program includes one or more cut-cut asset (i.e. Clip) created by the user browsing the low resolution.

With **MediaList** it is possible to tag clips giving them a title, an episode number and other metadata. For each Program and/or Clip it is also possible to add until 7 different levels of secondary events: logo and graphic projects, A/V Router switching commands, Master Control Switcher transitions, GPI events in input and output.

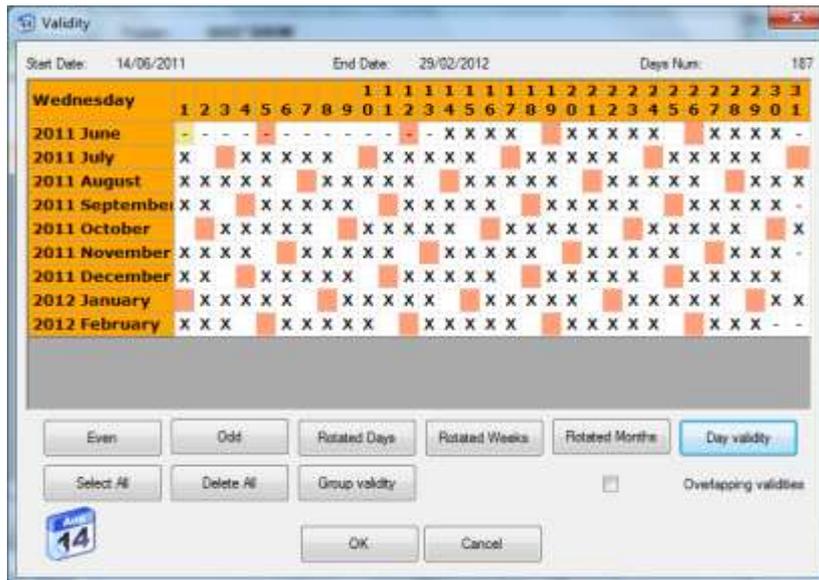


(MediaList, asset editing using low-res preview)

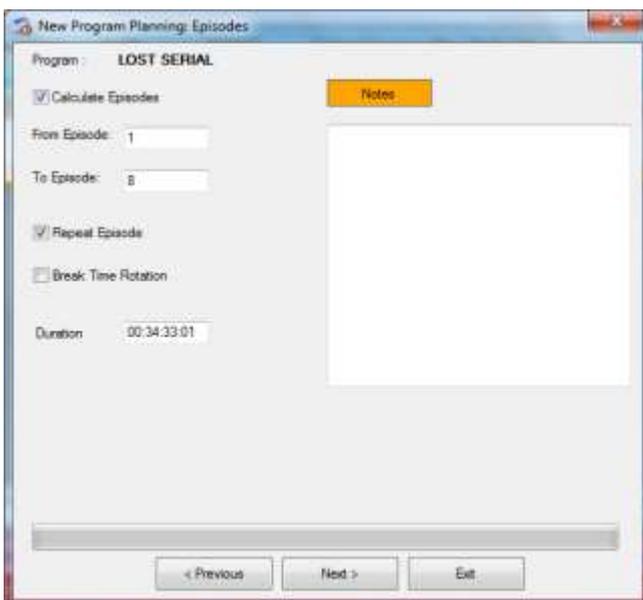
Short, medium and long term program scheduling

With **MediaList** Programs can be scheduled in short, medium and long period. This feature allows the user to significantly speed up the daily playlist creation process, instead of manage this task manually day by day.

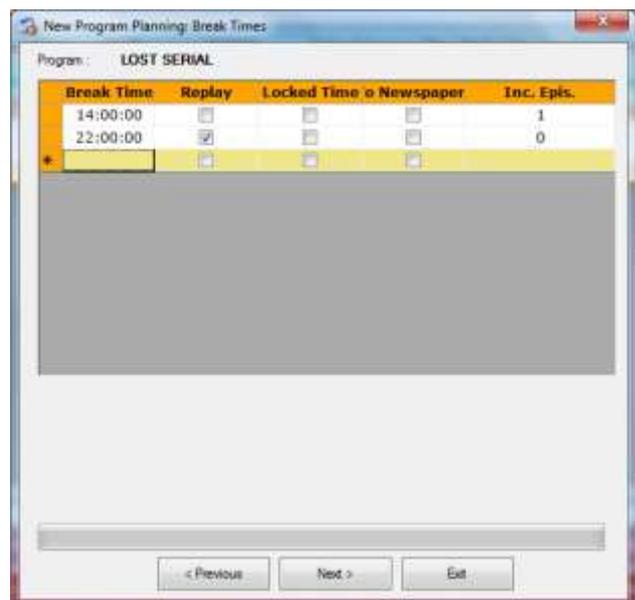
With **MediaList** the user can manage the scheduling process in both the way: manually and in automated mode.



(MediaList, Program planning)



(MediaList, planning with episode number)



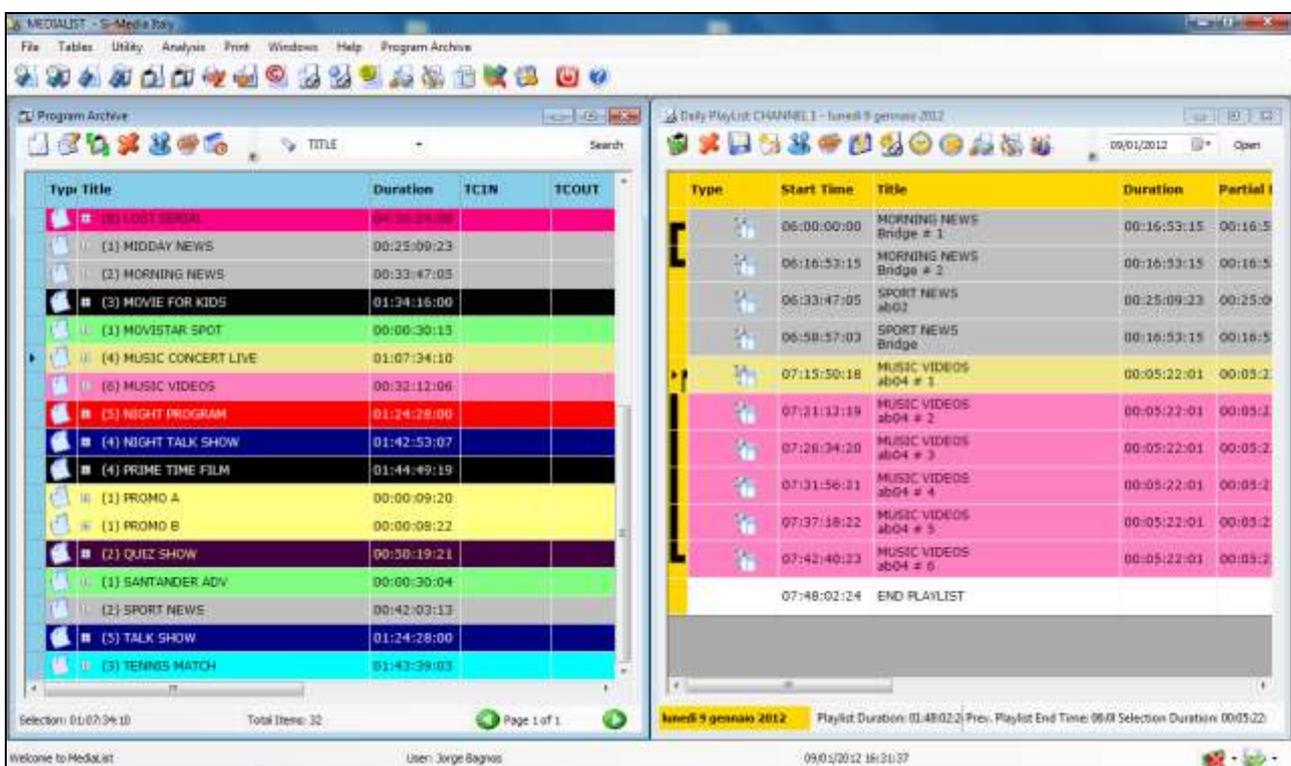
(MediaList, air time planning)

Playlist creation easy and simple

MediaList helps the user to prepare and manage the daily playlist quickly and easily through an intuitive and easy-to-use graphical interface.

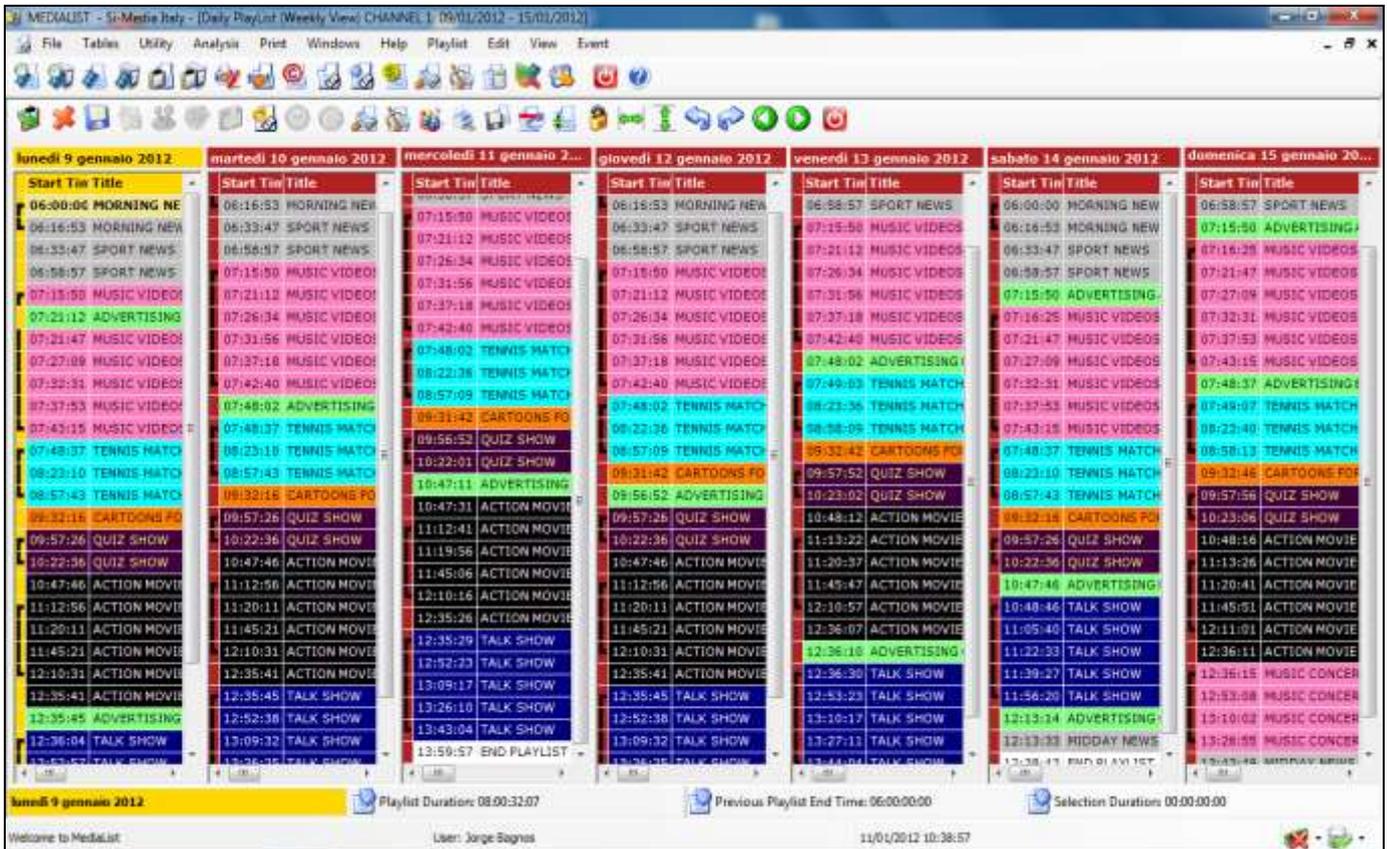
User can insert new events from the Program Archive with drag & drop and then use the cut, copy and paste well known functionalities.

MediaList allows the user to use cut / copy / paste commands to move programs from one playlist to another or within the same playlist. In **MediaList** the Program's color can be customized by the user.



(MediaList, Program archive and daily playlist)

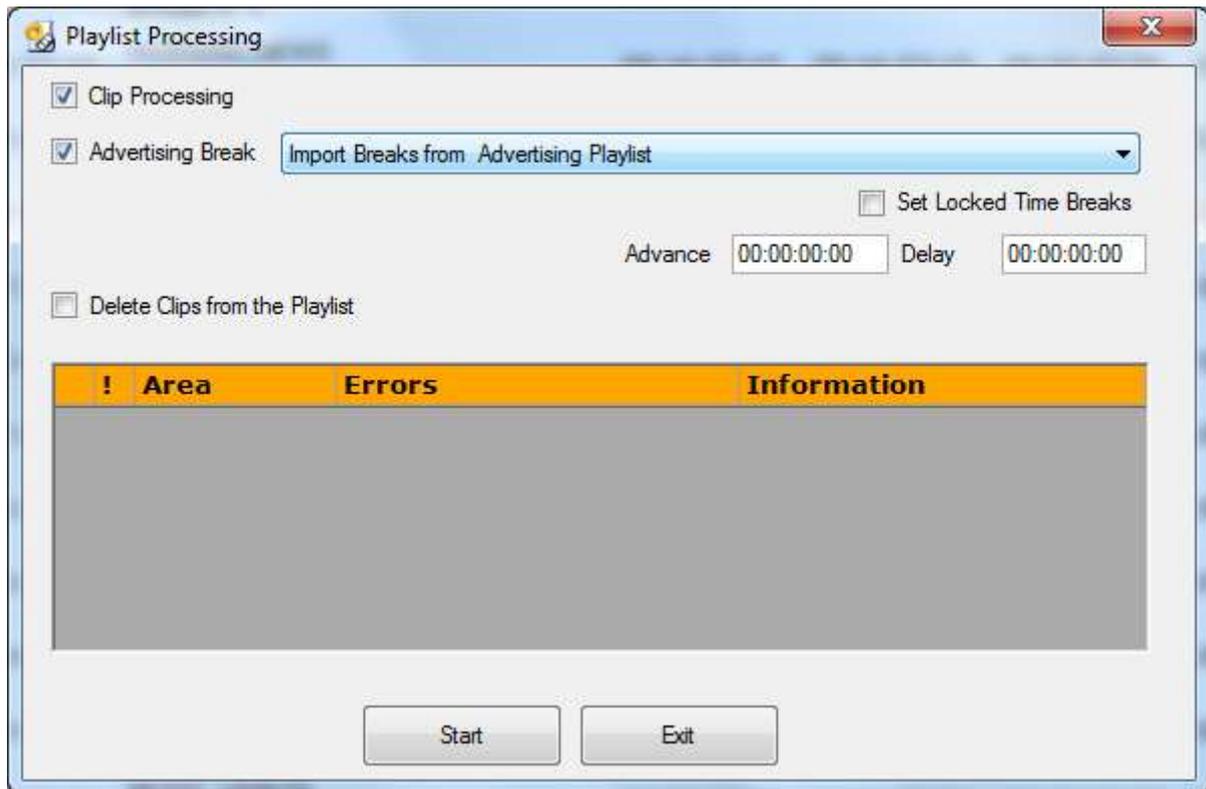
Playlist can be listed not only in the standard daily mode: **Medialist** can also show the playlist with the weekly view.



(MediaList, weekly playlist view)

Automatic merge of the AD playlist into the Program playlist

MediaList allows importing of the AD blocks created with **MediaSpot** (application module dedicated to the creation and management of AD playlist) into the daily Program playlist at the times in which AD are planned.

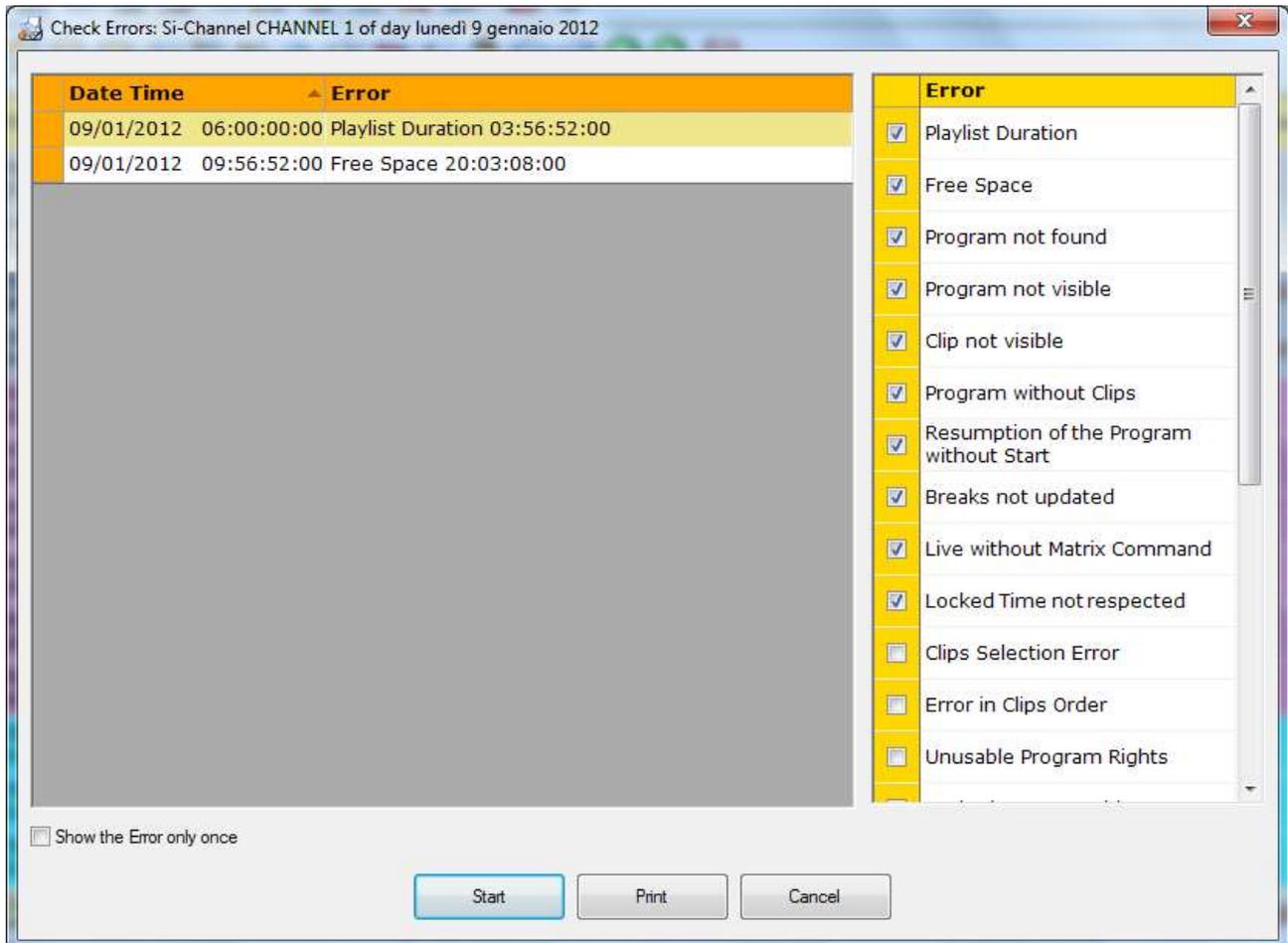


(MediaList, playlist processing)

Checking for playlist errors

MediaList allows the user to check the daily playlist for errors or discrepancies using the "Check Errors" function.

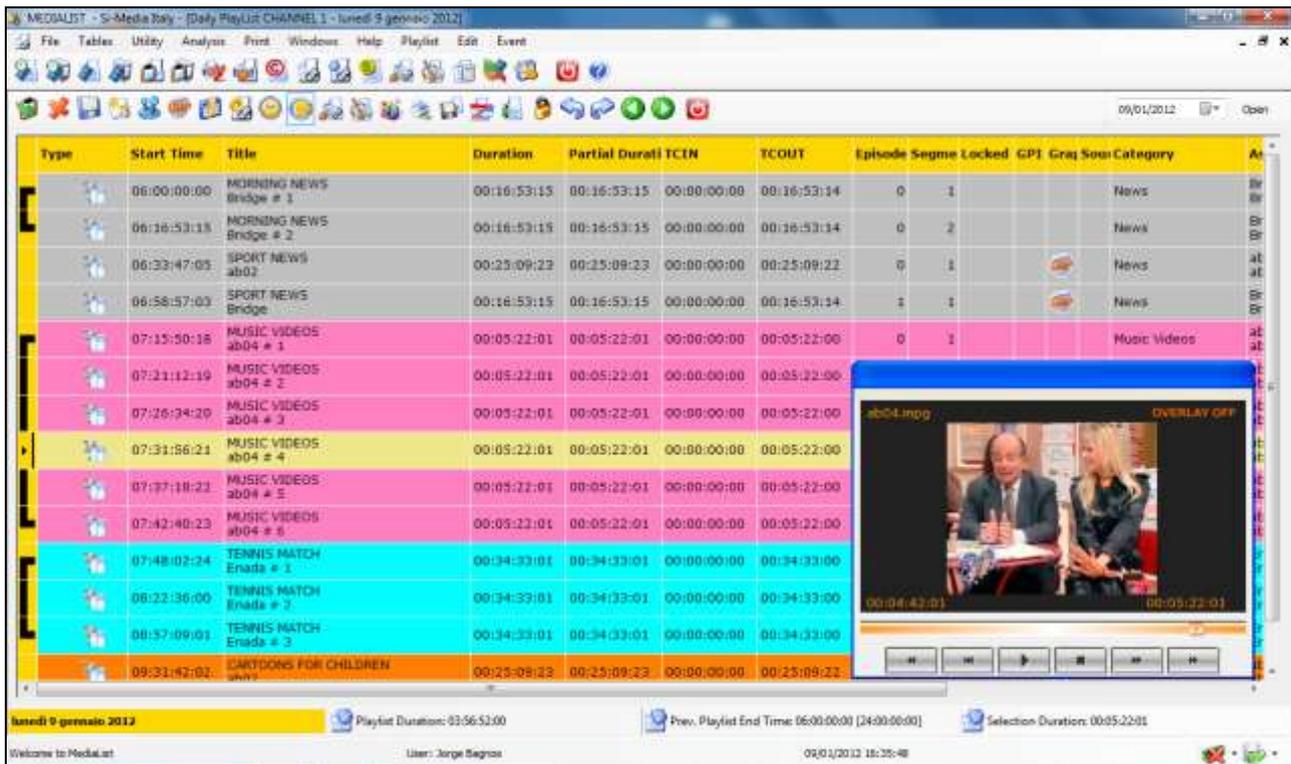
With **MediaList** it is possible to select a short list of errors for that the user wants to check for.



(MediaList, Check Errors list)

Low-resolution preview

MediaList allows the browsing of all available assets with their low-resolution (i.e. Proxy). Thanks to this the user can check the content of the assets before their play out not using a high-resolution decoder for the preview but just browsing the proxy over the LAN.



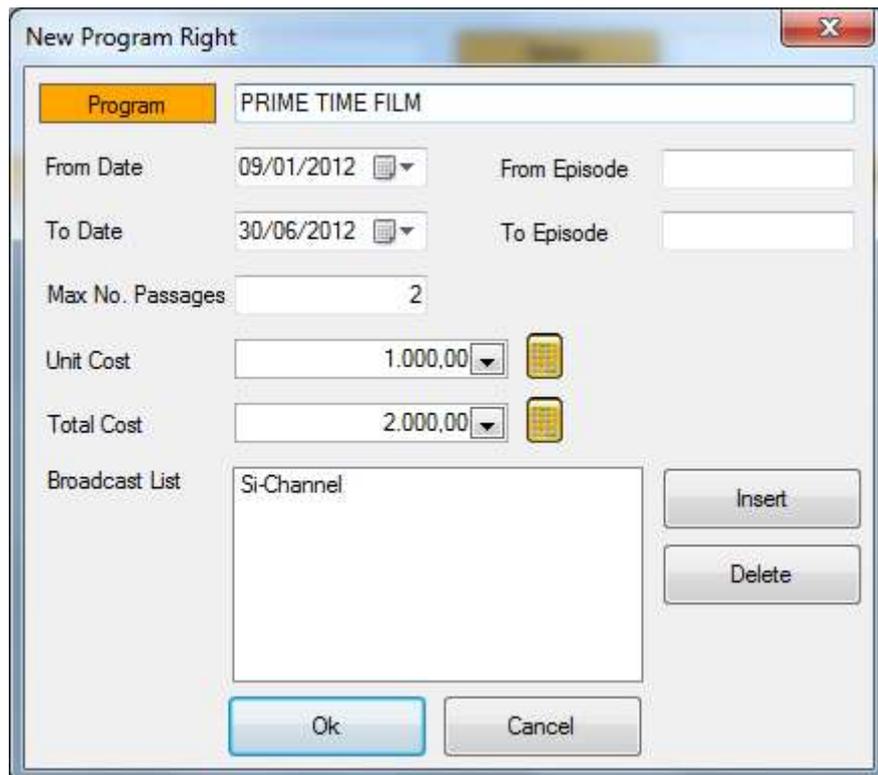
The screenshot shows the MediaList application window titled "MEDIALIST - SI-Media Italy - [Daily Playlist CHANNEL 1 - lunedì 9 gennaio 2012]". The interface includes a menu bar (File, Tables, Utility, Analysis, Print, Windows, Help, Playlist, Edit, Event) and a toolbar with various icons. Below the toolbar is a table listing playlist items with columns for Type, Start Time, Title, Duration, Partial Duration, TCIN, TCOUT, Episode, Segme, Locked, GPI, Gra, Sou, and Category. A video preview window is overlaid on the table, showing a scene with two people at a desk. The status bar at the bottom displays "lunedì 9 gennaio 2012", "Playlist Duration: 03:56:53.00", "Prev. Playlist End Time: 06:00:00.00 [24:00:00.00]", "Selection Duration: 00:05:22.01", and "User: Jorge Regios".

Type	Start Time	Title	Duration	Partial Durati	TCIN	TCOUT	Episode	Segme	Locked	GPI	Gra	Sou	Category
	06:00:00:00	MORNING NEWS Bridge # 1	00:16:53:15	00:16:53:15	00:00:00:00	00:16:53:14	0	1					News
	06:16:53:15	MORNING NEWS Bridge # 2	00:16:53:15	00:16:53:15	00:00:00:00	00:16:53:14	0	2					News
	06:33:47:05	SPORT NEWS ab02	00:25:09:22	00:25:09:23	00:00:00:00	00:25:09:22	0	1					News
	06:58:57:03	SPORT NEWS Bridge	00:16:53:15	00:16:53:15	00:00:00:00	00:16:53:14	1	1					News
	07:15:50:18	MUSIC VIDEOS ab04 # 1	00:05:22:01	00:05:22:01	00:00:00:00	00:05:22:00	0	1					Music Videos
	07:21:12:19	MUSIC VIDEOS ab04 # 2	00:05:22:01	00:05:22:01	00:00:00:00	00:05:22:00							
	07:26:34:20	MUSIC VIDEOS ab04 # 3	00:05:22:01	00:05:22:01	00:00:00:00	00:05:22:00							
	07:31:56:21	MUSIC VIDEOS ab04 # 4	00:05:22:01	00:05:22:01	00:00:00:00	00:05:22:00							
	07:37:18:22	MUSIC VIDEOS ab04 # 5	00:05:22:01	00:05:22:01	00:00:00:00	00:05:22:00							
	07:42:40:23	MUSIC VIDEOS ab04 # 6	00:05:22:01	00:05:22:01	00:00:00:00	00:05:22:00							
	07:48:02:24	TENNIS MATCH Enada # 1	00:34:33:01	00:34:33:01	00:00:00:00	00:34:33:00							
	08:22:36:00	TENNIS MATCH Enada # 2	00:34:33:01	00:34:33:01	00:00:00:00	00:34:33:00							
	08:57:09:01	TENNIS MATCH Enada # 3	00:34:33:01	00:34:33:01	00:00:00:00	00:34:33:00							
	09:31:42:02	CARTOONS FOR CHILDREN	00:25:09:23	00:25:09:23	00:00:00:00	00:25:09:22							

(MediaList, Low-res preview)

Management of Program rights

MediaList generates an alarm flag each time the user schedules a Program with expired rights or that has already reached the maximum number of allowed passages on-air: up to him confirm or change the scheduling.



The screenshot shows a dialog box titled "New Program Right" with the following fields and controls:

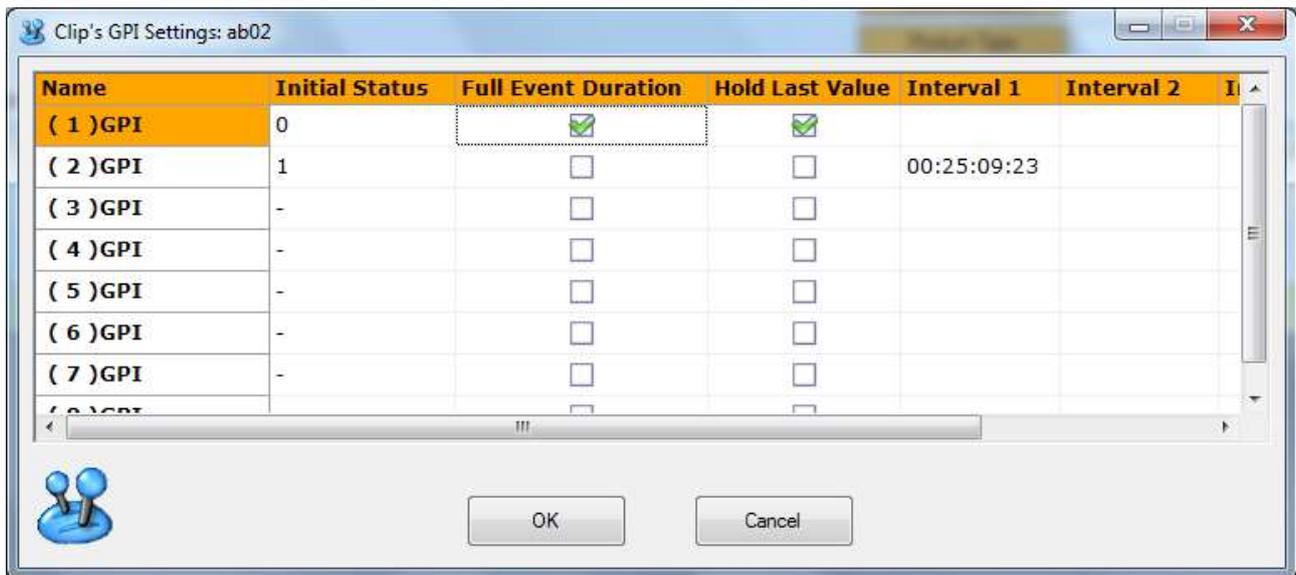
- Program:** PRIME TIME FILM
- From Date:** 09/01/2012
- To Date:** 30/06/2012
- From Episode:** (empty)
- To Episode:** (empty)
- Max No. Passages:** 2
- Unit Cost:** 1.000,00
- Total Cost:** 2.000,00
- Broadcast List:** Si-Channel
- Buttons:** Insert, Delete, Ok, Cancel

(MediaList, Program rights)

GPI management

MediaList manages GPI signals in input (receiving commands to execute) and output (sending commands to external devices).

With **MediaList** it is possible to set the GPI form at different levels: into the Program, into the clip or into the daily playlist.

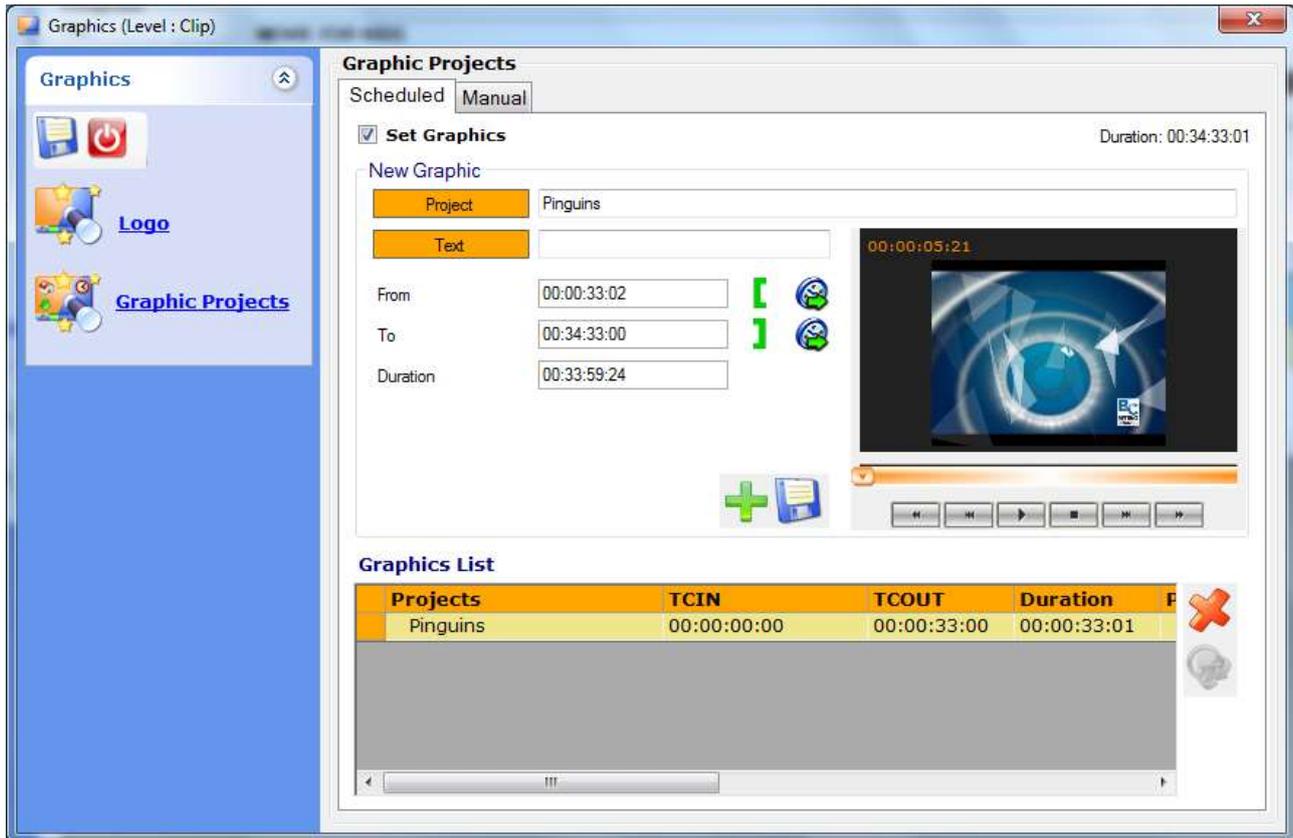


(MediaList, GPI management)

Secondary events management

With **MediaList** user can link the logo and graphic projects to the Programs, clips and playlist events.

Different logo and different graphic projects can be set on a single Program, clip or event: using the proxy it is possible to preview the final package.



(MediaList, LG and CG management)