



# RosettaBridge

## TMS - Managing Advertisement and Trailer Packs

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Unique Digital Ltd  
Harcourt Centre  
Block 4, Harcourt Road  
Dublin 2  
Republic of Ireland  
[www.uniquedigitalcinema.com](http://www.uniquedigitalcinema.com)

## ***Revision History***

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**The information contained in this manual is commercially confidential and must not be disclosed to third parties without prior consent.**

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# **1 Introduction**

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## **1.1 Scope**

This document provides the following step-by-step instructions for managing blocks of advertising and trailer content:

- Creating a block to hold advertising or trailer content.
- Adding content to an advertising or trailer block

## **1.2 Prerequisites**

Before attempting the procedures described in this document, you should be familiar with, and have a working knowledge of, the User Interfaces (UIs) provided by the RosettaBridge Theatre Management System (TMS).

## **1.3 Audience**

This document is intended for digital cinema projector operators.

## **1.4 Acronyms and Abbreviations**

The following acronyms and abbreviations are used throughout this document:

TMS	Theatre Management System
UI	User Interface

## 2 Create Advertisement and Trailer Blocks

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### 2.1 Introduction

This section describes how to use the TMS to create content blocks for holding advertisement and trailer content.

When you have completed this procedure, you will have an advertisement and trailer content blocks that the TMS can use to populate a playlist ad or trailer placeholder widget.

### 2.2 Prerequisites

None

### 2.3 Procedure

To create a content block, perform the following steps:

#### Open Film Lineup

1. From the TMS tabs, select **Film Lineup**:



The Film Lineup functions are displayed:



2. Click **Ads & Trailers**. The Ads & Trailers UI is displayed with the **Block list** panel to the left and the **Block setup** panel to the right.
3. From the **Block list** panel, blocks drop-down, select the type of content block you wish to create. For example:



#### Setup Block Attributes

4. From the **Block setup** panel, **Name** field, enter the name of your content block:

Name  Screen 2 Afternoon Adblock

5. In the **Priority** field, enter the block priority:

Priority  99

**Note:** For additional information about allocating priorities to content blocks, see the *TMS User Guide, Lining Up Films: Assigning Priorities*.



6. Do you want to restrict the block to be shown only between certain dates?

**Yes:** Go to step 7.

**No:** Go to step 12.



7. Select the **Limit to dates** checkbox. The checkbox is ticked.

Limit to dates

From  10.12.2011 to (including)  24.12.2012

8. In the **From** field, position the mouse pointer over the **abc** label and click the left mouse button. The datepicker is displayed.
9. Select the start date and click the datepicker **Select** button. The **From** field is populated by the date.
10. In the **to (including)** field the mouse pointer over the **abc** label and click the left mouse button. The datepicker is displayed.
11. Select the end date and click the datepicker **Select** button. The **to (including)** field is populated by the date.
12. Do you want to restrict the block to be shown only between certain times of the day?
- Yes:** Go to step 13.
- No:** Go to step 16.
13. Select the **Limit to time of day** checkbox. The checkbox is ticked.

Limit to time of the day

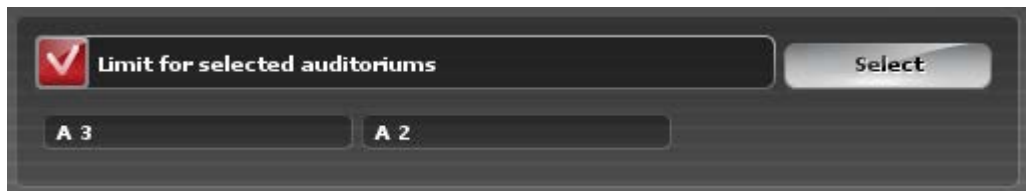
From  12:20 to (excluding)  16:00

14. In the **From** field, enter the start time of the period in which the block is to be shown.
15. In the **to (excluding)** field, enter the end of the period in which the block is to be shown.
16. Do you want to restrict the block to be shown only on specified auditoriums?
- Yes:** Go to step 17.
- No:** Go to step 19.

17. Select the **Limit to selected auditoriums** checkbox. The **Select auditoriums** dialog is displayed:



18. Select the checkbox next to each auditorium that you wish to show the content block, and then click the **Confirm** button. The **Limit to selected auditoriums** panel is updated to show the selected auditoriums:



19. Do you want to restrict the block to be shown only on specified auditoriums?

**Yes:** Go to step 20.

**No:** Go to step 22.

20. Select the **Limit to selected playlists** checkbox. The **Select playlists** dialog is displayed, showing all the playlists currently defined in the TMS:

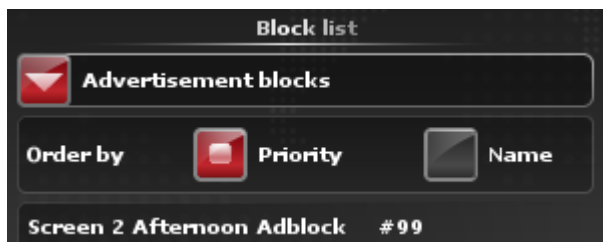


21. Select the checkbox next to each playlist that you wish to include the content block in and then click the **Confirm** button. The **Limit to selected playlists** panel is updated to show the selected auditoriums:



### Save Block

22. From the **Block setup** panel, click the **Save** button. The **Block list** panel is updated to show the newly created block:



The procedure is complete.



## 3 Add Content

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### 3.1 Introduction

This section describes how to use the TMS to add content to an advertising or trailer block. When you have completed this procedure, you will have created a block of content that the TMS can use to populate any playlist with the requisite placeholder for accommodating the block content.

### 3.2 Prerequisites

You must have created a block as described in the procedure *Create Advertisement and Trailer Blocks*.

### 3.3 Procedure

To add content to an existing block, perform the following steps:

#### Open Film Lineup

1. From the TMS tabs, select **Film Lineup**:



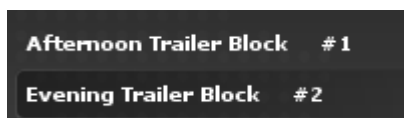
The Film Lineup functions are displayed:



2. Click **Ads & Trailers**. The Ads & Trailers UI is displayed with the **Block list** panel to the left and the **Block setup** panel to the right.
3. In the bottom right-hand corner of the **Block setup** panel, click the **Edit** button. The **Block setup** panel displays a text field, a **Maximum duration** slider, and **Feature, Trailer, Advertisement** and **Other** content drop-down menus.

#### Create Block

4. From the **Block list** panel, select the block that you wish to add content to. For example:



5. From the **Block setup** panel, locate and expand the content drop-down containing the content required for inclusion in the block. For example:



6. From the content drop-down, select the required content widget. Drag the widget to the **Content list** area and drop it. The running total of the block duration as the content widget is dropped is shown in the hh:mm:ss field.

7. Have all the content blocks you require been dropped into the **Content list**?

**No:** Go to step 6.

**Yes:** The total duration of the block is shown in the hh:mm:ss field, for example:



#### Confirm Block Content and Attributes

8. Click the **Confirm** button. The **Block setup** panel fields described in step <3> are replaced by the Block attributes panels described in steps 4 to step 21 of the procedure *Create Advertisement and Trailer Blocks*.

9. Do you wish to modify any of the Block attributes?

**Yes:** Perform steps 4 to step 21 of the procedure *Create Advertisement and Trailer Blocks* and then return to this procedure. Go to step 10.

**No:** Go to step 10.

#### Save the Block

10. Click the **Save** button at the bottom left of the **Block setup** panel. The procedure is complete.