

# Podfuse User Guide



## **Podfuse User Guide**

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## Podfuse Overview

Podfuse provides for automated podcast creation by monitoring web folders for new content, and joining them to a list of scheduled ad content defined by the customer in the Ando Media Ads Manager interface.

1. The client sets up a podcast-only station using the Ando web console. See page 2.
2. Ando sets up folders on the Podfuse server and sets up FTP accounts for the client. These folders include a podcast folder and a Source folder.
3. An [andokey.txt](#) file is created and placed in the Source folder. See page 4.
4. Programming content is recorded one of two ways:
  - a. With FIFO (see page 5), or
  - b. With a third-party process or tool resulting in an MP3 file.
5. Programming content is delivered to Ando Media servers one of two ways:
  - a. Through a background FIFO process, or
  - b. Using a third-party FTP client to push the raw MP3 content to the Podfuse server.
6. The client defines which ad to fuse to the recorded programming using the Campaign Manager on the Ando Media web Management Console. See page 9.
7. The programming content, typically a pre-roll, is “fused” with ad content at the interval specified in the [andokey.txt](#) file.
8. The fused content is copied to the folder one level higher than the Source folder.
9. The fused content is downloaded by the station and published. See page 10.
10. The station posts a link to the podcast on their website. The podcast link includes a tracking URL generated on the Ando web interface that includes the podcast-only station’s Station ID. When the listener clicks the link, the link advances a counter at Ando Media as part of the audience-tracking service, and redirects to the hosted audio. See page 11.

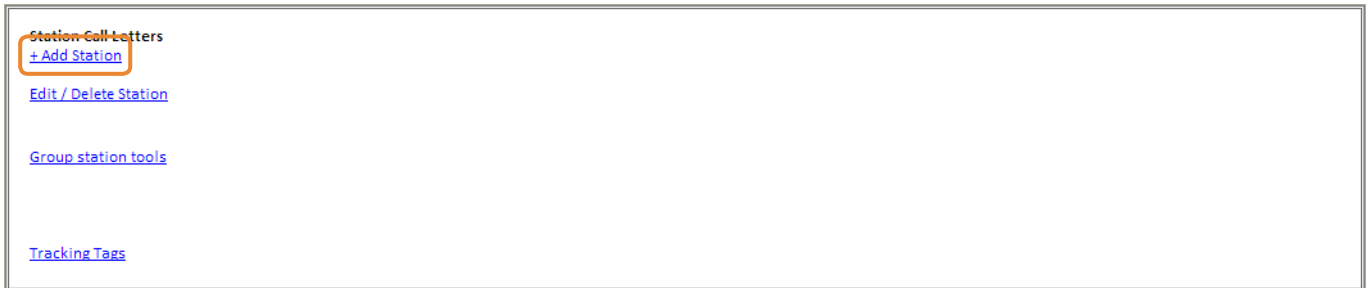


# Setting up a Podcast-only Station

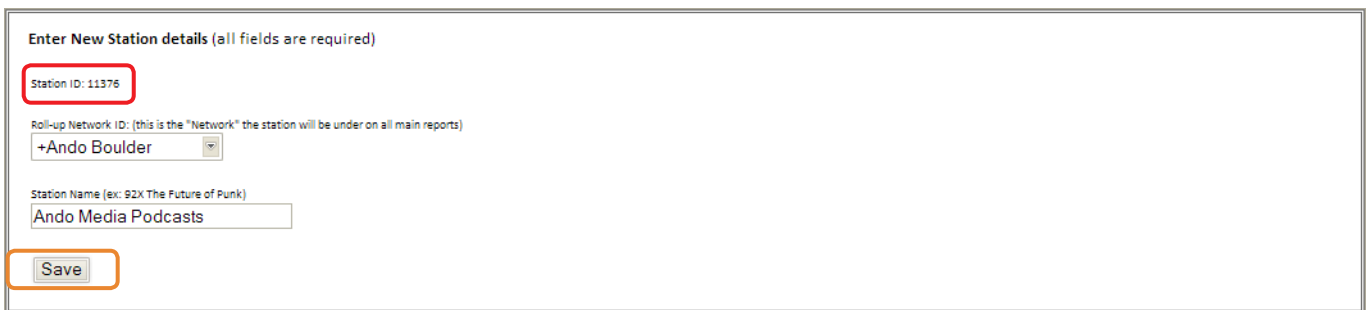
- 1 Click the **Advanced** link on the Ando console. Select the **Stations** option from the list of Admin Tools.



- 2 Select the **Add Station** option.



- 3 If your login allows rights to multiple networks, select a network from the **Roll-up Network ID** drop-down box. Enter a descriptive name for this podcast channel in the **Station Name** field. **This name should correspond with the name assigned in Podfuse server folders by Ando Media Customer Support.** When the Network ID and Station Name have been set, click **Save** to save and close the form.

A screenshot of the 'Enter New Station details' form. The form is titled 'Enter New Station details (all fields are required)'. It contains three input fields: 'Station ID: 11376', 'Roll-up Network ID: (this is the "Network" the station will be under on all main reports)' with a dropdown menu showing '+Ando Boulder', and 'Station Name (ex: 92X The Future of Punk)' with the text 'Ando Media Podcasts'. A 'Save' button is located at the bottom of the form. The 'Station ID' field and the 'Save' button are highlighted with red boxes.

**t** Make a note of the **Station ID** assigned to your new podcast-only channel. You will need it later in the setup process.



4

It will be necessary to edit the advanced features for this new podcast-only station. Click the **advanced features setup** link.

Station Added - you may need to log out and login again for this station to begin showing up in your stats pages.

To setup advanced features, [click here](#)

**Enter New Station details** (all fields are required)

Station ID: 11377

Roll-up Network ID: (this is the "Network" the station will be under on all main reports)

+Ando Boulder

Station Name (ex: 92X The Future of Punk)

Ando Demo Corporate

Save

5

Set this channel to be a **Podcast only station** by switching the radio button to **Yes**. Verify that the **Eligible for campaigns** option is also set to **Yes**. When both options have been set, click **Save** to save and close the form.

**Edit Station details**

Station ID: 11376

Station Name (ex: 92X Punk Rock Classics)

Ando Media Podcasts

Genre

Tune In URL: (ex: http://www.server.com/pubpoint)

Default Banner Frame URL:

This is the URL we will return the browser to after a synced banner has played using the Ad Injector. If you are not using the Ad Injector for replacing on-air commercials, this field is not required.

Stream Bitrate:

0 kbps (You should include overhead in this number. For example, a 32kbps stream will have an average 5kbps overhead. So you would enter 37 in this text box)

Podcast only station:

YES  NO

Eligible for Campaigns (mark NO if this is a commercial free station):

YES  NO

Should this station be visible by ALL levels of users (station, region, network) for viewing statistics and trafficking ads?

YES  NO

Allow all controllers to see this station and all child stations in the Reconciliation Report:

YES  NO

Allow TargetSpot to cover PSAs:

YES  NO

Allow TargetSpot to cover promos:

YES  NO

Does this station use:

RunSpot  Targeted Ad Injector

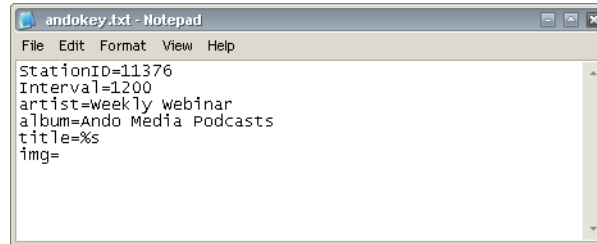
Save Cancel



## Writing the `andokey.txt` file

The `andokey.txt` file provides an instruction set to Podfuse and must be saved in the source directory of any new podcast-only channel.

- In your favorite text editor, create a new file called `andokey.txt`.



```
andokey.txt - Notepad
File Edit Format View Help
StationID=11376
Interval=1200
artist=weekly webinar
album=Ando Media Podcasts
title=%s
img=
```

Field	Description
StationID	The Ando Media-assigned Station ID of this podcast-only channel. See page 2.
Interval	Processing interval in seconds. This determines how often the Podfuse system will look for and re-fuse podcast files.
Artist	Text to appear in the ID3 artist tag of the podcast MP3.
Album	Text to appear in the ID3 album tag of the podcast MP3.
Title	Text to appear in the ID3 title tag of the podcast MP3.
img	Filename of image file used for album art in the client player. Typically left blank.

- Upload the `andokey.txt` file to the source directory of the new podcast-only channel on the Podfuse FTP server. The upload path will be provided by Ando Media Customer Service.

**t** The FTP upload path will resemble something similar to:

**... \Pods\<Market>\<Station>\<PodcastName>\source**

Ando Media Customer Support can provide the exact FTP upload path for the `andokey.txt` file.



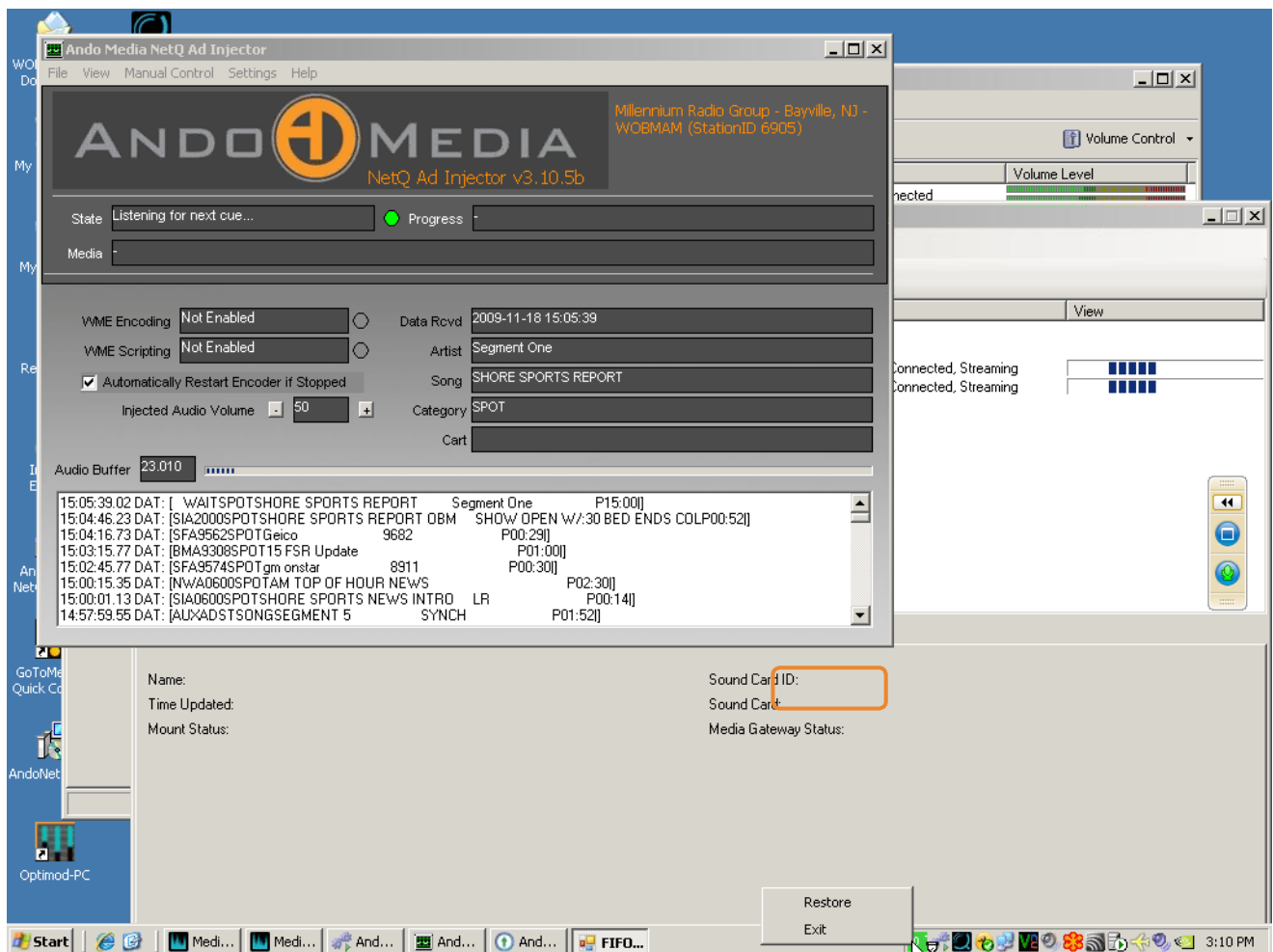
# Recording Podcast Content Using FIFO

Podcast content can be recorded using a third-party tool resulting in an MP3 file. Alternately, content can be recorded using the FIFO component on your Ad Injector PC.

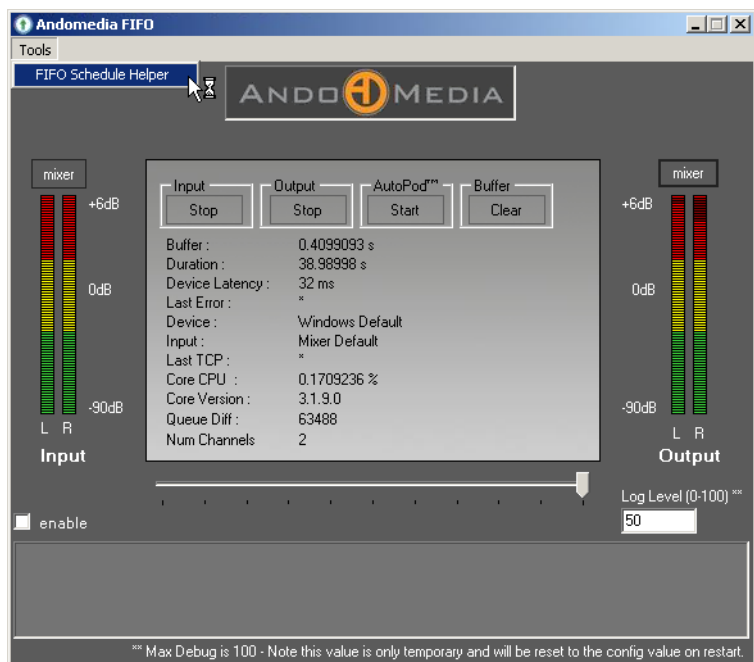
**t** If you choose to use FIFO to record your podcast content, you may need to install an additional component to enable the recording capability. Contact Ando Media Customer Support for more information.

**!** If you use a non-Ando Media process or tool to record your podcast content, you will have to manually upload each podcast MP3 to the Podfuse FTP Server using your favorite FTP client.

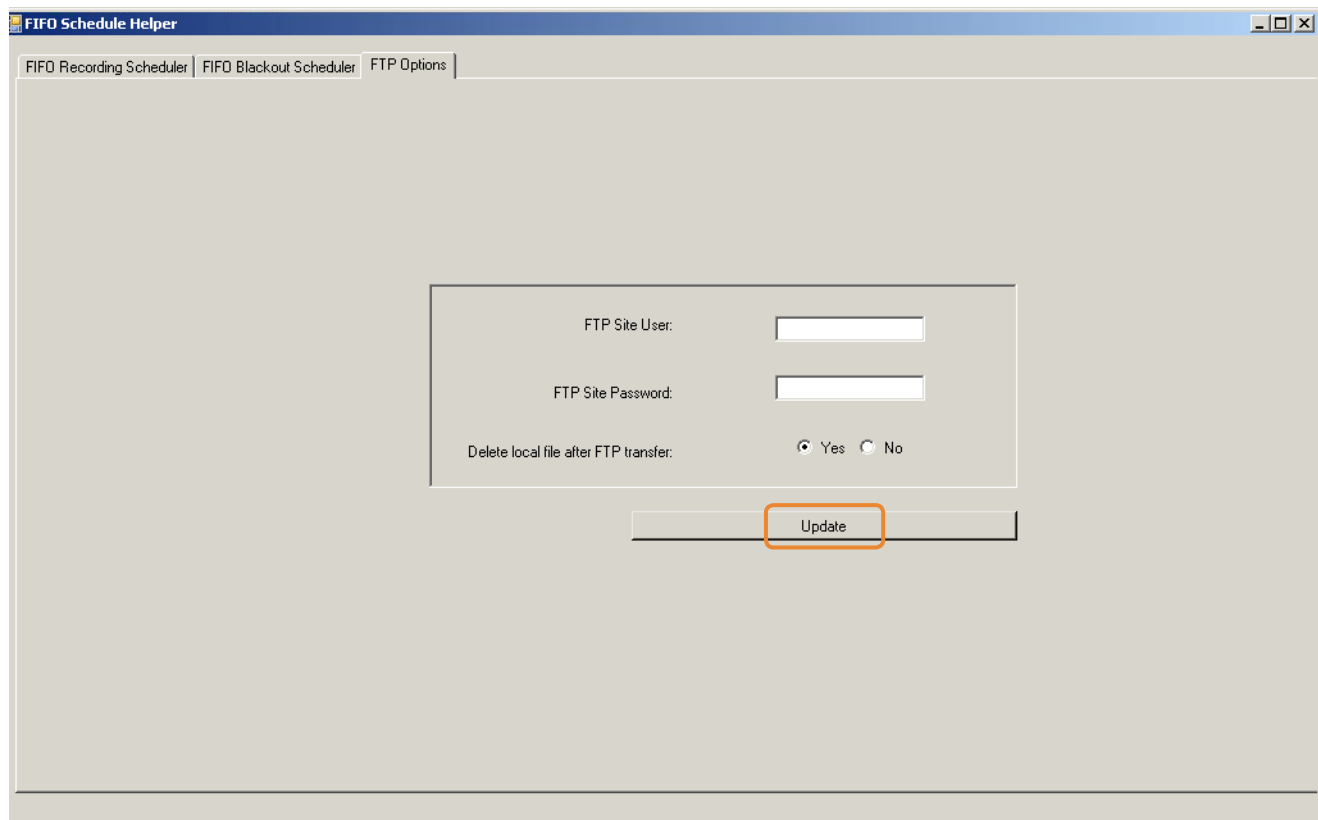
**!** Gain access to the Ad Injector® PC. Right-click on the FIFO System Tray icon to open the menu, then select **Restore**.



- 2 From the FIFO **Tools** menu, select **FIFO Schedule Helper**.



- 3 The first time FIFO is opened to configure a record schedule, it will be necessary to add FTP account login information to allow FIFO to upload the recorded files to the Podfuse FTP Server. Select the **FTP Options** tab. Enter the new account login and password and click **Update**.



4

To create a new entry, select the days to record and record time. Enter other options related to bit rate and upload folder, and click **Save As New**.

The screenshot shows the 'FIFO Schedule Helper' application window. It has three tabs: 'FIFO Recording Scheduler', 'FIFO Blackout Scheduler', and 'FTP Options'. The 'FIFO Recording Scheduler' tab is active, displaying a table with the following data:

Weekday	Start time	Recording in sec	Bit Rate	Sample Rate	Channels	FileName	Params
Fri	15:00:00	75	32	44100	2	test6_%DATE%_%TIME%	""FILENAME% DIRECTORY:\Pods\WOBMAM\WOBMAM_podcas
Tue	22:00:00	300	32	44100	2	090109_test	""FILENAME% DIRECTORY:\Pods\WOBMAM\WOBMAM_Podcas
Wed	20:00:00	300	32	44100	2	0902_test_%DATE%	""FILENAME% DIRECTORY:\Pods\WOBMAM\WOBMAM_Podcas
Thu	18:00:00	7200	32	44100	2	HighSchoolShow_%DATE%	""FILENAME% DIRECTORY:\Pods\WOBMAM\WOBMAM_Podcas
Sat	18:45:00	144000	32	44100	2	0926_monmouth	""FILENAME% DIRECTORY:\Pods\WOBMAM\WOBMAM_Podcas

Below the table is a configuration panel with the following fields:

- Weekdays:  Mon  Tue  Wed  Thu  Fri  Sat  Sun
- Recording Start Time: [Time Picker]
- Recording Time in seconds: [Text Input]
- Bit rate: [32] (Dropdown)
- Sample rate: [44100] (Dropdown)
- Channels:  1  2
- File Name: [Text Input] [Add Date]  [Add Time]
- FTP directory: [Text Input]
- Append: [Dropdown]

On the right side of the configuration panel, there are three buttons: 'Save as New' (highlighted with an orange box), 'Update', and 'Delete'.

Field	Description
Weekdays	Check the days to record this schedule event.
Recording Start Time	Set the time the recording should begin.
Recording Time in Seconds	Set the duration of the recording in seconds. Podcast durations should be less than 10-12 minutes (600-720 seconds) long.
Bitrate	Select the bitrate for this recording (see tip below).
Sample Rate	Select the sample rate for this recording (see tip below).
Channels	Set the recording channel information. 1=mono, 2=stereo.
File Name	Set the filename for this recording (see note on page 8). Checking the <b>Add Date</b> or <b>Add Time</b> checkboxes will add a wildcard variable to the filename, adding the current date or time.
FTP Directory	Enter the FTP Source directory on the Ando Media Podfuse server (see tip on page 8).
Append	Setting the Append flag to Y will append the recording to an existing podcast recording of the same name on the Ando Media Podfuse server.

t

Generally, the 44100 sample rate default will provide excellent recording quality. For the bit rate setting, try the 64kbps bitrate to start with. If you find the quality is unacceptable, reset the recording to 128kbps.





File names should **not** contain spaces. An **\_** underscore should be used instead of a space. File names should be 32 characters or less.



The FTP Directory should resemble something similar to:

...\\Pods\**<Market>**\\<Station>\\<PodcastName>\\source

Ando Media Customer Support can provide the exact FTP upload path.

5

To update an existing entry, highlight the record event. Make any necessary changes and click **Update**. Refer to grid on page 7 for form field descriptions.

The screenshot shows the 'FD Schedule Helper' application window. At the top, there are tabs for 'FD Recording Scheduler', 'FIFO Blackout Scheduler', and 'FTP Options'. Below the tabs is a table with the following columns: Weekday, Start time, Recording in sec, Bit Rate, Sample Rate, Channels, FileName, and Params. The table contains several rows, with the 'Wed' row selected. Below the table is a configuration form with the following fields:

- Weekdays:  Mon  Tue  Wed  Thu  Fri  Sat  Sun
- Recording Start Time: 20 : 00
- Recording Time in seconds: 300
- Bit rate: 32
- Sample rate: 44100
- Channels:  1  2
- File Name: 0902\_test
- FTP directory: \\Pods\WOBMAM\WOBMAM\_Podcasts\source
- Append: N

On the right side of the form, there are three buttons: 'Save as New', 'Update' (highlighted with an orange box), and 'Delete'.

6

After all changes have been made, close the Schedule Helper by clicking on the **X** in the top-right corner of the program.

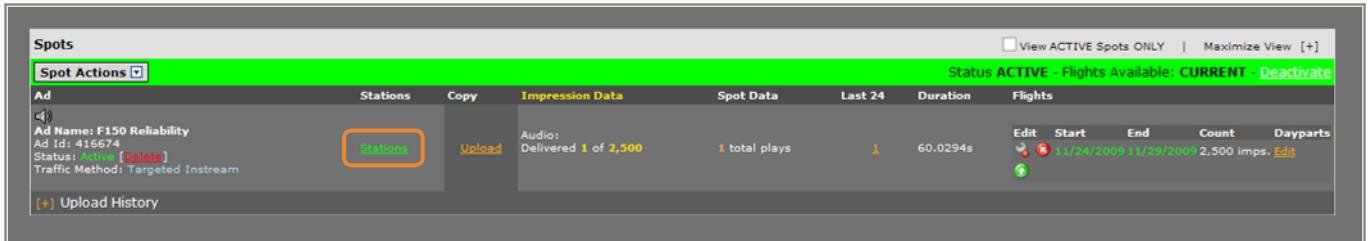


FIFO may be minimized, but should never, ever be closed. **If you terminate FIFO, you will interrupt your stream until FIFO is restarted!**

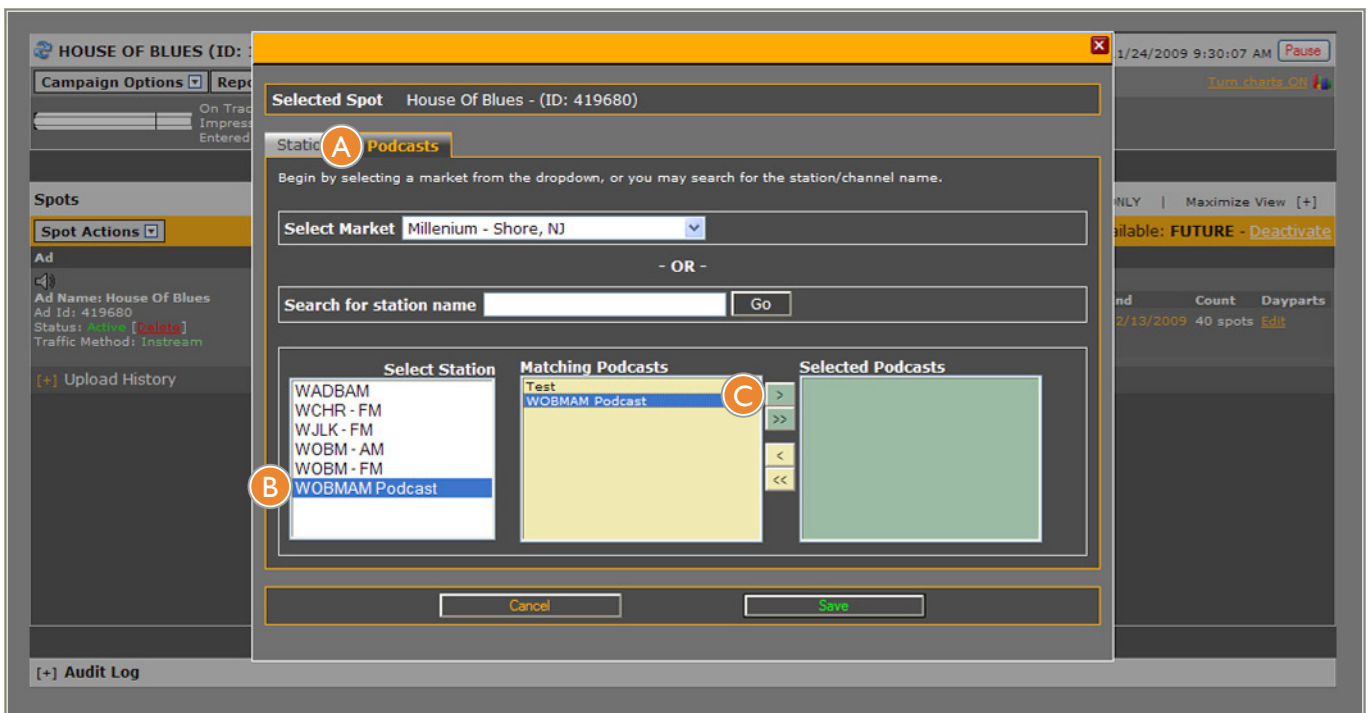


# Scheduling Gateway Ad Content

- 1 Launch the Ando Media Management Console in your web browser and enter Campaign Manager.
- 2 Locate the campaign containing the creative to fuse to your podcast, or create a new campaign for the creative to fuse.
- 3 On the Spot details screen, click the **Stations** link.



- 4 Assign the creative to your podcast-only station.



- |   |   |
|---|---|
| A | Choose the <b>Podcasts</b> tab.   |
| B | Locate and click on the proper podcast-only station from the <b>Select Station</b> column. The list of available stations are based on rights associated with your login account and are organized by market. |
| C | Move the podcast to the <b>Selected Podcasts</b> column by highlighting the podcast name in the Matching Podcasts column. Click the > button to move the selections into the Selected Podcasts list.          |



5

Click **Save** to save your changes. Click **Close** to close the form.



## Publishing Your Content

1

Using your favorite FTP client, download the fused MP3 podcast from the Ando Media Podfuse Server.



The FTP directory containing fused files will resemble something similar to:

...\Pods\**<Market>**\<Station>\<PodcastName>

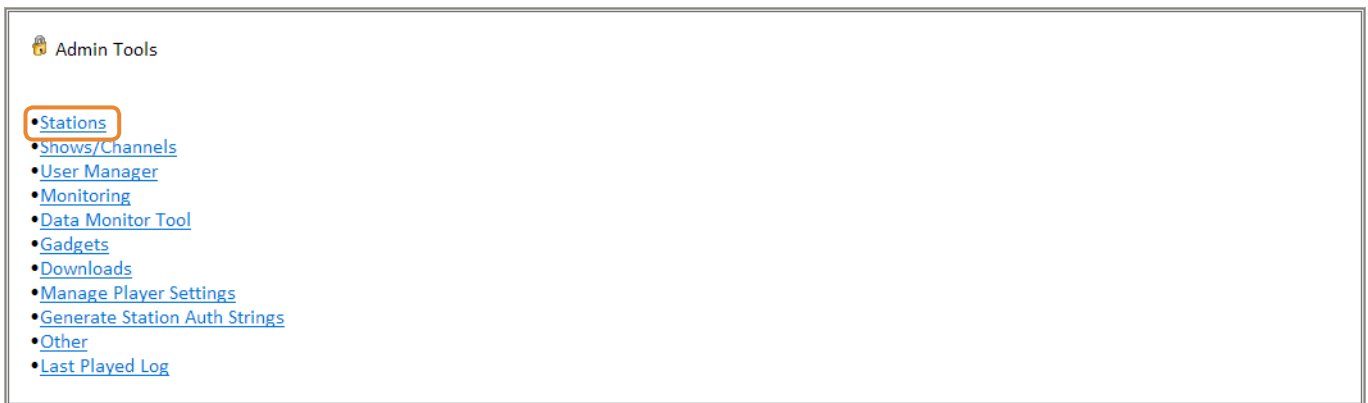
Ando Media Customer Support can provide the exact FTP directory path. They will also provide FTP login credentials

2

Transfer the fused MP3 to where the file will be hosted.

3

Generate a tracking link. This link will allow Ando Media to track how many users download your podcast. Using this data Ando Media can generate accurate performance reports for the fused ad content. Click the Advanced link on the Ando console and select the **Stations** option from the list of Admin Tools.



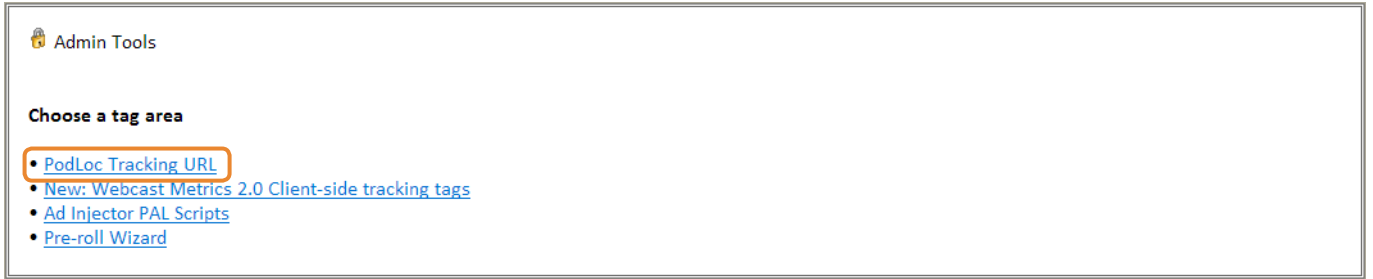
4

Select the **Tracking Tags** option.



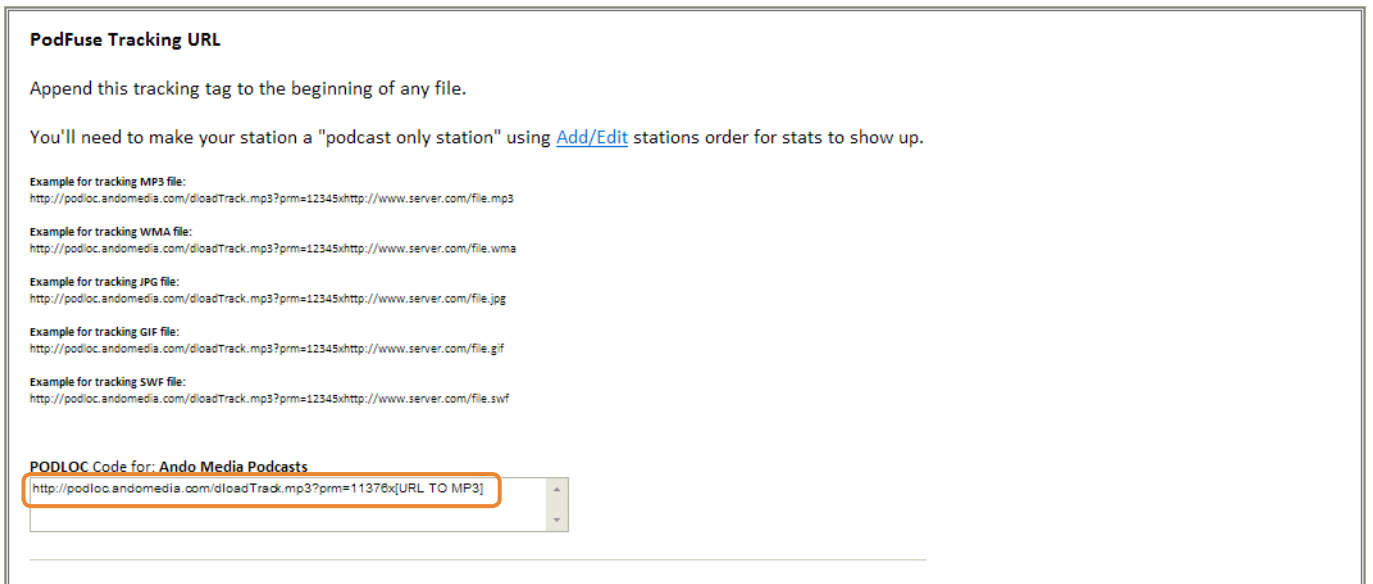
4

Select the **PodLoc Tracking URL** option.



5

Scroll down to find the tracking tag for the correct podcast-only station, using the Ando Media assigned **Station ID** as a reference (see page 2).



Append the tracking tag to the beginning of the link in the station RSS Feed or podcast distribution network (such as Feed Burner or iTunes) for the correct podcast. When a listener clicks the link, it first hits the Ando Media server to advance the listener counter, then redirects to the actual hosted content.

