

WO Streaming Quick Start Guide

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Introduction

WO Streaming is your central control panel for creating, managing, and reporting on digital audio advertising campaigns. This Quick Start Guide provides a brief overview of the key features and workflows you can use to get started with our system. For complete instructions and procedures, see WO Streaming Help.

Browser Support

We recommend that you use Google Chrome to optimize the WO Streaming experience.

Initial First Steps

Before you begin creating and managing campaigns with WO Streaming, please perform the following initial steps:

- When you first use the WO Streaming system your customer account, stations, and markets will be set up by the WO Streaming Support Team. All users will receive an email from WO Streaming notifying them that a WO Streaming account has been setup. They should click on the link in the email to set their password, login to the system, and begin using it.
- A user with an Account Admin role should input all station and personnel contact information:
 1. From **Ad Management**, click **Account Settings**.
 2. In **Account Settings**, type the correct information for each field, and then click **Submit**.
- **Replace the default fill with a 30 second default promo or PSA that you would like to play-**To avoid any dead air during ad breaks when there are no ads or Promo's/PSA's to play, WO Streaming includes a failsafe mechanism that will play a file called **defaultfill.mp3**. This file is stored in the **c:\media** directory on the local server where the injector is installed.

IMPORTANT: Change the defaultfill.mp3 file to a 30 second default promo or PSA that you would like to play in these situations before moving on.

Logging In

1. Go to <http://console.wostreaming.com>.
2. Enter your username and password, and then click **Sign In**.

Creating a Campaign

New Campaigns can be created by users with either Account Admin or Order Entry roles.

1. From the dashboard menu, click **Ad Management**.
2. In the sub menu, click **Campaigns**.
3. In the right side bar, click **Create Campaign**.
The Create Campaign window will appear.
4. In the **General** section, type the **Campaign Name**, **Product ID**, **Product Name**, and **Contract ID**.
5. In **Priority**, select **Ad** (network ads) or **Fill** (PSA's, Promos) and the priority for it.
Most revenue producing ads should be set to Priority 2 (normal priority).
6. In **Instream Inventory**, select Plays or Impressions.
7. In **Revenue Model**, select Flat Rate or Performance (Performance is recommended).
8. In **Status**, select Active or Inactive.
9. Complete the Start and End Date/Time fields to define the length of the campaign.
10. In **Advertiser**, select an advertiser or add a new one.
11. In **DASST Ad Category**, select a category.
12. In **Compete Code**, select an industry code.
13. In **Sales Rep**, enter the sales representative for this campaign.
14. In **Sales Office**, enter the name of the sales office related to this campaign.
15. In **Sales Source**, select a source.
16. In **Scheduling**, select a **Daypart**.
17. To select stations to target this campaign select **Enabled in Station Targeting**, and then filter the stations in the Available Stations sections by market, format, language, or brand.
 - a. In **Available Stations**, select stations you want to include and they will move to the Selected Stations section or click the double arrows to add all of the **Available Stations**.
18. Select **Create Campaign** or **Create and Add Ads**.

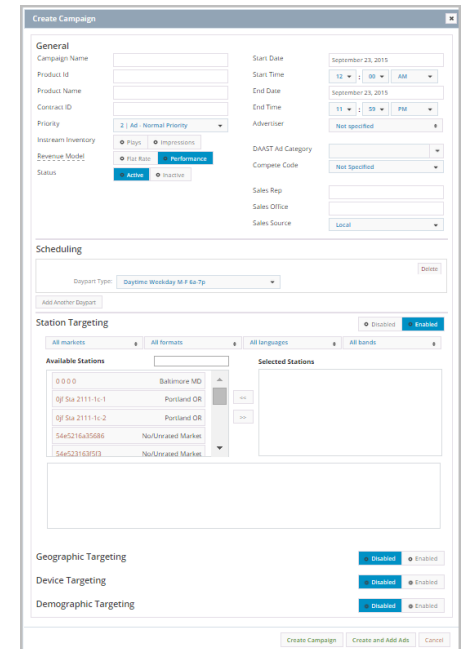


Figure 1 Create a Campaign window

Editing a Campaign

To edit a campaign, the user must be an Account Admin or the creator of the campaign.

1. If it's not selected, click **Ad Management**, and then click **Campaigns** in the sub menu.
2. In **Campaigns**, click **Active Campaigns**, and then select the campaign.
3. In **Campaign**, click **Campaign Properties**.
4. In the right side bar, click **Edit Properties**, and then edit the fields as needed.
5. In the right side bar, click **Save Changes** and a confirmation message will appear.

Campaign Inheritance

In WO Streaming, certain properties defined at the campaign level are automatically inherited by ads within the campaign. This helps when campaigns contain many ads with similar properties, so that the specific property values don't have to be set repeatedly on the ads.

Properties that have inheritance include:

- Ad Priority
- Station Targeting
- Day-parts (called Scheduling)

Campaign Approval

WO Streaming can be configured to require campaign approval. When campaign approval is required, Order Entry roles must submit the campaign for review by a user with an Account Admin role, and then the Account Admin can approve or disapprove the campaign.

Possible approval states are:

Not Submitted

Campaign entry is in progress, it has not been submitted for approval.

Pending Approval

Campaign has been submitted for approval.

Approved

A campaign that was pending approval has been approved by the Account Admin.

Disapproved

A campaign that was pending approval has been disapproved by the Account Admin. It must be modified and submitted for approval again, at which point it will move to the Pending Approval state.

Ad Priorities Overview

WO Streaming optimizes ads to meet target plays or impressions. Except for a small amount of inventory allocated to Ad Networks up front to help maximize CPMs, the system attempts to fill direct-sold ads by the broadcaster first (P1-P3 below), followed by Ad Network ads and then by Fill (P4-P6).

1. Ad Networks ads scheduled for barter (typically not used or setup by WO Streaming Support).
2. Ad Network ads to play in the Ad Network minimum inventory percentage.
3. Ad - High Priority (Direct sold P1 ads).
4. Ad - Medium Priority (Direct sold P2 ads).
5. Ad - Low Priority (Direct sold P3 ads).
6. Ad Network ads to play in the inventory percentage above the minimum percentage and below the maximum inventory percentage.
7. Fill - High Priority (PSA's, Promos)
8. Fill – Medium Priority (PSA's Promos)
9. Fill - Low Priority (PSA's, Promos)

Creating Ads

After a campaign is created, ads can be added from the Campaign Summary tab by an Account Admin or an Order Entry role. Ad types that can be created are: In-stream, Gateway, Display Banner, or Companion Banner ads.

NOTE: Companion Banner ads must be added before they are selectable from within In-Stream ads.

1. From the dashboard menu, click **Ad Management**.
2. In the sub menu, click **Campaigns**.
3. In **Campaigns**, select a campaign.
4. In **Summary**, hover your mouse over **Add A New Ad**. A list of choices will display.
5. In the list, select an ad type by clicking on it.

Each ad type requires a slightly different set of information to continue. Follow the instructions on the next few pages for the ad type you are creating.

In-Stream ads

1. In **General Info**, type the **Ad Name**, **Ad Description**, and **Cart ID**.
2. In **Business Info**, select the **Ad Priority** (most ads should be set to priority 2), and then type the **Required Plays** and **CPP**.
3. In **Media Info**, click **Select File**, and then select the file you want from your folders. Media URL, Converted Filename, and Media Duration will be automatically filled once the file is uploaded.
4. In **Companion Banners**, select a banner ad if one is available and you want to use it.
5. In **Insertion Type**, select **Standard**, contact Support to use **Client Side** or **Dry Liner ads**.
6. For ads that will appear in podcasts, select an **Ad Zone**.
7. In **Tracking URL**, type the tracking URL.
8. In **Scheduling**, select Ad Specific Scheduling and select a daypart or select Use Campaign Scheduling to use the scheduling set at the campaign level.
9. In **Targeting**, select Ad Specific Targeting and select the stations to target or select Use Campaign Targeting to use the targeting set at the campaign level.
10. Click **Create**. A confirmation message will display.

Gateway ads

1. In **General Info**, type the **Ad Name**, **Ad Description**, and **Cart ID**.
2. In **Business Info**, select the **Ad Priority**, and then type the **Required Impressions** and **CPM**.
3. In **Media Info** select either **Media File**, **VAST URL**, or **VPAID URL**.

Media Info

- a. Click **Select File**, and then upload the media file you want from your folders.

VAST URL

- a. Click **VAST URL**, type in the URL.

VPAID URL

- a. Click **VPAID URL**, and then type in the URL.

4. In **Companion Banners**, select a banner ad if one is available and you want to use it.
5. In **Insertion Type**, select **Standard**, **Client Side**, or **Dry Liner**.
6. In **Scheduling**, select Set Ad Specific Scheduling or Use Campaign Scheduling.
7. In **Targeting**, select Set Ad Specific Targeting or Use Campaign Targeting.
8. Click **Create**. A confirmation message will display.

Display ads

1. In **General Info**, type the **Banner Name** and **Banner Description**.
2. In **Business Info**, type the CPM, CPC, and required impressions.
3. In **Display Info**, select **Dimensions** and **Banner Type**.
4. In **Image File**, click **Select File**, and then select the file you want from your folders.
5. In **Click Thru URL**, type the URL.
6. In **Tracking URL**, type the tracking URL.
7. In **Scheduling**, select Set Ad Specific Scheduling or Use Campaign Scheduling.
8. In **Targeting**, select Set Ad Specific Targeting or Use Campaign Targeting.
9. Click **Create**. A confirmation message will display.

Companion Banner ads

1. In **General Info**, type the **Banner Name** and **Banner Description**.
2. In **Business Info**, type the **CPM** and **CPC**.
3. In **Display Info**, select **Dimensions** and **Banner Type**.
4. In **Image File**, click **Select File**, and then select the file you want from your folders. The Image URL field will automatically be filled in.
5. In **Click Thru URL**, type the URL.
6. In **Tracking URL**, type the tracking URL.
7. Click **Create**. A confirmation message will display.

Editing an Ad

To edit an ad, the user must be an Account Admin or the creator of the ad.

1. From the dashboard menu, click **Ad Management**, and then click **Campaigns** in the sub menu.
2. In **Campaigns**, select a campaign.
3. In **Campaign Summary**, scroll down to the ads summary section.
4. In the **Ads Summary Section**, click an ad name.
5. In **Summary**, select **Properties**, **Targeting**, **Scheduling**, or **Flights**.
6. In the right side bar, click **Edit** (the edit button has a different name depending on the topic you select).
7. Complete edits, and then click **Save Changes**.

Monitoring Campaign Performance

The term “Campaign Performance” generally refers to examining the delivered plays or impressions (depending on which of these is specified in the Campaign settings) of a Campaign against the required plays/impressions during the Campaign. Also, it can apply to looking at companion banner impressions compared to the companion audio ad impressions, examining the revenue to-date, and more.

Campaign Summary Tab

The **Campaign Summary** tab, shown when a campaign name is clicked on, provides information related to the performance of the campaign. From this tab you can also add a new ad, duplicate a campaign, or view campaign statistics.

- **Performance Chart** – This chart shows the entire history of the plays or impressions for the Ad types (In-Stream, Gateway, Display Banner, and Companion Banner) that make up the Campaign. You can export or print this chart.
- **Progress Chart** – Use this chart to view the progress of the campaign from a calendar perspective and from a plays/impressions perspective. You can export or print this chart.
- **Campaign Basics** – Use this chart to get an overview of the campaign. It displays the campaign id, approval state, compete code, advertiser, inventory type, priority, who entered the order, Campaign start and end dates, and the current status of the campaign.
- **Revenue and Performance Table** –Displays the number of plays/impressions delivered to-date and the total required for each Ad type in this campaign, and also shows the revenue to-date and the revenue goal for each ad type campaign.

Ad Summaries

The Campaign Summary section displays information about each ad type. Each ad summary also allows you to add a new ad. Instream Ads Summary and Companion Banner Ads Summary have View Stats and Preview as additional actions. View Stats will take you to the Ad Statics report page. Preview will allow you to view the ad before you publish it. If multiple flights have been defined a View Flights action will be available for the for every ad type listed below, except Companion Banner.

- **In-Stream Ads and Gateway Ads Summary** – In these summaries, you can view the ad names, revenue models, priority, flights, impressions, and actions for each of these ad types.
- **Display Banners Summary** – In this summary, you can view the ad names, revenue models, clicks, flights, impressions, and actions for each of these ad types.
- **Companion Banners Summary** – This summary displays the banner name, revenue model, clicks, impressions, and actions.

Ad Summary Tab

The Ad Summary tab, shown when an ad name is clicked on (for example from the Campaign Summary tab), provides information pertaining to the performance of a specific Ad. From here you can Pause an Ad, Duplicate an ad, and View Ad Statistics.

- **Progress Chart** – Use this chart to track the progress of the ad in days or impressions.
- **Performance Chart** – This chart shows the entire history of the plays or impressions for this ad. You can also print or download this chart.
- **Ad Basics** – Use this chart to get an overview of the ad. It displays the ad progress chart, ad performance chart, **Ad Basics, Revenue, and Flights Summary**.
- **Revenue** – This area contains summary performance data including Revenue To-Date.
- **Flights Summary Table** – This table lists the name, start and end dates, plays or impressions delivered, required impressions and total revenue in the flight.

Forecasting Sold/Unsold Inventory Reports

WO Streaming provides inventory forecasting functionality that compares forecasted ad inventory in plays or impressions versus sold ad inventory in plays or impressions in graphical form. Account Admin and Order Entry roles can create reports.

1. From **Ad Management**, click **Reports**.
2. In **Inventory Forecasts**, click the expand button next to each filter, and follow the instructions below.
3. In **Date Range**, select a range.
4. In **Select Daypart**, select the days of the week, Start Time, and End Time.
5. In **Select Stations**, filter specific stations by market, format, language, or band.

6. In **Available Stations**, use the double arrows to move selections from **Available Stations** to **Selected Stations**.
7. In **Select Ad Type**, select Instream or Gateway.
8. In **Select Inventory Type**, select Plays or Impressions.
9. In **Select Report Level**, select Standard or Advanced.
10. Click **Generate Report**.

Producing Ad Statistics & Ad Affidavit Reports

WO Streaming provides both detailed and summary reports showing the performance of ads as compared to their required plays or impressions. Advertiser Affidavit reports can be easily generated from these reports, which can then be sent to advertisers showing documentation of the ad play and impression counts. The Affidavit report is exported to .xls (MS-Excel) format and contains a “Statement of Truth” specifying that the data was delivered as outlined and has space for a Notary Public stamp.

NOTE: An Ad Statistics report for a specific campaign can be produced by clicking on the view statistics link from the Campaign Summary tab.

1. From **Ad Management**, click **Reports**.
2. In **Reports**, click **Ad Statistics**.
3. In **Ad Statistics**, click the expand button next to each filter, and follow the instructions below.
4. In **Date Range**, select a range.
5. In **Select Stations**, select specific stations by market, format, language, or band.
6. In **Available Stations**, use the double arrows to move selections from **Available Stations** to **Selected Stations**.
7. In **Select Advertiser**, select an advertiser.
8. In **Select Revenue Detail**, select Excluded or Included.
9. To finish, click **Display Report** or **Line Item Report**.
 - **Advertiser Affidavit:** To create an Advertiser Affidavit report, follow the steps above, and then click **Summary Affidavit**, **Detailed Affidavit**, or **Expanded Detailed Affidavit**.

NOTE: Only Account Admins and Order Entry roles can perform this task.

Account Settings – User Manager

This section allows users with the Account Admin role to add additional users to their account.

Add a New User:

1. From the **Ad Management** dashboard, click **Account Settings**.
2. In the sub menu, click **User Manager**.
3. Click **New User**.
The Create User window will appear.
4. In **Create User**, type Login Name, Email, First Name, and Last Name.
5. In **Role**, select a role from the list.
6. In **Initial Markets**, select a market from the list.
7. In **Initial Accounts**, select accounts.
8. In **User Type**, select either: Order Entry, Programming, Account Admin, or Reports.
9. In **Sales Source**, select a source.
10. Click **Create**. A confirmation message will appear.

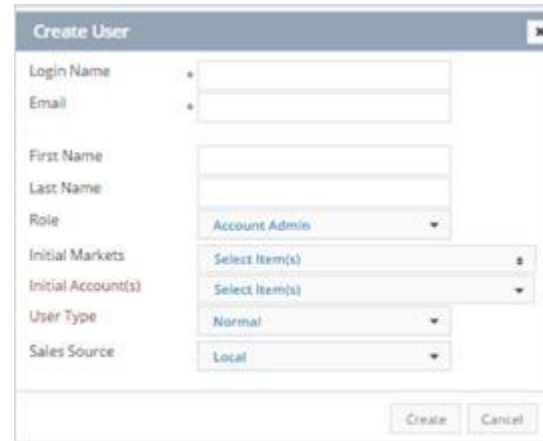


Figure 2 Create User Window