



## Power-Link Guidelines for Scheduling to the MATCO System

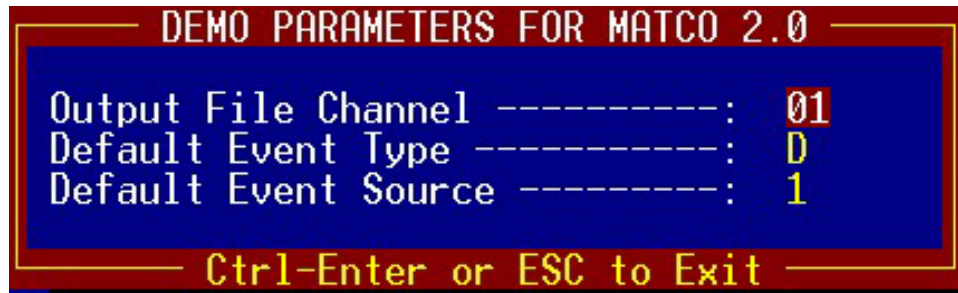
Assumption: User is Using Marketron-2000 with TV export (log type 7)

### General Rules & guidelines to be followed:

1. This output file is made to the specification for the MATCO MA204-B for the Event List Format dated 1/15/1998 and updated 9/22/1998. It creates a command delimited ASCII file named XXyymmdd.CSV where XX is the Server Channel number as described in PL's Matco Config (see first parameter "Output File Channel") and yymmdd is the log's date in a year month day format.

**Overrides to the various event parameter defaults.** In the Power-Link configuration there are defaults provided for several parameters of each event that is scheduled. In the event that the default needs to be overridden by an event, the following values can be placed in the "USER1" field.

The defaults are setup in Power-Link and will typically look like the below image:



NOTE: the fields described below are the field names in the Matco System

These "default values will be put on all events except events that are "overridden" by the using **Marketron's USER1** field and prefacing the desired value with a special character, those fields and their "special character" or other interpretations along with examples are discussed below.

**EVENT TYPE (Source) Field** The field known as “Event Type” (which is really the source device) to the Matco is an ever changing value in the log as many events come from VTR’s and as many from “D” (the Matco server). To determine the value for each event PL will firstly look to the Marketron “Source” field and if VTR is found then this value is set to V, else if “MAT” or “MATCO” is found then it is set to “D”, else if GPO is found it will be set to G otherwise in the USER1 field if an asterisk \* is found then the value immediately is taken for the value of the Event Type. EXAMPLE : if \*F is found in the user field then PL will make this type into a “Follow” event. The other values of V, G, or D (for Matco server) are also valid.

**EVENT SOURCE (number)** this potential value of 2 digits dictates the VTR#, Switcher#, GPO#, Channel to Follow or Server Channel Number. PL will look to the User1 data for a value prefaced with a pound sign # such as #3 to specify event source number 3 for the given Event Type. If none is found then the default from the above configuration is used.

**EVENT SOURCE CODE** is for VTR, or GPO playback only. It is specified by using the at sign @ in the USER1 field such as @RwEj (for Rewind and Eject) or any of the valid Event source codes enabled by the MATCO system.

**T FIELD** If the source is a VTR with a run time, but the event is to end on an end Tone, then by placing an exclamation mark anywhere in the USER1 field will trigger this functionality, otherwise if an ! is not found the event will end when the duration time has been reached.

**SMPTE Segment Numbers** will come from the Media Number field in Marketron and will be expected to be 4 characters long.

**SMPTE Tape Location Numbers** can be included in Marketron and will be available for Program and Segment events only.

**UNIQUE EVENT CODE** can be instructed by the use of a dollar sign \$ in the USER1 field. Example \$STRT found in the USER1 field will cause the Unique Event code to have the value of STRT.

**ADDITIONAL EVENT CODES** are extra codes used to instruct various commands. They can be passed for an event by the use of a caret ^ (shift of the number 6 key) followed by the value. Example ^L will load the next event list during this event.

*End of Default field overrides*

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The below is the narrative by Marketron on accessing the USER1 field:

The field is accessed by the user in the following way:

When creating media, aka SpotCopy, they can enter a value into the "Production Orders" field. Not just anything in this field appears in the multi-purpose/User1 field, though. To make something go to automation, they must delimit the text with tildes (~). There are two ways to do it:

1. They can completely surround the automation codes with tilde:

~this will go to automation~ or..

2. They need only precede the automation code with a tilde, assuming nothing else is entered after the tilde but automation codes:

this won't go ~this will

So, this allows them to "embed" automation codes in a production orders field, or dedicate the entire field to automation codes. Here are several examples illustrating the different ways that the user could get the code "#123" into the multi-purpose field (Note: tilde are NOT put into the automation field, they get stripped off):

~#123

~#123~

This is a comment~#123

This is the start of a comment~#123~and the comment continues here