## Ad Replacement Software Interfacing with iMediaTouch

iMediaTouch On Air has a different ways that it can communicate with your ad replacement software. It can send out over a serial connection or over your TCP/IP network using a UDP broadcast. The preferred output is an XML over UDP.

## Steps for XML over UDP

- 1. Go to the On Air Workstation
  - Click on the 'Gear'icon in the top right hand side of the On Air software
    - This opens up the Workstation window
    - Click on Security Level 3 Button Enter the password if required.
    - Click on the On Air Config button
    - Along the bottom click on the internet button

a.	b.	d.	e.		
	SECURITY LEVEL 3	ON-AIR CONFIG	INTERNET		

This function will output an XML file over UDP to the location of your ad replacement software machine. From this output your ad replacement machine should be able to determine when it is time to replace audio.

-XML comm	ercial s	ubstit	utior	n (sin	gle p	back	et) ou	tput								
Enable	UDP	•	IP	127	0	0	1	Port	1501	IP 0	0	0	0	Port	0	

To use this function make sure that the Enable check box is checked. Add the IP address of the ad replacement machine that you are using. In the Port field, add the UDP port number that your ad replacement software is listening on.

Here is what the XML output file will look like

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
- <PlayList>
<Entry Event="00" Type="Playing" Category="COM" Id="2587" Title="CLEARANCE OFFER"
Artist="ACCESS FURNITURE" Album="" Composer="" MusicId="" Duration="58000"
StartTime="Thu Feb 14 10:02:13 2008" />
</PlayList>
```

Entry Event	Displays what event this is. The currently running item will be 00. The XML commercial substitution UDP output will only output the currently running item so this will not change. For other XML file outputs this can change.				
Туре	Displays what the state of the item is.				
	Playing	This event is currently playing. This will always be the case for this output. Other XML outs may be different			
	Not Played	Has yet to play. It is in order to be played. This will not be displayed for this output. Only Playing items will show for the XML commercial substitution UDP output.			
	Played	This item has already played. This will not be displayed for this output. Only Playing items will show for the XML commercial substitution UDP output			
Category	The iMediaTouch category that this track comes from.				
Id	The track's ID number				
Title	The Track's title				
Artist	The track's artist information				
Album, Composer, Music ID,	The track's associated information. These fields will be populated with what is in the iMediaTouch Library.				
Duration	The track's length in Milliseconds. In this example 58000 is 58 seconds.				
Start Time	The time that the track started.				

## Serial Output

iMediaTouch On Air uses the LMIV output for serial communications. The LMIV file will output 9 track listings, the currently playing item plus the next 8 in line to play. Further down you will see an example.

## Steps for LMIV Output Over Serial

Go to the On Air Workstation

- 2. Go to the On Air Workstation
  - Click on the 'Gear'icon in the top right hand side of the On Air software
  - This opens up the Workstation window
  - Click on Security Level 3 Button Enter the password if required.
  - Click on the On Air Config button
  - Along the bottom click on the internet button



This function will output an LMIV file over the Serial Port that is connected to your ad replacement software machine. From this output your ad replacement machine should be able to determine when it is time to replace audio.

The LMIV section will look like this:

File			
Enable Directory C:\OpLOG\ogs\X05_NT\			cir
Serial	Category settings		
Enable Port 1 🔻 Rate 9600 💌	Category select	Category	LMIV Category
	GEN (General)	1MX 3MY	MUS (Mueic)
IDP Enable IP 192 168 7 72 Port 1501		BAD	mus (music)

You will want to assign each iMediaTouch category to an LMIV category. There are five choices for LMIV categories:

GEN (General) MUS (Music)

ADP (Non-Replaceable) ADT (Replaceable) Ignore Category When the file is outputted the tracks will show their assigned value. If an iMediaTouch category is not selected as a LMIV category it will be ignored in the output. For the serial output checkmark the enable box in the Serial section. Also, set the baud rate that the ad replacement software is communicating on. The higher the baud rate the better as this output file is quite long.

The next page will show an example of the LMIV output file and its description.

<?xml version="1.0" encoding="ISO-8859-1" ?>

- <eventlist></eventlist>
<pre><event_0 <="" album="" artist="ARCTIC SPAS" category="GEN" id="1893" pre="" title="POOL LINER"></event_0></pre>
Duration="32000000" StartTime="1203005361000000" Type="0" Offset="0000" />
<event_1 <="" artist="ARBYS" category="GEN" id="3558" p="" title="2 MELTS JULY AUG 06"></event_1>
Album="" Duration="31000000" StartTime="1203005360000000" Type="1"
Offset="0000" />
<pre><event_2 <="" artist="ANDRES" category="GEN" id="0445" pre="" title="ANDRES TELUS ADD SPARK"></event_2></pre>
Album="" Duration="30000000" StartTime="1203005359000000" Type="1"
Offset="0000" />
<event_3 <="" album="" artist="AGAR PAINT&lt;/p&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;AND AUTOBODY" category="GEN" duration="30000000" id="0881" starttime="1203005357000000" td="" title="FAMILY BUSINESS 2"></event_3>
Type="1" Offset="0000" />
<event_4 <="" album="" artist="AG&lt;/p&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;SUPERSTORE" category="GEN" duration="30000000" id="3012" starttime="1203005357000000" td="" title="SUMMER HAS ARRIVED"></event_4>
Type="1" Offset="0000" />
<pre><event_5 <="" album="" artist="AFTERNOON&lt;/pre&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;SIZZLER" category="GEN" duration="5000000" id="SIZZ" starttime="1203005357000000" td="" title="CONTEST PLAY SIZZLER" type="1"></event_5></pre>
Offset="0000" />
<event_6 <="" album="" artist="A PLUS&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;AUTOMOTIVE" category="GEN" duration="30000000" id="3731" starttime="1203005355000000" td="" title="APLUS REPUTATION"></event_6>
Type="1" Offset="0000" />
<event_7 <="" album="" artist="A R DYCK" category="GEN" id="4873" p="" title="WIGHTMAN"></event_7>
Duration="30000000" StartTime="1203005354000000" Type="1" Offset="0000" />
<pre><event 8="" <="" album="" artist="ACCESS&lt;/pre&gt;&lt;/td&gt;&lt;/tr&gt;&lt;tr&gt;&lt;td&gt;FURNITURE" category="GEN" duration="58000000" id="2587" starttime="1203004896000000" td="" title="CLEARANCE OFFER" type="1"></event></pre>
Offset="0000" />

Event_x	Which of the 9 items outputted this item is. It will display Event_0 though Event_9
Id	The iMediaTouch ID that this track is.
Category	One of the five grouping that the track could have been associated with.
Title	The Track's title. This field will be populated with what is in the iMediaTouch Library.
Artist	The track's artist information. This field will be populated with what is in the iMediaTouch Library.
Album,	The track's Album information. This field will be populated with what is in the iMediaTouch Library.
Duration	
	is equal to the .IN log's scheduled duration, given in microseconds
Start Time	Unix time (plus 6 '0' added to the end to convert to microseconds) of the .IN log's scheduled time



For more information about Enterprise contact Support at <a href="mailto:support@imediatouch.com">support@imediatouch.com</a> 800-726-2635 or Sales at <a href="mailto:sales@imediatouch.com">sales@imediatouch.com</a> or 888-665-0501.