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Welcome to Serenade

Want to manage your music anytime, anywhere? Control all of your audio content with ease and deliver the right message to the right consumer at the right time.

What is Serenade?
Serenade is an online media management tool that allows users to blend and personalize music mixes as well as upload and deliver in-store and on-hold messages for each business environment. Serenade users will also enjoy the ability to work with a single location, groups of locations or an entire chain remotely. Utilizing the web, Serenade communicates directly with the PlayNetwork state-of-the-art digital playback devices, the MC-Series Players.

System Requirements
- Internet Connection (Firefox recommended)
  - Internet preferences must allow pop-ups from the Serenade website
- Adobe Flash Player (for messaging capabilities)

Where to Go for Additional Information
At PlayNetwork we’re here for you. PlayNetwork takes its service commitments seriously and pledges to meet and exceed your expectations.

PlayNetwork Main Office 1-888-567-PLAY (7529)
Customer Service customerservice@playnetwork.com
**Serenade at a Glance**

**Serenade Overview**

**Alerts:** notifies you of any important information about Players (i.e. missed updates, lost connection)

**Tabs:** Account Details, Locations, Music, Messages, Campaigns, Reports

**Equipment Setup:** View current locations and equipment, New Location, Order Equipment, RMA Return

**Account Information:** Account Setup, Preferences

**View Location Groups for Messaging Campaigns**

**Customer Info/Service Provider Info**
**Buttons**

- Manage Content Area
- Select Option
- Unselect Option
- More Options Available
- Close Window
- Select Visible Column Headers
- Listen to Music
- Make Song Comments
- Change Page

*Note: All scrollable lists with dark gray headers are sortable in ascending and descending order by clicking on the column titles.*
## Service Level Descriptions

<table>
<thead>
<tr>
<th>Account Type</th>
<th>Capabilities</th>
</tr>
</thead>
</table>
| **SL1 (Channel)** | • View pre-set top fifteen (15) Business Music Mixes  
  o Including holiday content  
  • Select music mixes from the front of the Player |
| **SL2 (Business)** | • Select music from over 199 Business Music Mixes  
  o Including holiday content  
  • Create a custom blend which is a mix of up to five (5) Business Music Mixes blended by percentage of play for up to two (2) zones  
  • Block individual songs and artists from music mixes  
  • Daypart with silence  
  • Listen to Business Music Mixes using the Web Radio application  
  • Listen to individual songs  
  o Content for each music mix appears in the right hand column when music mix is selected in the left section |
| **SL3 (Master)** | • Select music from over 199 Business Music Mixes  
  o Including holiday content  
  • Create a custom blend which is a mix of up to five (5) Business Music Mixes blended by percentage of play for up to two (2) zones  
  • Block individual songs and artists from music mixes  
  • Using a music palette, add up to four (4) individual Business Music Mixes plus a holiday channel and silence which can also be used for dayparting  
  o Assign different daypart schedules for groups of locations using the same music palette  
  • Listen to Business Music Mixes using the Web Radio application  
  • Listen to individual songs  
  o Content for each music mix appears in the right hand column when music mix is selected in center section |
| SL4 (Signature)                                                        | • Preview and approve your brand’s content online that the experienced producers at PlayNetwork have hand selected for your custom programming  
|                                                                     | • Listen to tracks individually and/or in groups |
| SL5 (Custom)                                                        | • Fully customize your music programming by hand selecting each track from a library of over 190,000 songs  
|                                                                     | • Start with any Business Music Mix and edit using filters  
|                                                                     | • Update content, add and remove tracks in active playlists  
|                                                                     |   o Customer schedules all content updates |
| SL5.5 (Custom Custom)                                               | • Fully customize your music programming by hand selecting each track from your own music library  
|                                                                     | • Start with any Business Music Mix and edit using filters  
|                                                                     | • Update content, add and remove tracks in active playlists  
|                                                                     |   o Customer schedules all content updates |
Getting Started

Logging into Serenade
Open your internet browser and go to: serenade.playnetwork.com

Enter your Username and Password

If you forget your password

- Enter Username
- Click “Forgot Password”

This will reset your password and send the information to the email address associated with the Username.

If you forget your username or have additional login issues

- Send an email to serenadeops@playnetwork.com
- Please include your name, company name and issue you’re experiencing.
- Someone from the Serenade Ops team will contact you and resolve your issues.
**Account Setup**

The Account Name here will be the main account, most likely the corporate office. Service level is selected at the account level page. To set or adjust the service level, open the Account Set Up screen and use the Account Name drop down in the lower right corner.

When SL5-Custom is selected, two new options appear. You may choose whether or not you’d like to show explicit songs and whether you’d like to use PlayNetwork’s Music or your own music.
**Location Setup**

If the Location name and address is the same as the main Account Address, simply click the box at the top to “Create player location using main corporate location.” Fill in the required red fields and click Next if you’d like to set up a user or click Finish if you would like to set up a user at a later time.

### Status
- Active
- Inactive
- Demo

### Delivery
- CD
- Network
- None

### Throttling
- Unrestricted
- 1, 2, 3, 5 or 10 KBps
**User Setup**

If you click Next after Location Setup, it will take you to the User Setup pages. Click the checkbox if you’d like to create a user login using the primary account contact. The user setup can always be done at a later time by clicking “New” in the User Logins box on the left side of the Main Account Details page.
### User Permissions:

<table>
<thead>
<tr>
<th><strong>A single location employee</strong></th>
<th>Choose if the user being assigned a login will only have access to one location.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A group location employee</strong></td>
<td>Choose if the user will only need access to one specific group.</td>
</tr>
<tr>
<td><strong>A corporate level employee</strong></td>
<td>Choose if the user will have access to all locations in the account.</td>
</tr>
</tbody>
</table>

### Task Level Permissions:

<table>
<thead>
<tr>
<th><strong>Read Only User</strong></th>
<th>User can only view areas that they have access to. They can’t make any changes.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Administrator:</strong></td>
<td>User has the ability to make changes to areas they have access to.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Manage User Account</strong></th>
<th>Allows changes to be made to user login area and permission settings.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Edit Account Profile</strong></td>
<td>Allows changes to the master information for the overall account.</td>
</tr>
<tr>
<td><strong>Manage Message</strong></td>
<td>Allows access to make changes to the messages.</td>
</tr>
<tr>
<td><strong>Suspend Message</strong></td>
<td>Allows messages to be suspended from campaigns.</td>
</tr>
<tr>
<td><strong>Request Message</strong></td>
<td>Allows access to request messaging.</td>
</tr>
<tr>
<td><strong>Add Message</strong></td>
<td>Allows for addition of content to the message library.</td>
</tr>
<tr>
<td>Feature</td>
<td>Description</td>
</tr>
<tr>
<td>-------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Run Report</td>
<td>Allows messaging reports to be run.</td>
</tr>
<tr>
<td>Delivery Configuration</td>
<td>Allows changes to be made to location network/disk set up. Users who will be adding new locations MUST have this access.</td>
</tr>
<tr>
<td>Distribution Monitoring</td>
<td>Allows for changes to be made to delivery method (CD, Network).</td>
</tr>
<tr>
<td>Manage Location</td>
<td>Allows changes/additions/deletions to be made to locations.</td>
</tr>
<tr>
<td>Manage Music Mix</td>
<td>Allows changes to be made to the music.</td>
</tr>
<tr>
<td>Edit Music Palette</td>
<td>Allows changes to be made to the music palette.</td>
</tr>
<tr>
<td>Manage Music Theme</td>
<td>Allows for dayparting to be edited for music. If multiple themes exist for an account, “all themes” MUST be selected.</td>
</tr>
</tbody>
</table>
Creating/Deleting a VAR Login

When adding a user at the VAR level, you are giving the user access to all accounts and information under this VAR. If a login is only needed for a specific account, please see ‘Creating a Serenade Login for an Account’.

Creating a VAR Login

1. From the main VAR home page, click on “Edit Profile” in the “My Information” box on the right of the page.

2. Click New under the VAR User Logins. This will bring up the New User Login dialogue box.

3. Enter the Contact Information for the person being assigned the login.

4. Click Save.

Deleting a VAR Login

1. From the main VAR home page, click on “Edit Profile” in the “My Information” box on the right of the page.

2. Click Delete under VAR User Logins. This will bring up the Confirm Delete User dialogue box.

3. Check the box if you would like to send the user an email confirmation that their account has been deleted.

4. Click Delete User.
Locations Tab Overview
The locations tab shows you all of your locations under your account and allows you to manage new and existing location information.
<table>
<thead>
<tr>
<th><strong>Columns:</strong></th>
<th>Clicking on the title of each column sorts will sort by that field</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Alerts</strong></td>
<td>Displays alert status for each location. Hover your cursor over the colored Alert button to reveal alert details.</td>
</tr>
<tr>
<td><strong>Device ID</strong></td>
<td>Provides player/account ID number.</td>
</tr>
<tr>
<td><strong>Location Name</strong></td>
<td>Displays name of locations. You may edit location information by clicking on the name of each location.</td>
</tr>
<tr>
<td><strong>Last Reported</strong></td>
<td>Displays the last time he player reported to the network.</td>
</tr>
<tr>
<td><strong>Theme</strong></td>
<td>Music Concept and Playlists that the location is assigned to.</td>
</tr>
<tr>
<td><strong>Groups</strong></td>
<td>The Group that the location has been assigned to.</td>
</tr>
<tr>
<td><strong>Music</strong></td>
<td>Status of music content:</td>
</tr>
<tr>
<td></td>
<td>▶ Up to Date: Music is playing the most current content.</td>
</tr>
<tr>
<td></td>
<td>▶ Pending: Music update has been scheduled and new content is downloading to player.</td>
</tr>
<tr>
<td></td>
<td>▶ Out of Date: A new playlist was created but content was not downloaded to player.</td>
</tr>
<tr>
<td></td>
<td>▶ Unknown: Player has never reported.</td>
</tr>
<tr>
<td></td>
<td>▶ CD Update: Player is update via CD and will not report to network.</td>
</tr>
<tr>
<td><strong>Music ID</strong></td>
<td>Music concept number that is created when update is programmed. A new number will be created for each update.</td>
</tr>
</tbody>
</table>
Programming Music

Serenade puts the power of music in your hands and allows you to tailor your audio program to fit your business’s needs. Serenade opens up access to the vast collection of the PlayNetwork Business Music Mixes. These mixes can then be customized by the user to include artists and songs that will best brand an environment. Once a branded sound is created, Serenade allows you to preview your selections which can then be changed or scheduled and delivered via a simple network connection or locally by CD update.

Music Tab Overview

Depending on your service level, you may view music, preview music, block songs/artists, create music mixes, daypart and/or select your music from this tab. This page is called your “Music Customization Palette”. Note that this screen will look different with different service levels.
How to Edit a Zone’s Custom Music Blend

In SL2 & 3 you can edit a Music Blend which allows you to choose multiple music mixes and assign percentages for how often each mix should play in your blend. To see a description of a Music Mix, toggle over the Mix name. To listen to a sample of the mix, scroll to the right and click the speaker icon.

Expand to search for mixes that contain specific artists or tracks.

2. To add Business Music Mixes click “Edit”. From here it will take you to a “Select Mixes For” pop up.

3. Choose your mix and click “Select”.

4. Choose your percentage for each Business Music Mix. Percentages must total 100.

5. Click “Save”.

6. To delete any Business Music Mix click “Delete” to the left of the Mix name.
<table>
<thead>
<tr>
<th>Mix</th>
<th>Genre</th>
<th>Era</th>
</tr>
</thead>
<tbody>
<tr>
<td>50's and Early 60's</td>
<td>Oldies</td>
<td>Timeless</td>
</tr>
<tr>
<td>60's To Early 70's</td>
<td>Oldies</td>
<td>Timeless</td>
</tr>
<tr>
<td>70's Mix</td>
<td>Oldies</td>
<td>Timeless</td>
</tr>
<tr>
<td>Acid Jazz</td>
<td>Jazz</td>
<td>Timeless</td>
</tr>
<tr>
<td>Acoustic Vocals &amp; Instrumentals</td>
<td>Singer/Songwriters</td>
<td>Timeless</td>
</tr>
<tr>
<td>Adult Alternative</td>
<td>Rock</td>
<td>Timeless</td>
</tr>
<tr>
<td>Adult Alternative (Recurrent)</td>
<td>Rock</td>
<td>Timeless</td>
</tr>
<tr>
<td>Adult Alternative (Top Plays)</td>
<td>Rock</td>
<td>Timeless</td>
</tr>
<tr>
<td>Adult Alternative For Divas</td>
<td>Pop</td>
<td>Timeless</td>
</tr>
<tr>
<td>Adult Contemporary</td>
<td>Pop</td>
<td>Timeless</td>
</tr>
<tr>
<td>Adult Contemporary (Recurrent)</td>
<td>Pop</td>
<td>Timeless</td>
</tr>
<tr>
<td>Adult Contemporary (Top Plays)</td>
<td>Pop</td>
<td>Timeless</td>
</tr>
<tr>
<td>Adult Pop - Soft</td>
<td>Pop</td>
<td>Timeless</td>
</tr>
</tbody>
</table>

**Business Music Mixes**
How to Edit Multiple Zones Using Music Palette

In the SL3 (Master), rather than editing one zone at a time, you have the option to edit multiple zones from your “Music Palette”. A completed Music Palette for a Master Service Level account will include at least one (1) music mix selected for each zone blend and at least one (1) daypart or additional channel option for each zone. The dayparting/channel fields are set to a default labeled “Traditional Holiday”.

![Account Profile](image)

The Music Customization Palette allows you to add up to four (4) individual mixes plus a Holiday channel. Each of which become channels on your player.

Serenade accounts default to dual zone. If you're only using one (1) zone, this must be corrected prior to ordering a Player. Changing an account from dual zone to single zone is managed from the “Preference” button on the Account Details tab.

1. Click “Edit” next to Music Customization Palette in the upper left of your Music tab screen to view your Music Palette.

2. To edit a zone’s Custom Music blend, click “Edit” to the right of the blend you’d like to edit. The Edit Blend box will appear.

3. From here you may edit, delete and add mixes as well as choose your ratios. Ratios must total 100.

4. See “How to Edit a Zone’s Custom Music Blend” for more details.
### Custom Music Blend

#### Business Music Mixes

* indicates default channel

**Listen to music blend/mix**

<table>
<thead>
<tr>
<th>Zone 1</th>
<th>Zone One Blend</th>
<th>Edit</th>
<th>Delete</th>
<th>Listen</th>
<th>Zone 2</th>
<th>Zone Two (On-Hold)</th>
<th>Edit</th>
<th>Delete</th>
<th>Listen</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Upbeat Chill</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>No Mix</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Acoustic Vocals &amp; Instrumentals</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>No Mix</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Acid Jazz</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>No Mix</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Old School Funk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>No Mix</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>HOLIDAY POP &amp; ROCK</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>No Holiday Mix</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Silence</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Silence</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Zone 2</th>
<th>Zone Two (On-Hold)</th>
<th>Edit</th>
<th>Delete</th>
<th>Listen</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No Mix</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>No Mix</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>No Mix</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>No Mix</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>No Holiday Mix</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Silence</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
How to Schedule Dayparting
In SL3 dayparting allows you to schedule certain music to play at specified times of the day. For example, you want the music to set a different mood in the morning than in the afternoon and evening. SL2 allows you to daypart with a limited date range, Holiday and silence.

1. From the music tab, highlight the name of the Music Theme that you’d like to schedule.

2. Click “Schedule Music”.

3. On the left of the screen you will see your available music mixes. To add a mix to your dayparting schedule, simply drag and drop the desired music mix into the grey area of the hourly schedule.

   *If you are in the Day or Week view, you will drag and drop desired music mix into the white area.

4. To set start and end times of the daypart, double click on the name of the mix within the timeslot.

5. Continue to drag and drop selections into desired timeslots.

6. Once dayparting schedule is complete you may click the “Music” breadcrumb at the top of the page to return to the Music tab.
How to Block a Song or Artist

If there are songs or artists that you do not want playing in your store, Serenade allows you to easily block the music. Note that blocking a song or artist will affect every Business Music Mix for your entire account.

1. In the Playlists section, click on the song or artist you’d like to block. Selection will turn green.

2. Click the applicable button, “Block Song” or “Block Artist”.

3. A dialogue box will appear to confirm your selection. Click “Block Song” or “Block Artist” to confirm.
How to Unblock a Song or Artist
You’ll always have the option to unblock a song or artist if you change your mind. Note that unblocking will make the song or artist available in all music mixes for all locations for the account.

1. From the music tab, use the expand option next to “Find Tracks” under the Playlist section.

2. Use the drop down next to “Blocked:” to block either song or artist.

3. Click “Find” to view all block songs or artists.

4. Select the song/artist (line will turn green) you want to unblock and click “Unblock Song” or “Unblock Artist.”
Previewing Music
SL4 (Signature) allows you to preview and approve your brand’s content from Serenade. Songs may be previewed track-by-track or in 20-minute increments from a group of track in your Theme, Playlist or Program.

Theme
Themes contain history of Playlists. The most current Playlist is always at the top of the list.

Playlist
Playlists can be made up of multiple programs and are assigned to play within a specific date range.

Program
Programs contain individual tracks. There can be multiple programs within a Playlist.
Track-by-Track Preview

1. Select desired “Theme Names”. To narrow further, select desired “Playlist”. To narrow down even further, select desired “Program”.

2. To listen to any track, click the speaker icon next to the song title.

3. The music player will appear in a popup window and the song information will be displayed for each track.

4. To hear another track, close the music player and click the speaker icon next to the song you’d like to preview.

5. Click the message icon to view track details.
20-Minute Increment Preview

1 Select desired “Theme Names”. To narrow further, select desired “Playlist”. Be sure to click “GO” to take you to the correct drilled down page.

2 To listen to all content within a playlist, click the speaker icon next to the song title.

3 The music player will appear in a popup window and the song information will be displayed for each track.

4 You can press the and buttons to skip songs.

5 To listen to another group, close the popup window and click on the speaker icon next to another track grouping.

** Whether the selections play randomly or sequenced depends on the programming request send to PlayNetwork. (See ‘Creating Playback Rules & Schedules’).
**Creating Themes**
SL5 (Custom) allows you to implement several different music concepts that can be varied by location. Your account may contain multiple themes; however, each location may only have one theme.

The account themes should be created and named so that you can identify the unique music concepts; such as by geographic location, demographic audience, etc. If all your locations will play the same content, your account will only require one theme. It’s important to create playlists within the Theme and not in “None”.

---

**Naming Themes**

1. Hover over Theme name and click
2. In the “Theme Name” box type the new name and click
3. Click the Music tab at the top to go back to the main music page.
4. If you would like to have multiple themes, click
5. Select “New Theme” from the dropdown box.
6. Type the new Theme’s name in the “Music Theme” box and click
7. Once you have created your Theme(s) you can add your Playlist(s)
## Edit Theme

**Name:** Pacific Northwest Stores

**Comment:** Playlists for those stores in WA, OR, CA

---

### Comment section for further explanation of Theme

<table>
<thead>
<tr>
<th>Name</th>
<th>Comment</th>
<th>Playlist Status</th>
<th>Start Date</th>
<th>End Date</th>
<th>Program Count</th>
<th>Zone</th>
<th>Unique Tracks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Season April-June</td>
<td>Pending</td>
<td>03-04-11</td>
<td>05-31-11</td>
<td>3</td>
<td>1</td>
<td>493</td>
<td></td>
</tr>
</tbody>
</table>

---

**Add**  | **Edit**  | **Delete**  | **Copy**
Creating Playlists

Each Theme may consist of multiple Playlists, but only one Playlist per zone will be active at a time. Active Playlists are prioritized by date range. Playlists must be assigned to operate in either Zone 1 or Zone 2 output of the Player. If a Playlist is going to be utilized for Zone 2, make sure that your Preferences are set in the Account Details tab so both zones are enabled on all players before creating the Playlist(s).

Playlists must be assigned to blend Programs according to a dayparting schedule or a manual schedule in random or sequential order.

*For faster setup and easier music management, Playlists should be created before the Programs are created and loaded with tracks.

Creating a New Playlist

1. From the main Music tab, click on the Theme you’d like to build the Playlist in.
2. Click
3. Select “New Playlist” from the dropdown box. This will take you to a new screen.
4. Enter your new Playlist’s name into the "Playlist Name" box.
5. Be sure to leave the Status as pending. Playlists can’t be edited once they’re active.
6. Select whether you would like your Playlist to play in Zone 1 or Zone 2.
7. Leave the Schedule as Manual for now. A daypart can be scheduled only after Programs are created.
8. Select the start and end date of your Playlist in the Date Range section by clicking on the calendar icons. Music will automatically expire after five months. Expiration dates are not allowed to fall on a weekend or official company holiday (excludes SL5 customers).
9. Click Save and return to the main Music tab.
Find different Themes to save your Playlist to.

Status: Pending, Inactive, Active, Deleted or Expired

Zone 1 or Zone 2

Schedule: Manual or Daypart
*Daypart can only be used after Programs are selected for the Playlist.
Creating Programs

Programs are your hand-selected tracks chosen from the PlayNetwork library of licensed songs. The first time you use Serenade you'll be creating your own Opening Media Library ("OML"). Programs can be mixed and named to your preferences (e.g. by genre, tempo, ambiance, holiday songs, etc.) Feel free to create multiple Programs for each Playlist.

Creating a New Program

1. From the main Music tab, click on the Theme and then the Playlist that you’d like to build the Program in.

2. Click  

3. Select “New Program” from the dropdown box. This will take you to a new screen.

4. Click Save and return to the main Music tab. Repeat the above steps to create more Playlists.

5. Once you've created all of your Programs you can add tracks.

Adding Tracks

1. From the main Music tab, click on the Theme and then the Playlist that the Program you would like to add tracks to is related to.

2. Click  next to the desired Program Name. This will take you to the Program page.

3. Click “Add Tracks” to open the Find & Add Tracks window.

4. Add as many criteria as you would like to narrow down your list of songs.

5. Click “Find”.

6. Select the tracks you would like to add to your Program.

7. Once you are finished adding tracks, click  

8. Click the main Music tab to go back to the main music page to add tracks to another Program or assign schedules and playback rules to your Playlists.
If you would like to program silence for a certain part of the day, create a program called “Silence” and type in “silence” in the artist and song filter and select the track that appears. You may use this option later to daypart silence in your schedule of music.
Start with a PlayNetwork Business Music Mix or leave this option at All and hand pick all of your tracks using the filters below!

TRUE = Vocals only
FALSE = Instrumental only
ALL = both vocal & instrumental
Assigning Playback Rules & Schedules

Playback rules are how you’d like your tracks in your Playlists to play. For example you may want to assign a rule that plays tracks randomly and uses percentages to play 20% Program 1, 50% Program 2 and 30% Program 3.

Assigning Playback Rules

1. From the main Music tab, click on the Theme you would like to edit. Then click next to the Playlist you would like to edit.

2. Select the box next to the Program you want to edit.

3. Click on the bottom left and select “Edit Playback Rules”.

4. Select either “Random Order” or “Sequential Order”. This is specific to how the assigned tracks in the selected Program plays back within the Playlist not the order of the Playlist itself.

5. Select either Percentage or Track. If dayparting will be selected, skip this step.

6. Click

7. Repeat above steps for each Program to complete your Playlist blend.

8. If you would like to

Editing Schedules

1. From the main Music tab, click on the Theme you would like to edit. Then click “GO” next to the Playlist you would like to edit.

2. At the top right of the page select daypart for the Schedule.

3. The first Program is required to start at 12:00 am.
   ▶ If a Program will be playing across the midnight hour, you must copy that Program and schedule it to play before and after midnight.

4. Repeat for all Playlists you would like to daypart.

5. Once all scheduling is complete, it’s time to activate your Playlists!
Random Order: plays entire Program in no particular order. Will not repeat the same song or artist within at least a 20-track listing.

Sequential Order: plays entire Program in the order listed in Serenade. The track order may be manually arranged by selecting tracks and using the “Move Up” and “Move Down” buttons.

- Percentage: blends all of the Programs using the assigned percentages. All Programs in the Playlist must be set to Percentage and the total must equal 100%.
- Track: blends all of the Programs in sequential rotating order using the assigned track count. All Programs must be set to Track but the count can be as few or as many as you want.
Activating Playlists
Once you are completely satisfied with your Themes, Playlists, Programs and assignments of playback rules and schedules, it’s time to activate your Playlists. Activating the Playlist also activates the associated Theme and Programs.

1. From the main Music tab, click the Theme you would like to edit the click next to the Playlist name you would like to edit.

2. Change the Status to Active.

3. Click Save.

4. Repeat activation for all Playlists you’d like to activate.

5. Your custom music content will now be uploaded to the PlayNetwork server, and subsequently available for the player(s) to download during the next scheduled download window.

Congratulations on becoming your own PlayNetwork producer!
Your brand is ready to rock!
**Updating Programs**

You may update your Programs and Playlists at any time that is convenient to you. Before beginning your update, you will need to decide if you’ll be:

a) Updating the Playlist with the same content and extending the active date range, or

b) Updating the Playlist with new content and adding and/or deleting tracks.

- If your account is network update, only about 20 new tracks can load per downloading window. Since most accounts only have one download window per 24-hour period, this means only about 20 new tracks will download per day.

- If your account is disc update then the track changes will take effect when the next disc arrives and is loaded. There is no limitation on update size since nothing is downloading via the internet.

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**Updating the Playlist with the Same Program Content**

1. From the main Music tab, click the Theme to be edited and then the Playlist to be copied.

2. Click “GO” on the Playlist and change the date range and name then save.
Updating the Playlist with Entirely New Content

1. Follow the Creating Playlists, Creating Programs, Assigning Playback Rules & Schedules and Activating Playlists instructions.

2. If you are a network client, select a date range for the new Playlist to overlap with the old Playlist's date range to allow enough time for content changes to completely download.

Updating the Playlist with Some New Content – Add/Delete Tracks

1. Follow the Updating the Theme with the Same Content instructions.

2. Click on the Theme, Playlist and Program to be edited and click next to Program.

3. To remove tracks click the individual track (hold Ctrl to choose multiple tracks) and click then click.

4. To add tracks follow the Adding Tracks instructions.

5. Click Save.
Working with Messaging

The Serenade Web Tool supports in-store and on-hold messaging regardless of the service level you are on. PlayNetwork offers copywriting, production music beds and fully produced messaging. Sources include both client and VAR produced content. Once messages have been produced, they can be loaded onto Serenade for you to use and manage! To use messaging, first you will need to request messages or load messages into the Messages tab.

- Info bar also displays category, status and total plays
- Create campaigns/messaging schedules using your uploaded messages (also from Campaigns tab)
- Pull reports on messaging campaigns (also from Reports tab)
**Requesting Messages**
You may order messages through Serenade by requesting a message.

1. In the Messages tab select “Request Message” at the bottom of the page. This will bring up the Message Production Request dialogue box.

2. Red text indicates required field.

3. Click the Music tab at the top to go back to the main music page.

4. Click “Send” to order message.

Serenade currently supports file types MP2, MP3, WAV, WMA and FLAC. If content is loaded to Serenade by any party other than PlayNetwork, the party is responsible for licensing and approving the content for use.
**Loading New Messaging**

There are two different ways you can load messages; one at a time or up to 25 files at a time.

1. In the Messages tab select “New”. The first time this function is used, you will be alerted with a dialogue box. Check “Always trust content from this publisher” and click “Run”.

2. Load your messages one file at a time or up to 25 files at a time:

**Load one message at a time**

1. Go to the “File” menu.

2. Select a file to load from your computer and click “Open”
Load up to 25 files at a time

1. Open the folder on your computer that houses the messaging files you are going to be using.

2. Select up to 25 files from that folder, drag and drop into the white area of the Serenade dialogue box.
3 After you've loaded your messages, the Edit Message dialogue box will appear.

2 Fields in red are required.

4 Add comments, assign categories and/or assign colors to organize your messages.

5 You may now preview your message by clicking “Preview” which will play your message in a pop up web radio application.

6 If the content is correct, click “Save & Approve”. Your messages will now appear in the Messages Library. **You must preview your messages before you can approve.

7 You will see the following status names for your messages:
   - Pending: message loaded into Serenade, but not yet saved & approved.
   - Inactive: message has been saved & approved, but is not being used in an active campaign.
   - Active: message has been saved & approved and is being used in an active campaign.
Creating a Messaging Campaign
Once you have loaded messages into your Messaging Library, you may create a messaging campaign. A messaging campaign allows you to schedule where your messages play and how frequently each message plays.

1. Either click “Create Campaign” in the Messages tab or click the Campaigns tab and click New.

2. Enter your Campaign Name.

3. Select messages to incorporate into the campaign. If messages are to be played in sequential order, load them in the order they’ll be played (you may change the order later).

4. Click “Next” which will open the Edit Campaign dialogue box.

5. Fill in fields. Red fields are required.

6. Click “Save”.

7. Your messaging campaign will now show in your Campaigns Library and the status will change to Active.
Creating Messaging Reports

Serenade allows users to pull reports with detailed messaging campaign information that pulls directly from network connected Player log files.

1. Go to the Reports tab.

2. Select from the available reports by highlighting the report line.

3. Enter a date range in the two date fields.

4. Click “Run Report”.

5. When the dialogue box appears, select “Open with Microsoft Excel”.

6. Click OK. The report will now open in Excel.