



PlayNetwork, Inc.

Serenade User Guide

PlayNetwork CONFIDENTIAL
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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)
 - <http://www.mozilla.com/en-US/firefox/firefox.html>
 - Internet preferences must allow pop-ups from the Serenade website
- Adobe Flash Player (for messaging capabilities)
 - <http://www.adobe.com/products/flashplayer/>

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

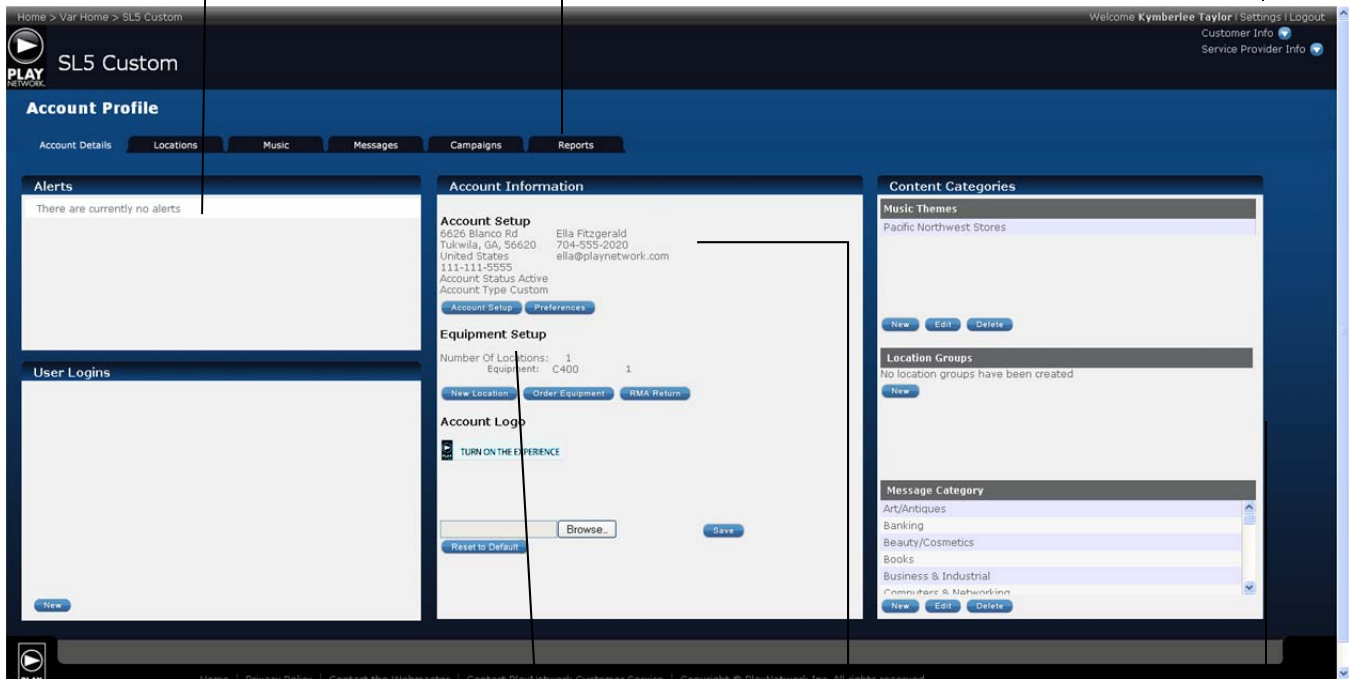
Serenade at a Glance

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

Customer Info/Service Provider Info

















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

Account Information: Account Setup, Preferences

View Location Groups for Messaging Campaigns

Buttons

	Manage Content Area
 or 	Select Option
 or 	Unselect Option
 ,  or 	More Options Available
	Close Window
	Select Visible Column Headers
	Listen to Music
	Make Song Comments
	Change Page
	Section Tab Headers (the one you are currently on will turn from black to blue)

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

Service Level Descriptions

Account Type	Capabilities
SL1 (Channel)	<ul style="list-style-type: none">• View pre-set top fifteen (15) Business Music Mixes<ul style="list-style-type: none">◦ Including holiday content• Select music mixes from the front of the Player
SL2 (Business)	<ul style="list-style-type: none">• Select music from over 199 Business Music Mixes<ul style="list-style-type: none">◦ 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<ul style="list-style-type: none">◦ Content for each music mix appears in the right hand column when music mix is selected in the left section
SL3 (Master)	<ul style="list-style-type: none">• Select music from over 199 Business Music Mixes<ul style="list-style-type: none">◦ 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<ul style="list-style-type: none">◦ 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<ul style="list-style-type: none">◦ 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
 - 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
 - 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



The screenshot shows a login window titled "Login". It contains two input fields: "Username:" and "Password:". Below the fields are five buttons: "Hint", "Forgot Password", "Help", "Submit", and "Cancel".

If you forget your password

- Enter Username
- Click "Forgot Password"

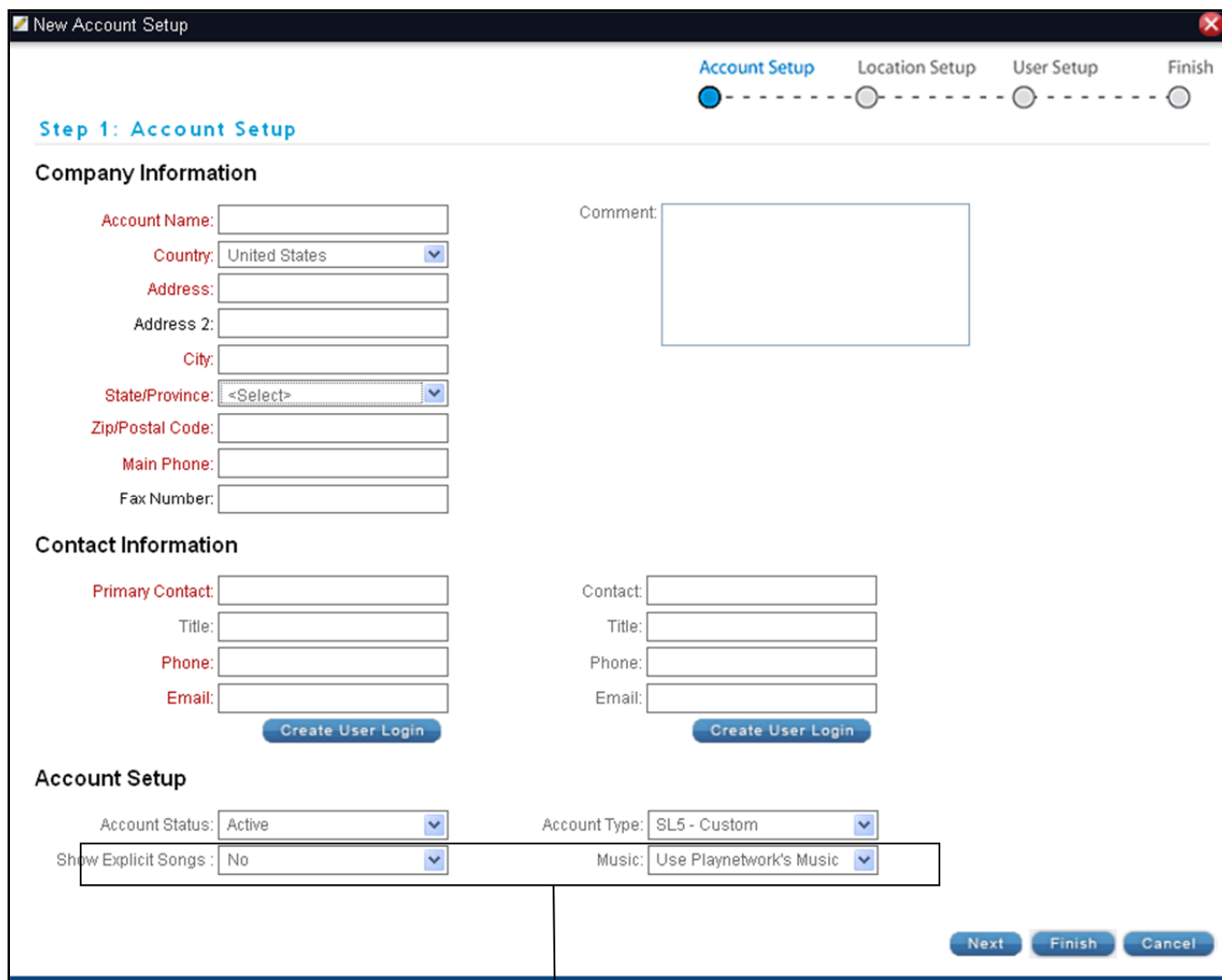
This will reset your password and send the information to the email address associated with the Username.

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.



New Account Setup

Account Setup Location Setup User Setup Finish

Step 1: Account Setup

Company Information

Account Name: Comment:

Country: United States

Address:

Address 2:

City:

State/Province: <Select>

Zip/Postal Code:

Main Phone:

Fax Number:

Contact Information

Primary Contact: Contact:

Title: Title:

Phone: Phone:

Email: Email:

Account Setup

Account Status: Active Account Type: SL5 - Custom

Show Explicit Songs: No Music: Use Playnetwork's Music

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	<ul style="list-style-type: none"> ▶ Active: ▶ Inactive ▶ Demo
Delivery	<ul style="list-style-type: none"> ▶ CD ▶ Network ▶ None
Throttling	<ul style="list-style-type: none"> ▶ 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.

The image shows two overlapping windows from a software application. The top window is titled "New Account Setup" and has a progress bar with four steps: "Account Setup", "Location Setup", "User Setup", and "Finish". The "User Setup" step is currently active. Below the progress bar, there is a checkbox labeled "Create a user login using the primary account contact". Underneath, there is a section titled "Account Logins" which is currently empty.

The bottom window is titled "New User login" and contains the following fields and options:

- Contact Information:**
 - Name:
 - Phone:
 - E-mail:
 - Comments:
 - Opt in to alert emails:
- Login Information (Main Contact):**
 - User Id:
 - Password:
 - Confirm Password:
 - Password Hint: (dropdown menu)
 - Answer:
- User Permissions -**
 - This User is:
 - A single location employee
 - A group location employee
 - A corporate-level employee
 - Location: (dropdown menu)
- Task-Level Permissions:**
 - Read Only User
 - Administrator
 - Manage User Account
 - Edit Account Profile
 - Manage Message
 - Suspend Message
 - Request Message
 - Add Message
 - Run Report
 - Delivery Configuration
 - Distribution Monitoring
 - Manage Location
 - Manage Campaign
 - Manage Music Mix
 - Edit Music Palette
 - Manage Music Theme

At the bottom right of the "New User login" window, there are "Save" and "Cancel" buttons.

User Permissions:

A single location employee	Choose if the user being assigned a login will only have access to one location.
-----------------------------------	--

A group location employee	Choose if the user will only need access to one specific group.
----------------------------------	---

A corporate level employee	Choose if the user will have access to all locations in the account.
-----------------------------------	--

Task Level Permissions:

Read Only User	User can only view areas that they have access to. They can't make any changes.
-----------------------	---

Administrator:	User has the ability to make changes to areas they have access to.
-----------------------	--

Manage User Account	Allows changes to be made to user login area and permission settings.
----------------------------	---

Edit Account Profile	Allows changes to the master information for the overall account.
-----------------------------	---

Manage Message	Allows access to make changes to the messages.
-----------------------	--

Suspend Message	Allows messages to be suspended from campaigns.
------------------------	---

Request Message	Allows access to request messaging.
------------------------	-------------------------------------

Add Message	Allows for addition of content to the message library.
--------------------	--

Run Report	Allows messaging reports to be run.
Delivery Configuration	Allows changes to be made to location network/disk set up. Users who will be adding new locations MUST have this access.
Distribution Monitoring	Allows for changes to be made to delivery method (CD, Network).
Manage Location	Allows changes/additions/deletions to be made to locations.
Manage Music Mix	Allows changes to be made to the music.
Edit Music Palette	Allows changes to be made to the music palette.
Manage Music Theme	Allows for dayparting to be edited for music. If multiple themes exist for an account, "all themes" MUST be selected.

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.



The screenshot displays two main sections. On the left is the 'My Information' section, and on the right is the 'VAR User Logins' section.

My Information

Master Demo Account
8727 148th Ave NE
Redmond, WA, 98052
United States
tel : 425-497-8100, fax : 425-497-8181
Primary Contact : PlayNetwork
PlayNetwork@PlayNetwork.com
tel : 555-555-5555

[Edit Profile](#)

VAR User Logins

UserID	LastLogin
mastervar	11/3/2008

[New](#) [Edit](#) [Delete](#)

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.

Build Location Group ✕

Location Group Name:

Find Location List

Find: Country Code:

Show: City:

Group: State: Zip/Postal:

Available Locations:

Redmond Square Mall (Redmond)
 Alderwood Mall (Lynwood)
 Corporate (Tukwila)

Selected Locations:

Disneyland (Anaheim)
 Redondo Beach (Los Angeles)

Account Details | Locations | Music | Messages | Campaigns | Reports

Filter Location List

Alerts	Device ID	Location Name	Last Reported	Address	City & State	Theme	Groups	Msg backlog	Music	Music ID	Status
✔		Disneyland	Never	345 Magic Street	Anaheim, CA	Pacific Northwest Stores	California	0	Unknown	0	Active
✔		Redondo Beach	Never	394 Beach Lane	Los Angeles, CA	Pacific Northwest Stores	California	0	Unknown	0	Active
✔		Redmond Square Mall	Never	4568 Redmond Way	Redmond, WA	Pacific Northwest Stores	Washington	0	Unknown	0	Active
✔		Alderwood Mall	Never	1111 Alderwood Mall Pkwy	Lynwood, WA	Pacific Northwest Stores	Washington	0	Unknown	0	Active
✔		Corporate	Never	6626 Blanco Rd	Tukwila, WA	Pacific Northwest Stores	Washington	0	Unknown	0	Active

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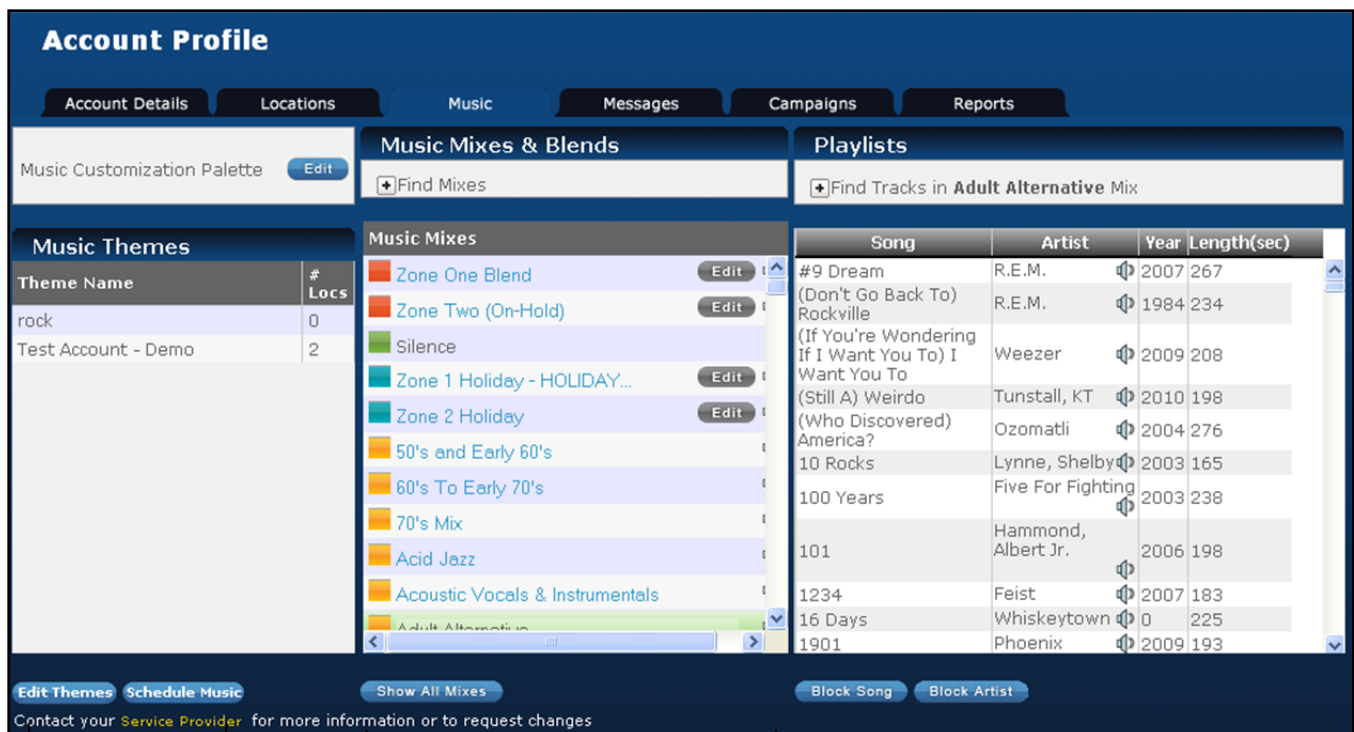
Columns:	Clicking on the title of each column sorts will sort by that field
Alerts	Displays alert status for each location. Hover your cursor over the colored Alert button to reveal alert details.
Device ID	Provides player/account ID number.
Location Name	Displays name of locations. You may edit location information by clicking on the name of each location.
Last Reported	Displays the last time he player reported to the network.
Theme	Music Concept and Playlists that the location is assigned to.
Groups	The Group that the location has been assigned to.
Music	Status of music content: <ul style="list-style-type: none">▶ Up to Date: Music is playing the most current content.▶ Pending: Music update has been scheduled and new content is downloading to player.▶ Out of Date: A new playlist was created but content was not downloaded to player.▶ Unknown: Player has never reported.▶ CD Update: Player is update via CD and will not report to network.
Music ID	Music concept number that is created when update is programmed. A new number will be created for each update.

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.



The screenshot displays the 'Account Profile' page with the 'Music' tab selected. It features three main sections: 'Music Themes', 'Music Mixes & Blends', and 'Playlists'. The 'Music Themes' table shows 'rock' with 0 locs and 'Test Account - Demo' with 2 locs. The 'Music Mixes & Blends' section lists various mixes like 'Zone One Blend', 'Zone Two (On-Hold)', and '50's and Early 60's'. The 'Playlists' section shows a list of tracks including '#9 Dream' by R.E.M. and '(Don't Go Back To) Rockville' by R.E.M.

Theme Name	# Locs
rock	0
Test Account - Demo	2

Song	Artist	Year	Length(sec)
#9 Dream	R.E.M.	2007	267
(Don't Go Back To) Rockville	R.E.M.	1984	234
(If You're Wondering If I Want You To) I Want You To	Weezer	2009	208
(Still A) Weirdo	Tunstall, KT	2010	198
(Who Discovered) America?	Ozomatli	2004	276
10 Rocks	Lynne, Shelby	2003	165
100 Years	Five For Fighting	2003	238
101	Hammond, Albert Jr.	2006	198
1234	Feist	2007	183
16 Days	Whiskeytown	0	225
1901	Phoenix	2009	193

View/edit music themes and schedule music dayparting

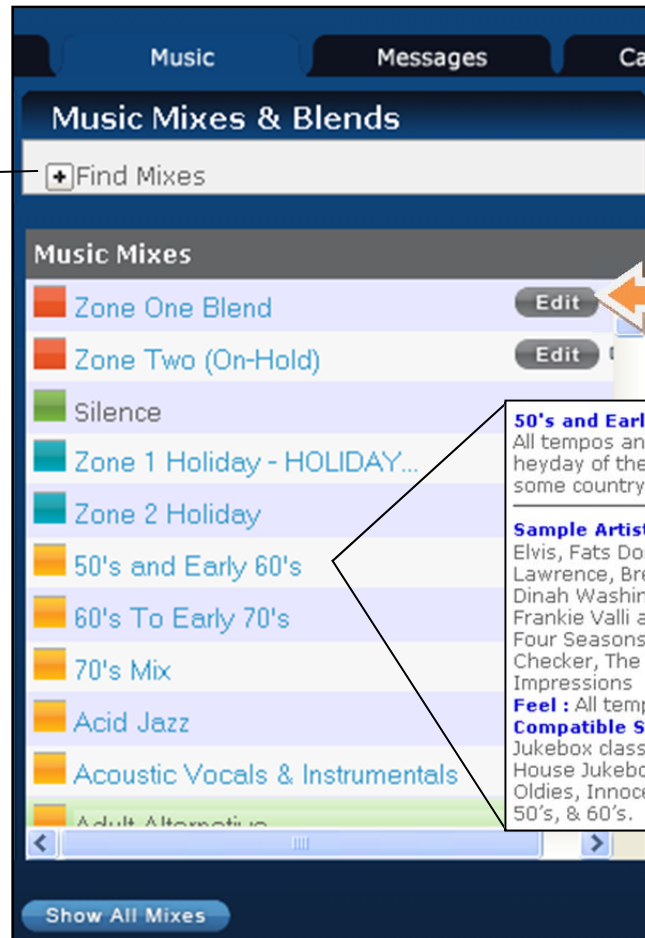
View music mixes

View, block and unblock songs and/or artists

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

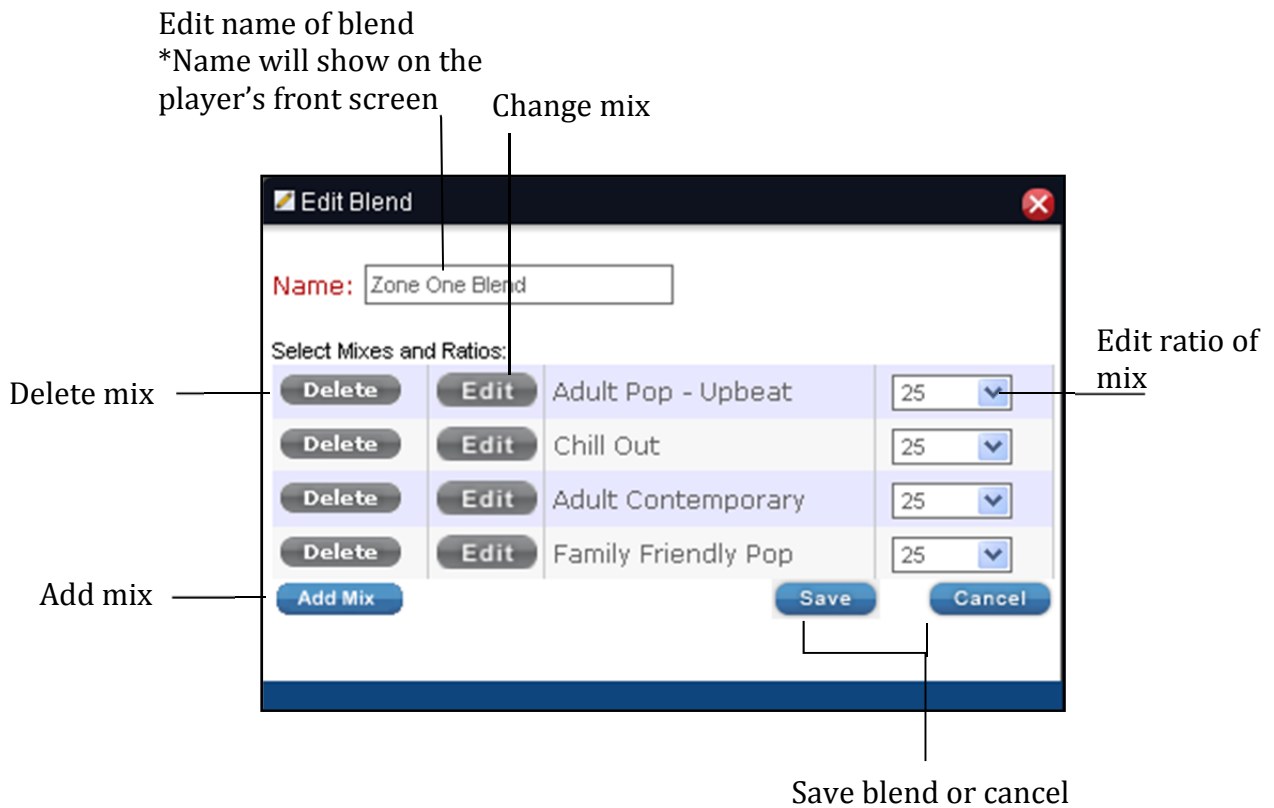


50's and Early 60's

All tempos and styles that had hits during the heyday of the 50's and into the early 60's, including some country as well.

Sample Artists Include : Appeal : People who can remember and appreciate the major musical moments from this era.
Lawrence, Brenda Lee, Dinah Washington, Frankie Valli and the Four Seasons, Chubby Checker, The Impressions
Marketing Strategy : Hamburger/Soda Fountain themed cafes, period themed establishments, bars, pizza establishments, and clothing stores.
Feel : All tempos
Compatible Styles : Jukebox classics, Donut House Jukebox, Funtime Oldies, Innocent 40's, 50's, & 60's.

- 1 Click "Edit". A pop up "Edit Blend" screen will appear.
- 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.



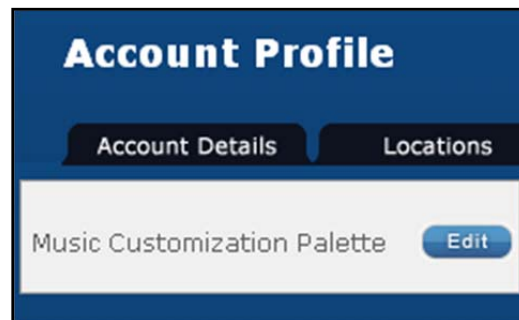
Select Mix For ✕

Mix		Genre	Era
50's and Early 60's		Oldies	Timeless
60's To Early 70's		Oldies	Timeless
70's Mix		Oldies	Timeless
Acid Jazz		Jazz	Timeless
Acoustic Vocals & Instrumentals		Singer/Songwriters	Timeless
Adult Alternative		Rock	Timeless
Adult Alternative (Recurrent)		Rock	Timeless
Adult Alternative (Top Plays)		Rock	Timeless
Adult Alternative For Divas		Pop	Timeless
Adult Contemporary		Pop	Timeless
Adult Contemporary (Recurrent)		Pop	Timeless
Adult Contemporary (Top Plays)		Pop	Timeless
Adult Pop - Soft		Pop	Timeless

Business Music Mixes

How to Edit Multiple Zones Using Music Palette

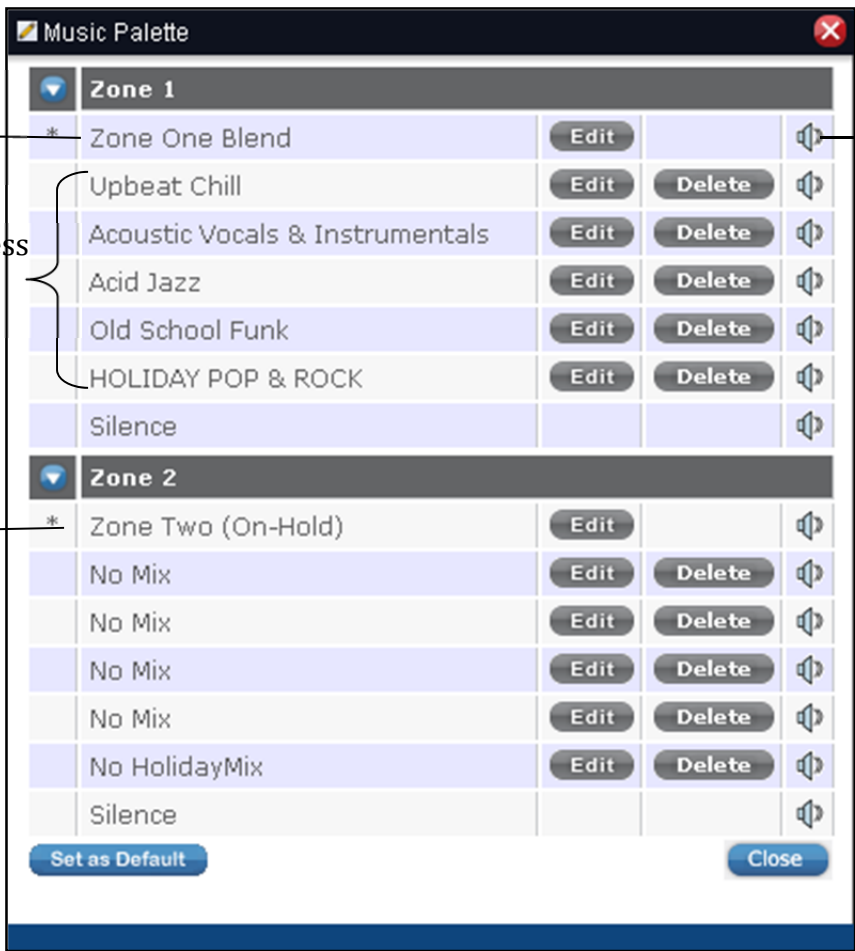
In the SL3 (Master), rather than editing one zone at a time, you have the option to edit multiple zones from your “Music Palette”. A completed Music Palette for a Master Service Level account will include at least one (1) music mix selected for each zone blend and at least one (1) daypart or additional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



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.



The screenshot shows a 'Music Palette' window with two zones. Zone 1 contains a 'Custom Music Blend' (marked with an asterisk) and several 'Business Music Mixes'. Zone 2 contains a 'default channel' (marked with an asterisk) and several 'No Mix' options. Annotations include: 'Custom Music Blend' pointing to the asterisk on 'Zone One Blend'; 'Business Music Mixes' pointing to a group of mixes in Zone 1; '* indicates default channel' pointing to the asterisk on 'Zone Two (On-Hold)'; and 'Listen to music blend/mix' pointing to the speaker icon for 'Zone One Blend'.

Zone 1				
*	Zone One Blend	Edit		Speaker
	Upbeat Chill	Edit	Delete	Speaker
	Acoustic Vocals & Instrumentals	Edit	Delete	Speaker
	Acid Jazz	Edit	Delete	Speaker
	Old School Funk	Edit	Delete	Speaker
	HOLIDAY POP & ROCK	Edit	Delete	Speaker
	Silence			Speaker

Zone 2				
*	Zone Two (On-Hold)	Edit		Speaker
	No Mix	Edit	Delete	Speaker
	No Mix	Edit	Delete	Speaker
	No Mix	Edit	Delete	Speaker
	No Mix	Edit	Delete	Speaker
	No HolidayMix	Edit	Delete	Speaker
	Silence			Speaker

Buttons: Set as Default, Close

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.

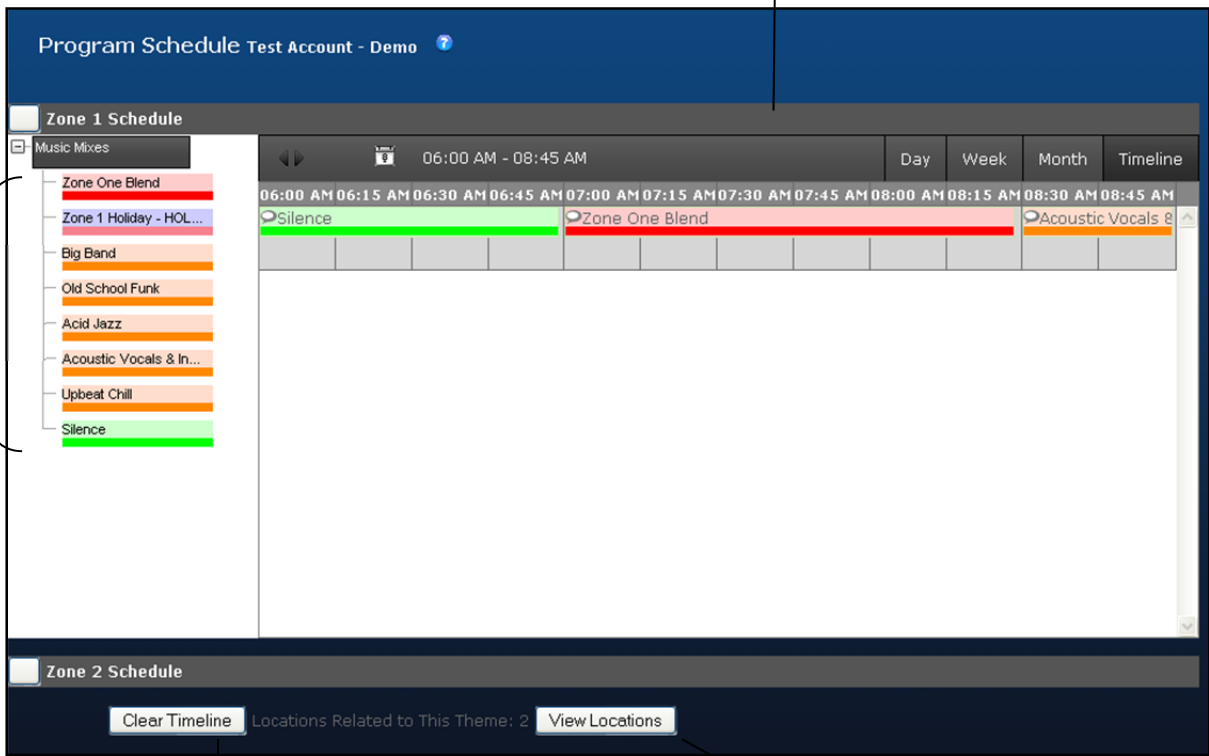
- 1** From the music tab, highlight the name of the Music Theme that you'd like to schedule.
- 2** Click "Schedule Music".
- 3** On the left of the screen you will see your available music mixes. To add a mix to your dayparting schedule, simple drag and drop the desired music mix into the grey area of 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.

Viewing area
time span

Music
Mixes
Options



The screenshot displays a software interface for managing a program schedule. At the top, it shows 'Program Schedule Test Account - Demo'. Below this, there are two main sections: 'Zone 1 Schedule' and 'Zone 2 Schedule'. The 'Zone 1 Schedule' section features a 'Music Mixes' sidebar on the left with a list of options: Zone One Blend, Zone 1 Holiday - HOL..., Big Band, Old School Funk, Acid Jazz, Acoustic Vocals & In..., Upbeat Chill, and Silence. The main area of the Zone 1 schedule is a timeline grid with columns for 15-minute intervals from 06:00 AM to 08:45 AM. The current time span is 06:00 AM - 08:45 AM. The timeline shows 'Silence' from 06:00 AM to 06:45 AM, 'Zone One Blend' from 06:45 AM to 08:00 AM, and 'Acoustic Vocals & In...' from 08:00 AM to 08:45 AM. At the bottom of the interface, there are two buttons: 'Clear Timeline' and 'View Locations'. The text 'Locations Related to This Theme: 2' is visible between these buttons.

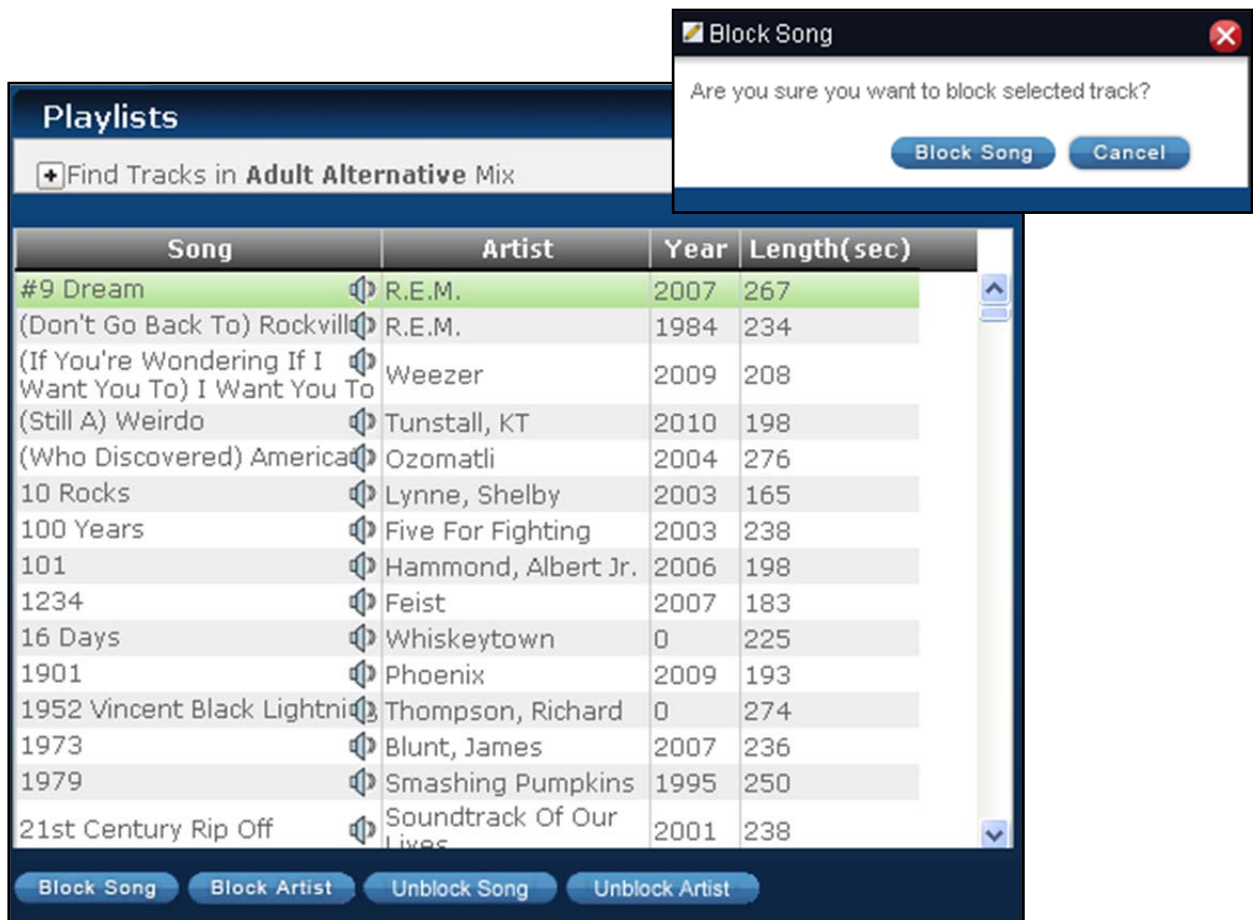
Reset dayparting schedule

View locations with this
daypart in Locations 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.




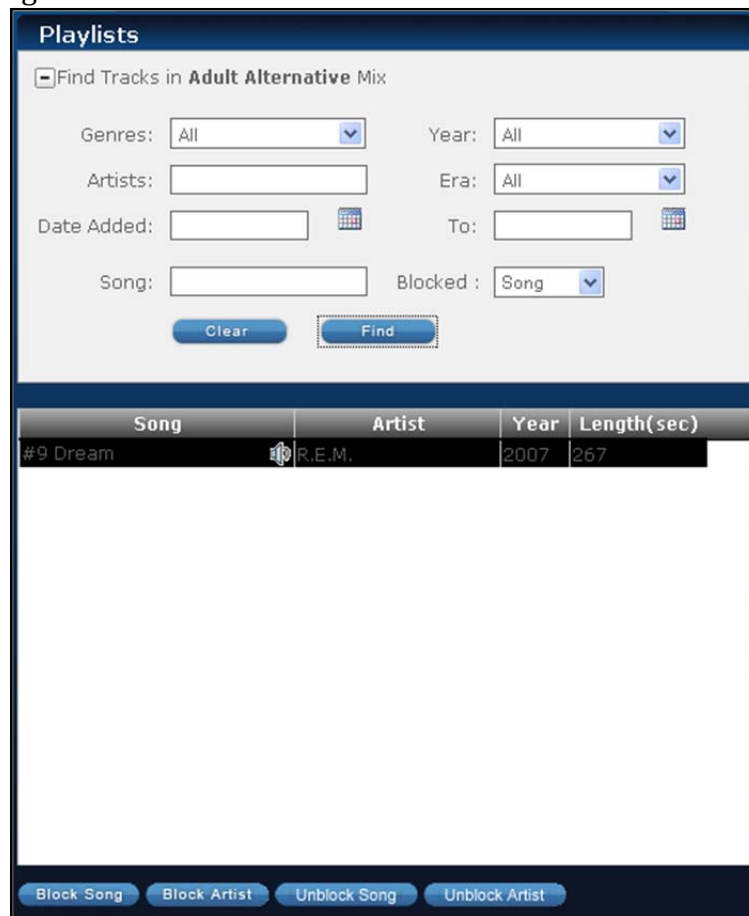
The screenshot shows the "Playlists" section of the interface. A search bar contains the text "Find Tracks in Adult Alternative Mix". Below the search bar is a table with columns for Song, Artist, Year, and Length(sec). The first row, "#9 Dream" by R.E.M. from 2007 (267 seconds), is highlighted in green. A dialog box titled "Block Song" is overlaid on the table, asking "Are you sure you want to block selected track?" with "Block Song" and "Cancel" buttons. At the bottom of the table, there are four buttons: "Block Song", "Block Artist", "Unblock Song", and "Unblock Artist".

Song	Artist	Year	Length(sec)
#9 Dream	R.E.M.	2007	267
(Don't Go Back To) Rockville	R.E.M.	1984	234
(If You're Wondering If I Want You To) I Want You To	Weezer	2009	208
(Still A) Weir do	Tunstall, KT	2010	198
(Who Discovered) America	Ozomatli	2004	276
10 Rocks	Lynne, Shelby	2003	165
100 Years	Five For Fighting	2003	238
101	Hammond, Albert Jr.	2006	198
1234	Feist	2007	183
16 Days	Whiskeytown	0	225
1901	Phoenix	2009	193
1952 Vincent Black Lightni	Thompson, Richard	0	274
1973	Blunt, James	2007	236
1979	Smashing Pumpkins	1995	250
21st Century Rip Off	Soundtrack Of Our Lives	2001	238

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".



The screenshot shows the "Playlists" interface. At the top, there's a section titled "Find Tracks in Adult Alternative Mix". Below this, there are several search filters: Genres (All), Year (All), Artists (empty), Era (All), Date Added (empty), To (empty), Song (empty), and Blocked (Song). There are "Clear" and "Find" buttons. Below the filters is a table with the following data:

Song	Artist	Year	Length(sec)
#9 Dream	R.E.M.	2007	267

At the bottom of the interface, there are four buttons: "Block Song", "Block Artist", "Unblock Song", and "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.

Account Profile

Account Details
Locations
Music
Messages
Campaigns
Reports

Track Browser
Find

Theme

Pacific Northwest Stores Go

Playlist

Z1-Spring Season April-June Go

Program

Happy-Go-Lucky 03.07.2011 Go



Silence 03.07.2011 Go


Upbeat Rock 03.07.2011 Go

	Song	Artist	Album	EXPLORE	Year	Genre	Era	Track Len	Date Added	Date Released	Vocal	Tempo
<input type="checkbox"/>	"Silence"	"Silence"	"Silence"	<input type="radio"/>	2004		2000's	05:00	11/15/2006	11/15/2006	True	1 - Slow
<input type="checkbox"/>	15 Days Under The Hood	Paladins	Million Mile Club	<input type="radio"/>	1996	Rock / Pop	1990's	05:33	11/15/2006	11/15/2006	True	3 - Medium
<input type="checkbox"/>	A Change	Crow, Sheryl Crow		<input type="radio"/>	1996	Rock / Pop	1990's	03:50	11/15/2006	11/15/2006	True	3 - Medium
<input type="checkbox"/>	A Fool In Love	McClinton, Best Of Delbert McClinton		<input type="radio"/>	1989	Rock / Pop	1990's	02:58	11/15/2006	11/15/2006	True	3 - Medium
<input type="checkbox"/>	A Good Feelin' To Know	Poco	The Very Best Of Poco	<input type="radio"/>	1972	Rock / Pop	1990's	03:55	11/15/2006	11/15/2006	True	3 - Medium
<input type="checkbox"/>	A Woman In Love (It's Not...	Petty, Tom	Hard Promises	<input type="radio"/>	1981	Rock / Pop	1980's	04:22	11/15/2006	11/15/2006	True	3 - Medium
<input type="checkbox"/>	Absolute	Fray	The Fray	<input type="radio"/>	2009	Rock / Pop	2000's	03:41	2/16/2009	2/16/2009	True	3 - Medium
<input type="checkbox"/>	Adrienne	Calling	HiDisc 455A	<input type="radio"/>	2002		2000's	04:31	11/15/2006	11/15/2006	True	3 - Medium

Change page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) ...
Displaying page 1 of 62, items 1 to 8 of 493

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.



The screenshot displays two overlapping windows. The background window is titled "Track Details" and shows information for the song "The Fruit Of The Wild Rose" by Marillion. The foreground window is a music player for the same track, featuring a play button, a progress bar, and playback controls.

Track Details

The Fruit Of The Wild Rose
Marillion

Album:	Anoraknophobia
Explicit:	No
Genre:	Rock / Pop
Year:	0
Length:	6:58
Vocal:	True
Era:	2000's
Tempo:	2 - Medium Slow
Released:	03.30.09
Added:	03.30.09
License:	Yes
ISRC:	no data

Song Comments

[Save & Close](#)


 [View Album](#) [Send Feedback](#)

Music Player

The Fruit Of The Wild Rose
Marillion
Anoraknophobia
Rock / Pop












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 here

Comment section for further
explanation of Theme

Account Details Locations **Music** Messages Campaigns Reports

Music > Pacific Northwest Stores Find ▾

Theme Name:

Comment:

Save Cancel

Theme Playlists

<input type="checkbox"/>	Name	Comment	Playlist Status	Start Date	End Date	Program Count	Zone	Unique Tracks
<input type="checkbox"/>	Spring Season April-June		Pending	03-04-11	05-31-11	3	1	493

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  **Playlist ▼**
- 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

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

Zone 1 or Zone 2

Account Details Locations Music Messages Campaigns Reports

Music > Pacific Northwest Stores > Spring Season April-June Find ▼

Playlist Name:
 Status:
 Zones:
 Schedule:

Related Theme:
 Date Range: to:

Comment:

Playlist Programs							
<input type="checkbox"/>	Name	Comment	Last Modified Date	Sequence	Playback Count	Track Counts	Playlist Counts
<input type="checkbox"/>	Happy-Go-Lucky	Upbeat, fun music to start the	3/7/2011 11:02:26 AM	Rand	100%	15	1
<input type="checkbox"/>	Silence		3/7/2011 8:41:07 AM	Rand	100%	1	1
<input type="checkbox"/>	Upbeat Rock		3/7/2011 8:43:45 AM	Rand	100%	478	1

Add ▼

Edit ▼

Delete ▼

Copy ▼


Move Up

Move Down



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.

Account Details Locations Music Messages Campaigns Reports

Music > Happy-Go-Lucky Find ▼

Program Name: Related Playlists:

Last Modified: 3/4/2011
Status: Pending

Comment:

Program Tracks

Song	Artist	Album	EXPLICIT	Year	Genre	Era	Track L	Date A	Date R	Vocal	Tempo	Track I	ISRC	>>
No records to display.														

** 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!

- All
- 50's and Early 60's
- 60's To Early 70's
- 70's Mix
- Acid Jazz
- Acoustic Vocals & Instrumentals
- Adult Alternative
- Adult Alternative (Recurrent)
- Adult Alternative (Top Plays)
- Adult Alternative For Divas
- Adult Contemporary
- Adult Contemporary (Recurrent)
- Adult Contemporary (Top Plays)
- Adult Pop - Soft
- Adult Pop - Soft (Recurrent)
- Adult Pop - Soft (Top Plays)
- Adult Pop - Upbeat
- Alternative (Classic)
- Alternative (Recurrents)
- Alternative (Top Plays)

Find & Add Tracks

Select the tracks you want to add by clicking the checkboxes, then click Find. Click on a link in the results list to search for tracks that match the selected value.

Theme: All Mix: All Playlist: All Programs: All

Artist: Songs: Album: Added: Past 8+ weeks

Genres: All Year: Era: All Status: All

Tempo: All Vocal: All Lyrics: Clean Only




Song	Artist	Album	EXPLOIT
No records to display.			

TRUE = Vocals only
FALSE = Instrumental only
ALL = both vocal & instrumental

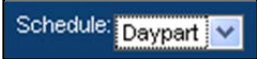
Assigning Playback Rules & Schedules

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.

Playlist Programs								
	Name	Avg Track Use	Comment	Last Modified Date	Sequence	Track Counts	Playlist Counts	DayPart
<input type="checkbox"/>	Copy of Closing Music	2%		1/20/2010 4:47:32 PM	Rand	2379	1	12:00 am
<input type="checkbox"/>	Silence	8000%		1/20/2010 3:19:16 PM	Rand	1	1	02:00 am
<input type="checkbox"/>	Breakfast Mix	8%		1/20/2010 4:22:11 PM	Rand	1292	1	06:00 am
<input type="checkbox"/>	Lunch Mix	2%		1/20/2010 4:25:04 PM	Rand	4031	1	11:00 am
<input type="checkbox"/>	Dinner Mix	31%		1/20/2010 4:24:07 PM	Rand	382	1	04:00 pm
<input type="checkbox"/>	Closing Music	1%		1/20/2010 4:21:18 PM	Rand	2379	1	10:00 pm

Daypart Schedule

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.




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.

	Song	Artist	Album														
<input type="checkbox"/>	Interested	Arie, Ind	Voyage To India														
<input type="checkbox"/>	Wonderful	Lennox,	Hitdisc 527A														
<input type="checkbox"/>	Bicycle Race	Queen	Queen Greatest Hits I	1978	Rock / P	1990's	02:59	11/15/2011	11/15/2011	True	3 - Medi	12682					
<input type="checkbox"/>	Tiny Dancer	John, Eit	Almost Famous Soundtrack	0	Soundtr	2000's	06:14	11/15/2011	11/15/2011	True	3 - Medi	273365					
<input type="checkbox"/>	Put Your Records On	Rae, Cor	Corinne Bailey Rae	2006	Rock / P	2000's	03:33	10/31/2010	10/31/2010	True	4 - Upbe	635793					
<input checked="" type="checkbox"/>	Ain't No Mountain High En...	McDonal	Hitdisc 531A	2003		2000's	02:38	11/15/2011	11/15/2011	True	4 - Upbe	515933					
<input type="checkbox"/>	I Can't Get Next To You	Temptati	Compact Command Performan...	1969	R&B / Sc	1980's	02:33	10/31/2010	10/31/2010	True	4 - Upbe	4483					
<input type="checkbox"/>	Fairytale	Bareilles	Little Voice	2007	Rock / P	2000's	03:13	11/15/2011	11/15/2011	True	3 - Medi	677161					

Confirm ✕

 Are you sure you want to delete the selected tracks?

Change page: 1 2 ▶

Displaying page 1 of 2, items 1 to 8 of 15.

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

The screenshot shows the 'Messages' tab in the Serenade Web Tool. At the top, there are navigation tabs: Account Details, Locations, Music, Messages (selected), Campaigns, and Reports. Below the tabs is a 'Filter Message List' section with the following fields:

- Find Message:
- Creator: ALL (dropdown)
- Date Created: to
- Category: ALL (dropdown)
- Color: ALL (dropdown)
- Status: All (dropdown)
- Buttons: Find, Clear

Below the filter section is a table with the following columns: Message, Last Modified, Campaign, Comments, and Length(Sec). The table contains four rows of messages:

Message	Last Modified	Campaign	Comments	Length(Sec)
Gift with Purchase Message	3/8/2011			179
On Hold - High Call Volumes	3/8/2011			184
Rewards Credit Card	3/8/2011			179
Spring Sale Message	3/8/2011			97

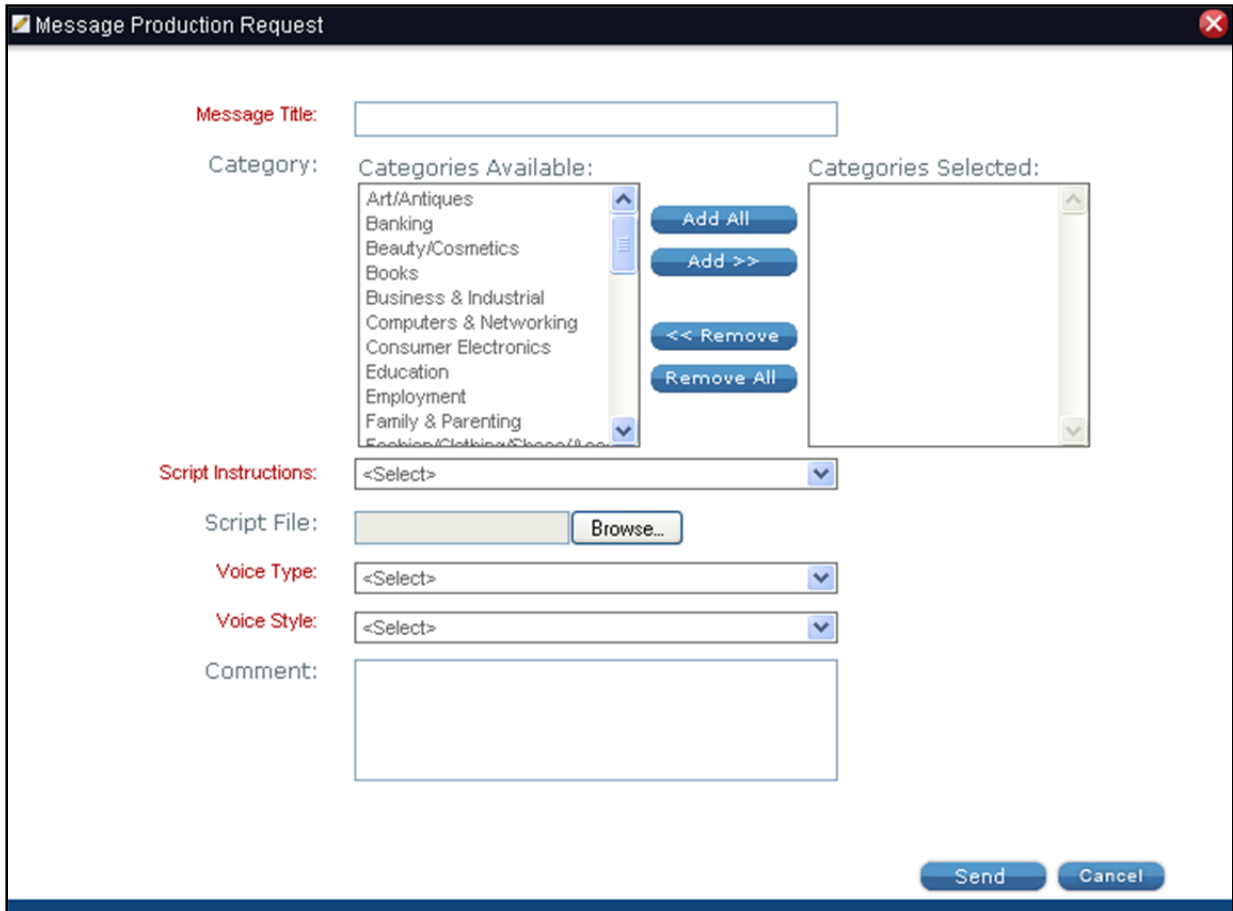
At the bottom of the screen, there is a toolbar with the following buttons: New, Edit, Delete, Request Message, Remove From Campaigns, Create Campaign, Create Category, and Create Report.

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.



Message Title:

Category: Categories Available:

- Art/Antiques
- Banking
- Beauty/Cosmetics
- Books
- Business & Industrial
- Computers & Networking
- Consumer Electronics
- Education
- Employment
- Family & Parenting
- Fashion/Clothing/Accessories

Categories Selected:

Script Instructions:

Script File:

Voice Type:

Voice Style:

Comment:

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



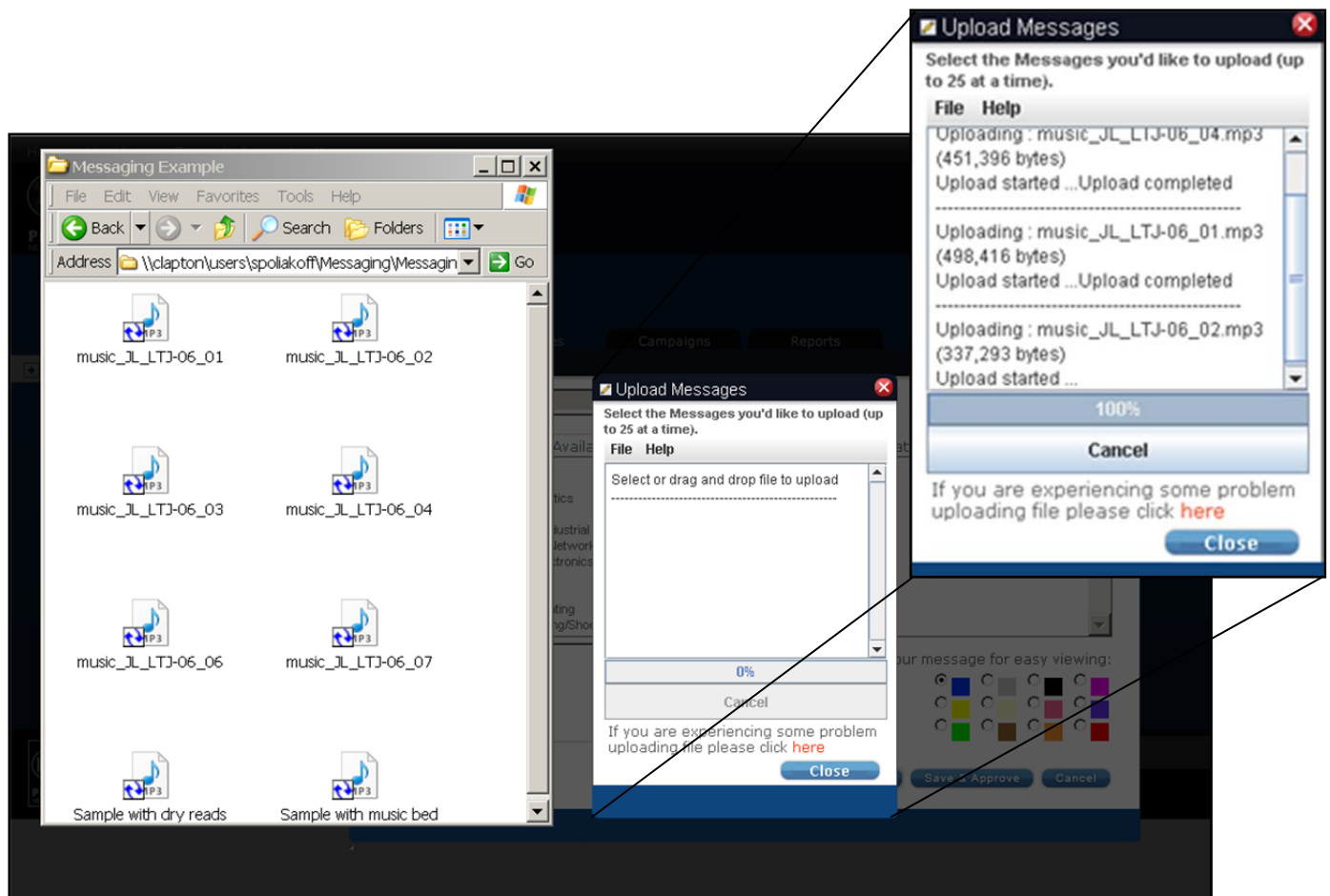
- 2 Load your messages one file at a time or up to 25 files at a time:

Load one message at a time

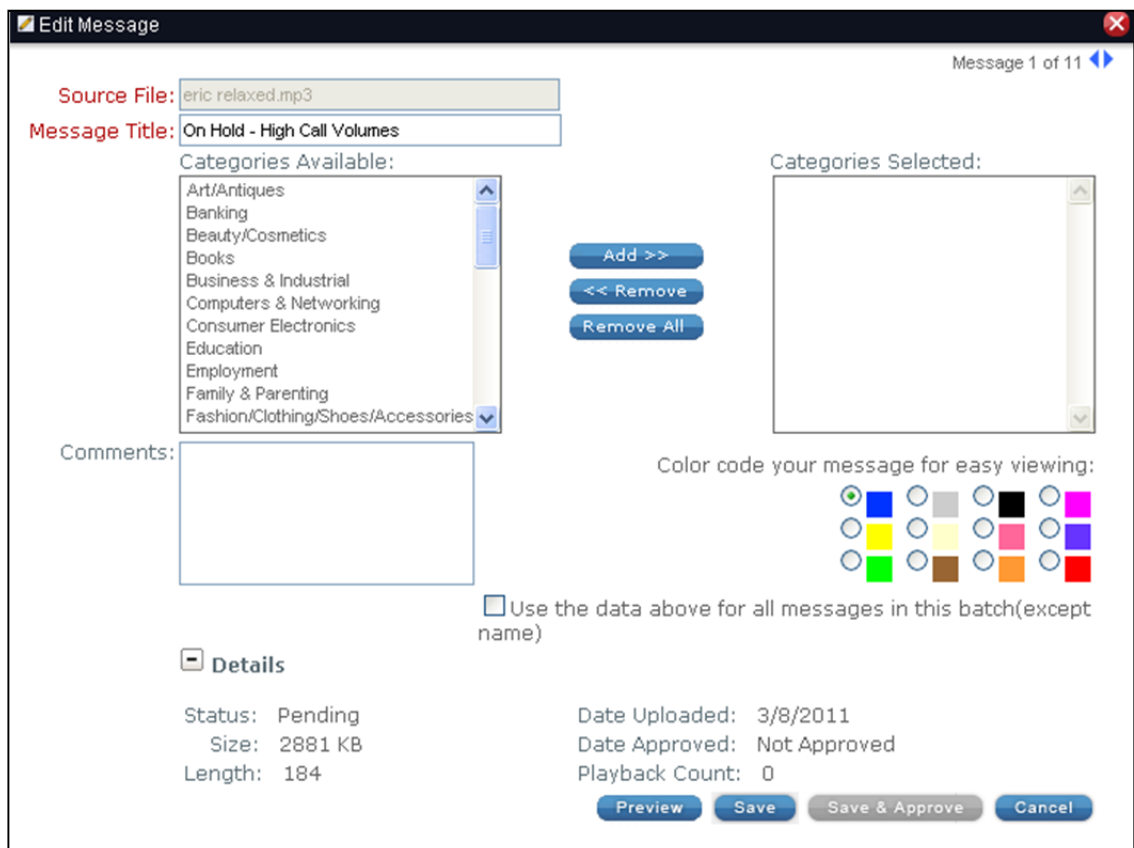
- 1 Go to the “File” menu.
- 2 Select a file to load from your computer and click “Open”

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.



Edit Message Message 1 of 11

Source File: eric relaxed.mp3

Message Title: On Hold - High Call Volumes

Categories Available:

- Art/Antiques
- Banking
- Beauty/Cosmetics
- Books
- Business & Industrial
- Computers & Networking
- Consumer Electronics
- Education
- Employment
- Family & Parenting
- Fashion/Clothing/Shoes/Accessories

Categories Selected:

Comments:

Color code your message for easy viewing:

Use the data above for all messages in this batch(except name)

Details

Status: Pending
Size: 2881 KB
Length: 184

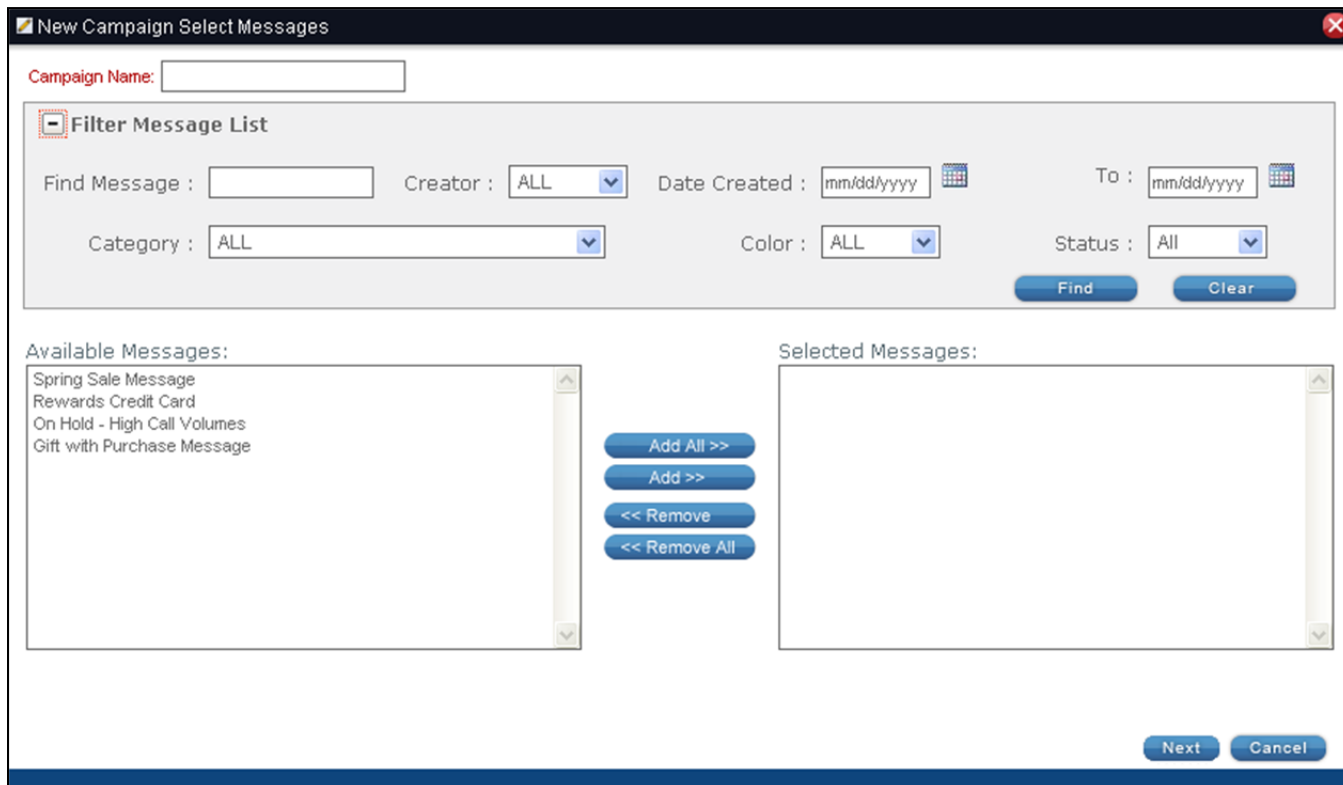
Date Uploaded: 3/8/2011
Date Approved: Not Approved
Playback Count: 0

Preview Save Save & Approve Cancel

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.



New Campaign Select Messages

Campaign Name:

Filter Message List

Find Message : Creator : ALL Date Created : mm/dd/yyyy To : mm/dd/yyyy

Category : ALL Color : ALL Status : All

Available Messages:

- Spring Sale Message
- Rewards Credit Card
- On Hold - High Call Volumes
- Gift with Purchase Message

Selected Messages:

Edit Campaign

Name:

Comment:

Locations

- Select target locations later
- Publish to all locations for this account
- Publish to a group of locations

Playback Settings

Play messages in groups of:

Frequency: Run every minutes

Order

- Sequential
- Random

Target Zone:

DayParting

- Play all day
- Play only between

to *

Recurrence

- Repeat forever
- Repeat within a date range

From To

- Daily
- Weekly

Display Options

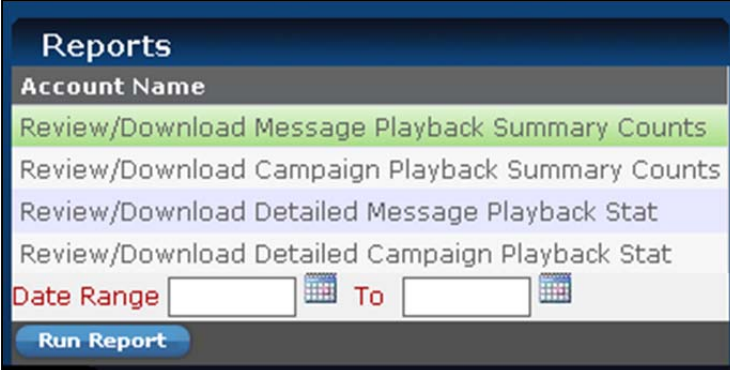
Color code your campaign for easy recognition

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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.



Reports

Account Name

- Review/Download Message Playback Summary Counts
- Review/Download Campaign Playback Summary Counts
- Review/Download Detailed Message Playback Stat
- Review/Download Detailed Campaign Playback Stat

Date Range  To 

Run Report