Serenade User Guide

Internet Enabled Music & Messaging Service

Version 1
March 2009

PLAY
NETWORK ®

Drive Your Brand. Extend Your Reach. Just Push PLAY.

Serenade User Guide

Contents:

How to Create an Account in Serenade:

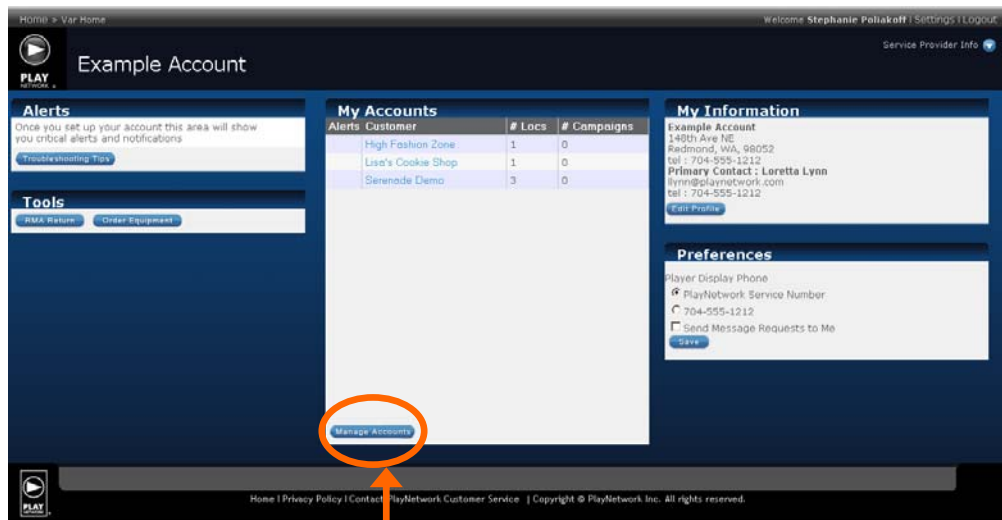Open your internet browser and go to: http://Serenade.Playnetwork.com

You will then be prompted to enter your Username and Password (you should have received this from your PlayNetwork representative).

Enter your Username and Password

Click the "Submit" button

This will direct you to the Main Accounts Page:

Select the "Manage Accounts" button

This will direct you to the Account Detail Page:
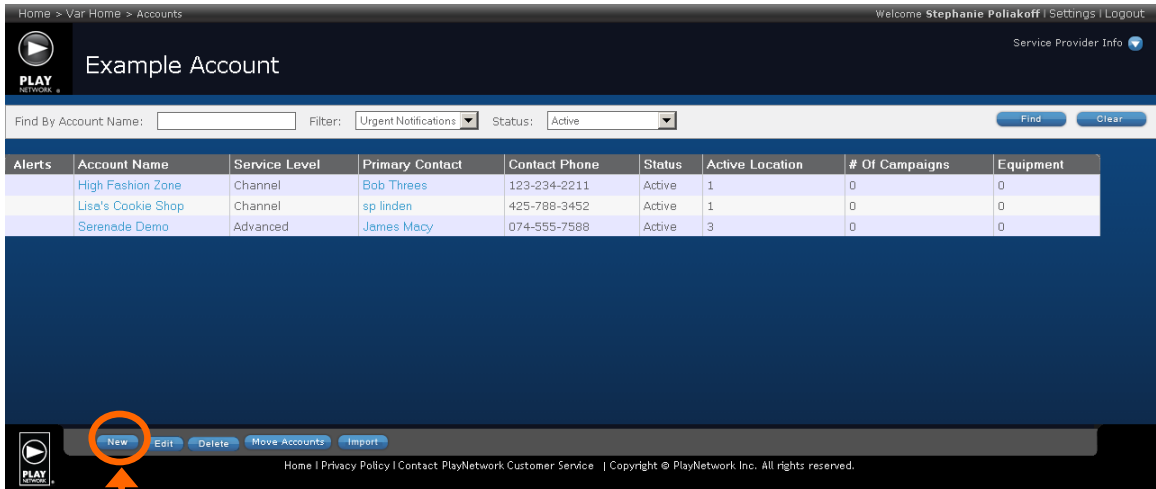
Select the "New" button

This will direct you to the New Account Setup dialogue box:

Please read the instructions on the following pages in order to fill out the three sections on this screen accurately.

Company Information:

‣ **Account Name:** name of <u>Master</u> Account (or bill to for locations associated with this account)

‣ **Company Address:** address of <u>Master</u> Account (or bill to for locations associated with this account)

‣ **City, State, Zip/Postal:** self explanatory

‣ **Country Code:** will only be accessible if <u>State</u> is set to a Canadian or Mexican code (Serenade currently supports USA, Canada and Mexico)

‣ **Phone:** associated with the <u>Master</u> Account (or bill to for locations associated with this account)

‣ **Fax:** associated with the <u>Master</u> Account (or bill to for locations associated with this account)

‣ **Comment:** will only appear in this dialogue box. To be used for information specific to this account that needs to be documented.
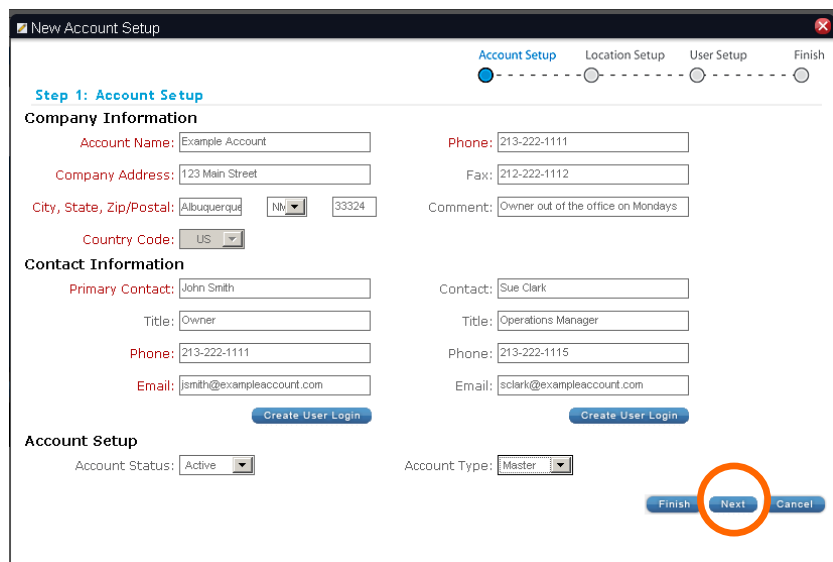
Contact Information:

‣ **Primary Contact:** name of contact associated with <u>Master</u> Account (or bill to for locations associated with this account). This information will be visible to anyone given access to this account in Serenade under "Customer Info" on each page in the web tool.

‣ **Title:** of Primary Contact

‣ **Phone:** of Primary Contact

‣ **Email:** of Primary Contact

‣ **Contact:** this space allows for a secondary contact within the account to be stored

‣ **Title:** of Secondary Account Contact

‣ **Phone:** of Secondary Account Contact

‣ **Email:** of Secondary Account Contact
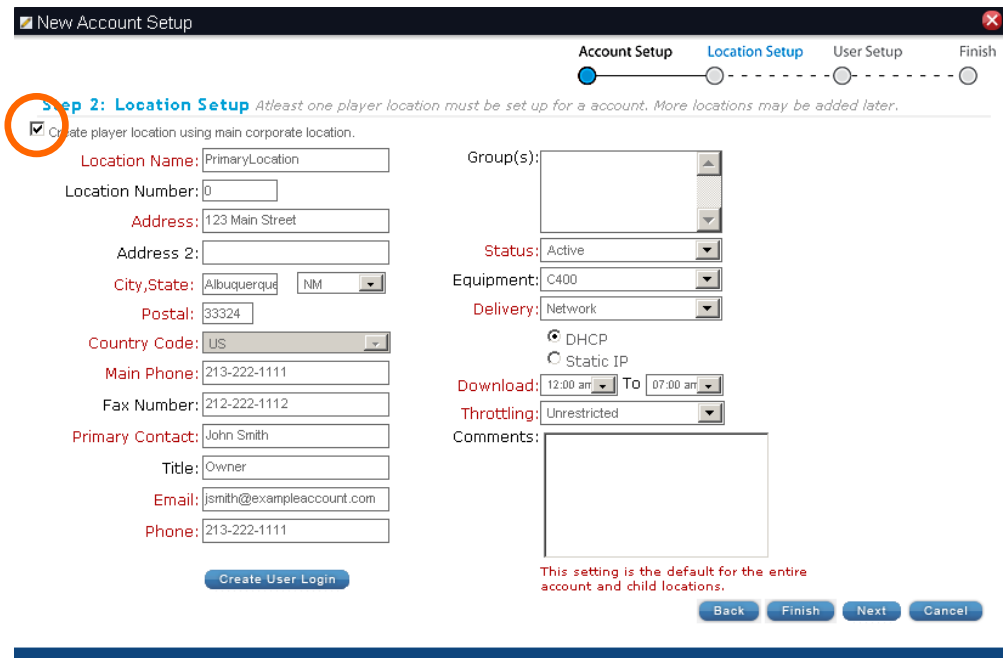
Account Set-up:

‣ **Account Status:**

- ‣ **Active:** this is the standard, and is required to set up an active location.
- ‣ **Pending:** may be used for Accounts in process of being set up
- ‣ **Deleted:** to be used when account is no longer active (i.e.- cancellation)
- ‣ **Inactive:** to be used where applicable

- ▸ **Account Type (all service levels support In-Store and/or On Hold Messaging)**
  - ‣ **Channel:** fifteen (15) of the most popular Business Music Mixes, along with choices of Holiday content. Music Player is selectable between all of these Music Mixes from the front of the player.
  - ‣ **Business:** over 125 Business Music Mixes (including Holiday Options) able to be used to create a "custom blend", which is a mix of up to five (5) Business Music Mixes blended by percentage. Holiday Music able to be scheduled for a particular date range.
  - ‣ **Master:** over 125 Business Music Mixes (including Holiday Options) able to be used to create a "custom blend", which is a mix of up to 5 Business Music Mixes blended by percentage. Additional four (4) Business Music Mixes able to be selected for dayparting. Holiday Music able to be scheduled for a particular date range.
  - ‣ **Custom:** PlayNetwork Music Producer's program music specifically for Client Brand. Music is able to be audited through Serenade Web Tool.
  - ‣ **Advanced:** allows for fully customized music selection where each song is selected individually to create music profile. No automatic updates. User manages all music additions/deletions/changes. Music selected from a library of over 150K songs.

Select the "Next" button once this screen is complete

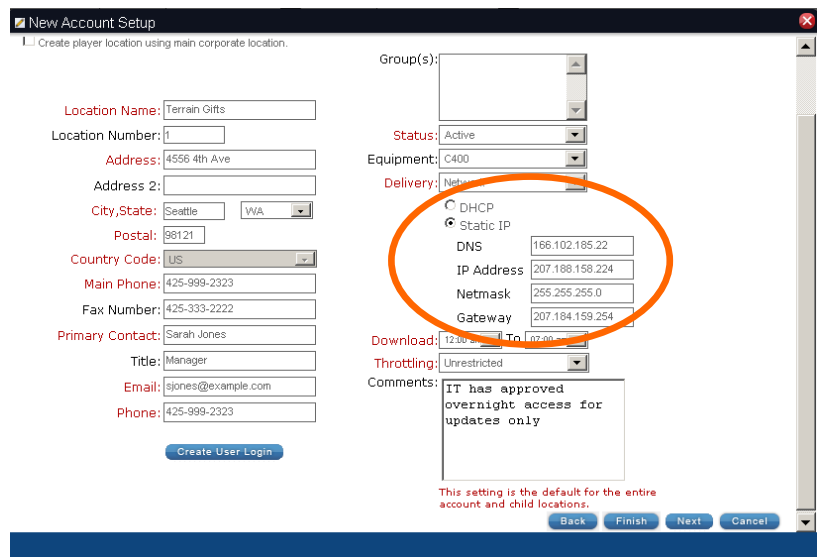_This will direct you to the Location Setup dialogue box:_

If the location is identical to the Master Account (same address, contact information, etc), select the box at the top left of the screen to auto-populate the location information.

If the first location is <u>not</u> the same address as the Master Account, you will need to fill in the information manually.

▸ **Location Name:** name of Business

▸ **Location Number:** store Number

▸ **Address:** of location

▸ **Address 2:** additional address info for location

▸ **City, State, Zip/Postal:** self explanatory

▸ **Country Code:** will only be accessible if <u>State</u> is set to a Canadian or Mexican code (Serenade currently supports USA, Canada and Mexico)

▸ **Main Phone:** direct line to location

▸ **Fax:** direct fax for location

▸ **Primary Contact:** of location

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‣ **Title:** of Primary location contact

‣ **Email:** for location (may be primary contact's email address)

‣ **Phone:** additional phone number for primary contact. May differ or be the same as the location phone #

‣ **Group(s):** if groups have been created for the Master Account, this new location can be associated with any or all of the groups assigned to the Master Account (see glossary for further clarification)

‣ **Status:** select Active or Inactive as needed

‣ **Equipment:** currently, the Serenade Web Tool supports the C400 Player

‣ **Delivery:** currently, the Serenade Web Tool supports Disk and Network updates. If location is receiving network updates, it is imperative that the correct connection method be selected (DHCP or Static IP).
 ‣‣ **DHCP:** requires selection in the Serenade Location set up
 ‣‣ **Static IP:** requires all fields to be completely and correctly filled in
 ▪ **Note:** if Network information is filled in incorrectly, information will need to be corrected in Serenade and a configuration disc will have to be ordered from PlayNetwork and shipped to the location to change the network settings from/to Static IP or DHCP (or to change the Static IP information).

‣ **Download:** this is the time range that the customer has agreed to allow music and/or messaging updates to be sent over their network to the C400 player. Standard is 12 am to 7 am (overnight)

▶ **Throttling:** speed at which music and/or messaging is allowed to be sent to the player. Standard is unlimited.

▶ **Comments:** area to add site specific notes (visible on Locations List page)
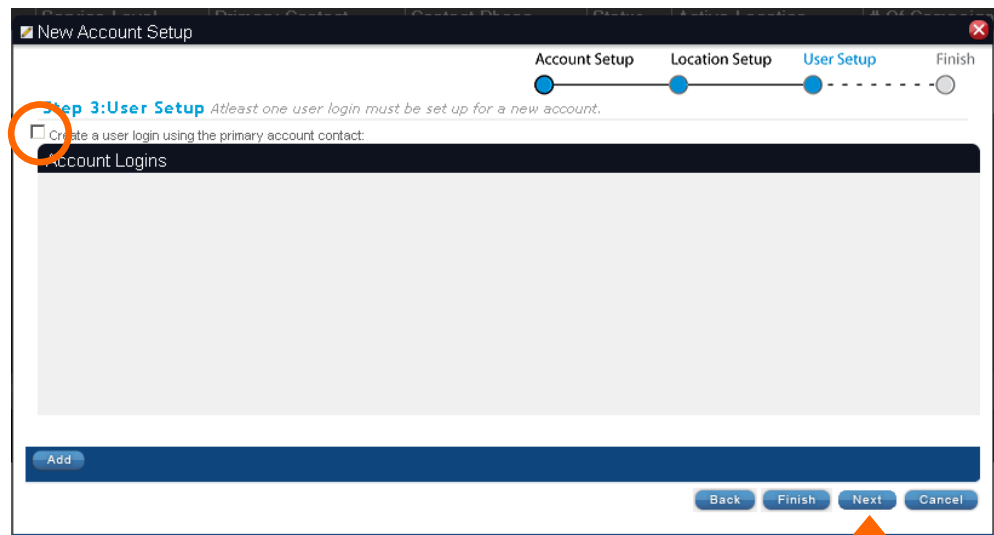
Once New Account Set Up is completed, select the "Next" button

This will direct you to the Login Setup screen for this account:

If the user login is to mirror the location contact that was just entered in the Location Page, select this check box and the contact information will be auto-populated.

If no specific user login is required, select the "Next" button

This will direct you to your summary page, which outlines the information that you have successfully set up:

If any information needs to be corrected, select the "Back" button to correct.
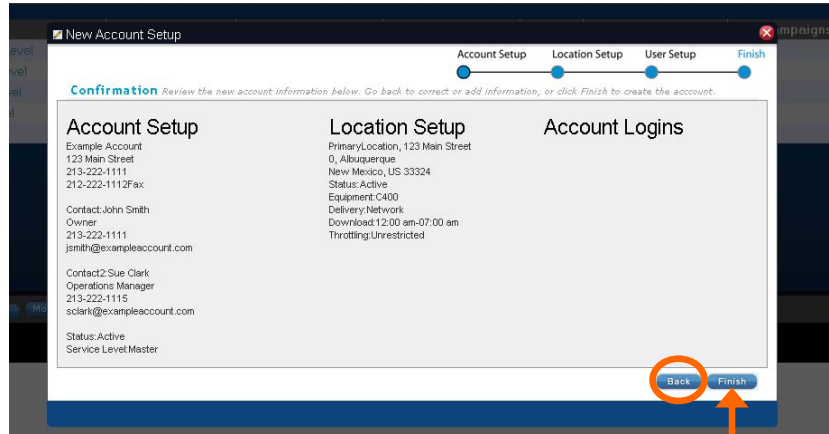
If all information is accurate, select the "Finish" button

How to Create a Location in Serenade:

Once you have account(s) in Serenade, you can add additional locations as needed.

To create an additional location, login to Serenade, and go into the account that you will be adding location(s) to:
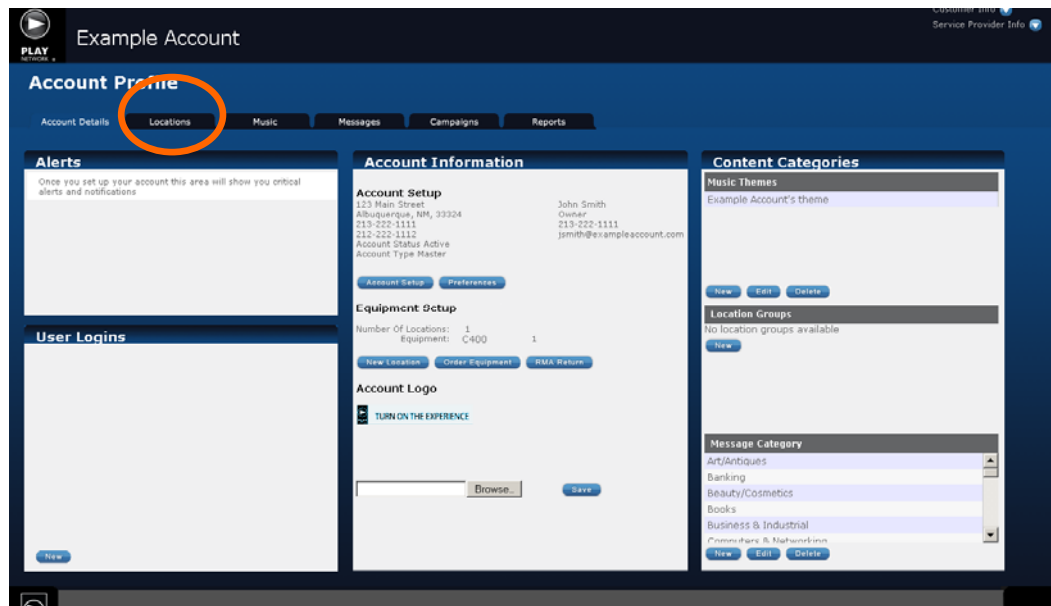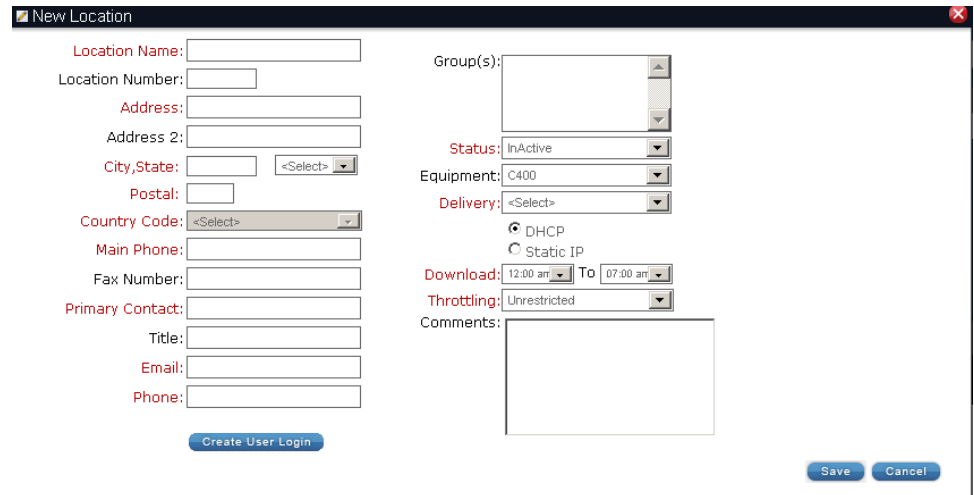

Click on the Locations tab.
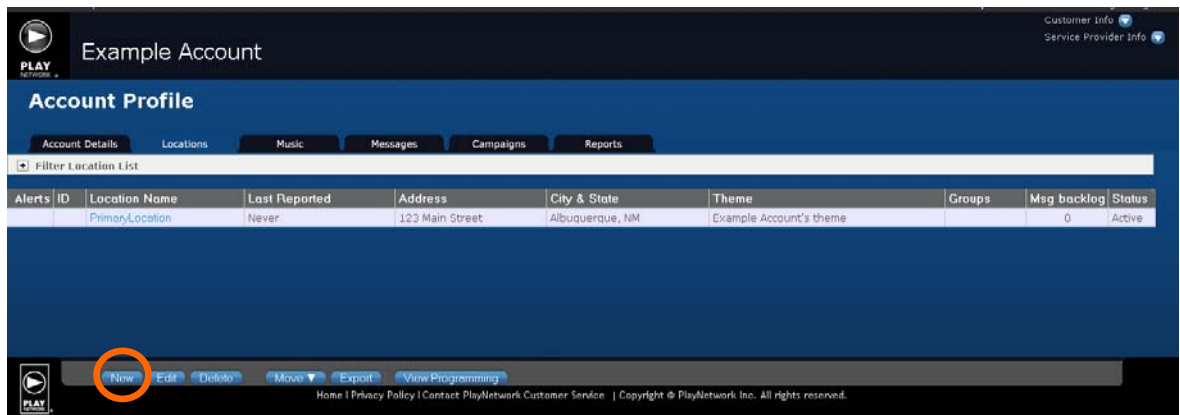
Then, select the "New" button

This will bring up the New Location dialogue box:

All areas with red text are required fields; please see below for instructions on each specific field.

▸ **Location Name:** name of Business

▸ **Location Number:** store number

▸ **Address:** of location

▸ **Address 2:** additional address info for location

▸ **City, State, Zip/Postal:** self explanatory

▸ **Country Code:** will only be accessible if <u>State</u> is set to a Canadian or Mexican code (Serenade currently supports USA, Canada and Mexico)

▸ **Main Phone:** direct line to location

▸ **Fax:** direct fax for location

▸ **Primary Contact:** of location

▸ **Title:** of Primary location contact

▸ **Email:** for location (may be primary contact's email address)

▸ **Phone:** additional phone number for primary contact. May differ or be the same as the location phone #

▸ **Group(s):** if groups have been created for the Master account, this new location can

be associated with any or all of the groups assigned to the Master Account (see glossary for further clarification)

▸ **Status:** select Active or Inactive as needed

▸ **Equipment:** the Serenade Web Tool currently supports the C400 Player

▸ **Delivery:** currently, the Serenade Web Tool supports Disk and Network updates. If location is receiving network updates, it is imperative that the correct connection method be selected (DHCP or Static IP).
  ⟩⟩ **DHCP:** requires selection in the Serenade Location set up
  ⟩⟩ **Static IP:** requires all fields to be completely and correctly filled in
    ▪ **Note:** if Network information is filled in incorrectly, information will need to be corrected in Serenade and a configuration disc will have to be ordered from PlayNetwork and shipped to the location to change the network settings from/to Static IP or DHCP (or to change the Static IP information).

▸ **Download:** this is the time range that the customer has agreed to allow music and/or messaging updates to be sent over their network to the C400 player. Standard is 12am to 7am (overnight).

▸ **Throttling:** speed at which music and/or messaging is allowed to be sent to the player. Standard is unrestricted.

▸ **Comments:** area to add site specific notes (visible in Locations List page).

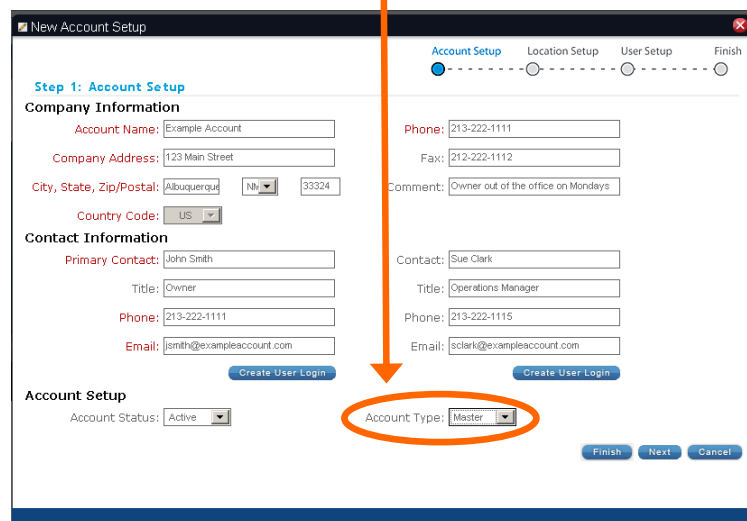Once this is complete, select the "Save" button

How to Program Music in Serenade:

Serenade currently supports Service Levels one (1) through three (3). These are referred to as Channel Service level, Business Service level and Master Service level, and are defined below. This guide will walk you through setting up music for each of these service levels.

Account Type: (All service levels support In-Store and/or On Hold Messaging)

▸ **Channel:** Includes fifteen (15) of the most popular Business Music Mixes, along with choices of Holiday content. Music Player is selectable between all of these Music Mixes from the front of the player.

▸ **Business:** Includes over 125 Business Music Mixes, along with choices of Holiday content. These can be used to create a "custom blend", which is a mix of up to five (5) Business Music Mixes blended by percentage of play. Holiday Music able to be scheduled for a particular date range.

▸ **Master:** Includes over 125 Business Music Mixes, along with choices of Holiday content. These can be used to create a "custom blend", which is a mix of up to five (5) Business Music Mixes blended by percentage of play. Additional four (4) Business Music Mixes able to be selected for dayparting. Holiday Music able to be scheduled for a particular date range.

Service level is selected at the account level. To set or adjust the service level, open the Account Set Up screen and use the drop down in the lower right corner.

Once this has been adjusted, go to the music tab to select music content.

Music Process for Channel Service Level:

The Channel service level is pre-set with the top fifteen (15) Business Music Mixes. These music mixes are selectable from the front of the C400 unit. The Serenade web tool can be used to view content in the individual Business Music Mixes.

Music Process for Business Service Level:

The Business Service Level allows user to:

‣ Create a custom blend for each zone

‣ Block individual songs and artists from music mixes

‣ DayPart with silence as needed

‣ Listen to business music mixes using the Web Radio application

‣ Listen to individual songs:
   ⁍ Content for each music mix appears in the right hand column when music mix is selected in the left section

To edit a zone's custom music blend, click the edit button to the right of the name of the blend. In our example, we will be editing the "Zone One Blend".

User will see that Hip Hop appears to be filled in as 100%. This is just a place holder, and does not constitute a completed custom blend.

To add your first Business Music Mix, click the "Edit" button to the left of "Hip Hop".
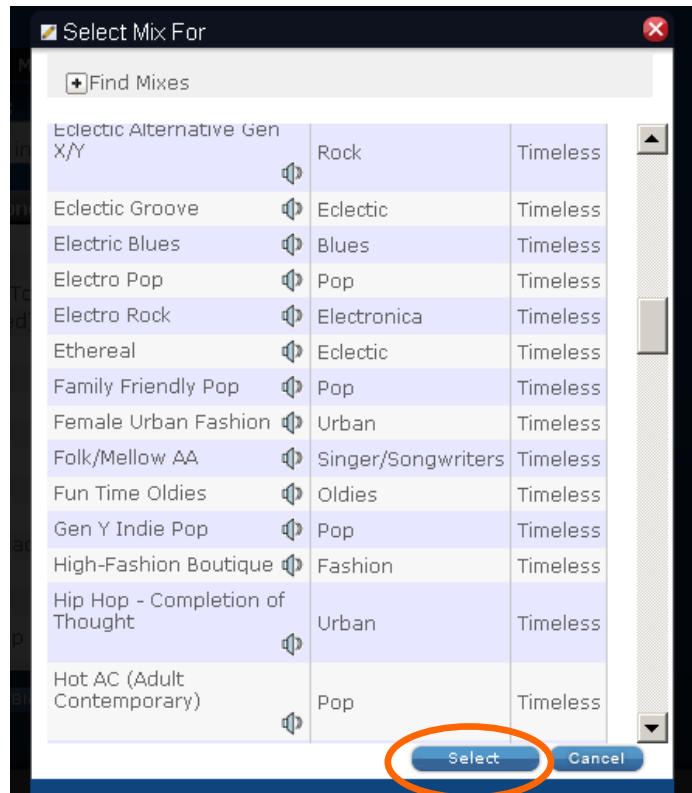

This will bring up the full list of Business Music Mixes:

Highlight your choice and click the Select button.

***Note:** you may only select one (1) music mix at a time

***Note:** up to five (5) Business Music Mixes can be selected for the custom blend.

Once you have selected your music mixes, close the window out by using the red "X" at the top right of the dialogue box.

This will take you back to the Music Blend dialogue box:

These selected blends now need to be mixed by percentage. Use the drop down boxes to the right of the music mix names to select the percentage of each mix.
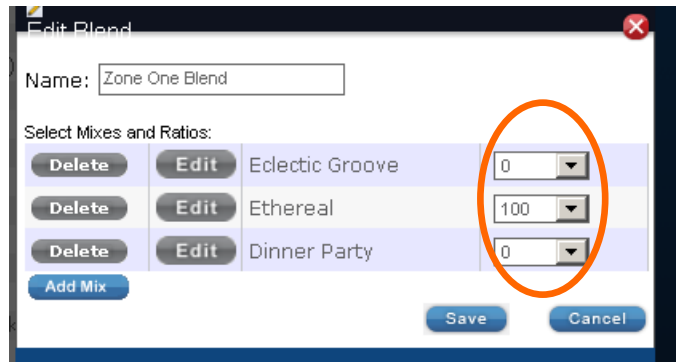
*Note: Percentage total must add to 100%
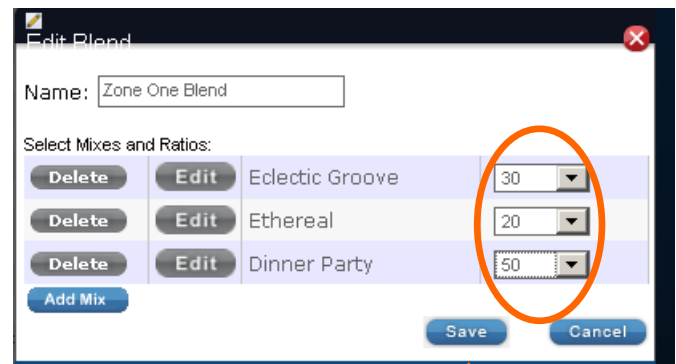
Once finished, click the Save button ⎯⎯⎯⎯⎯⎯

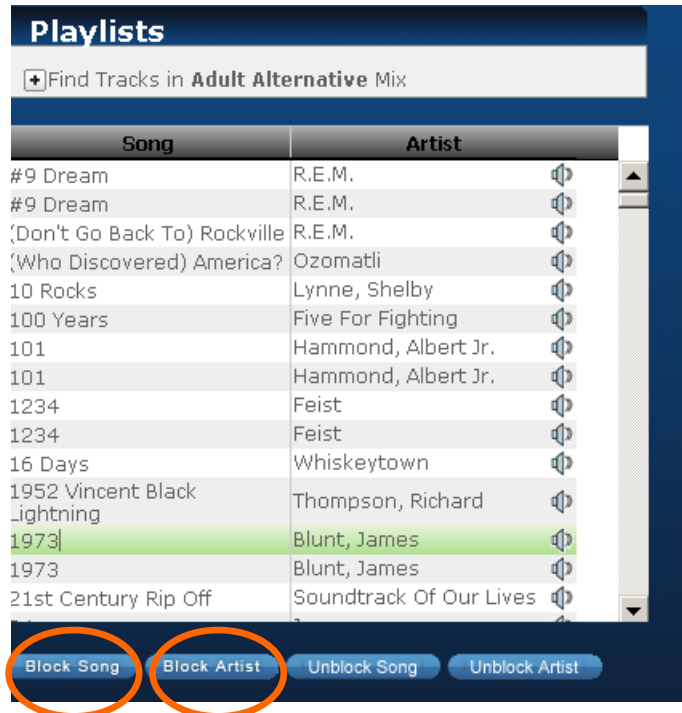If this is a dual zone location, repeat the above steps for the Zone Two blend.

*Note: Serenade players default to dual zone. If only one (1) zone is to be used, this <u>must</u> 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.

How to Block a Song or Artist:

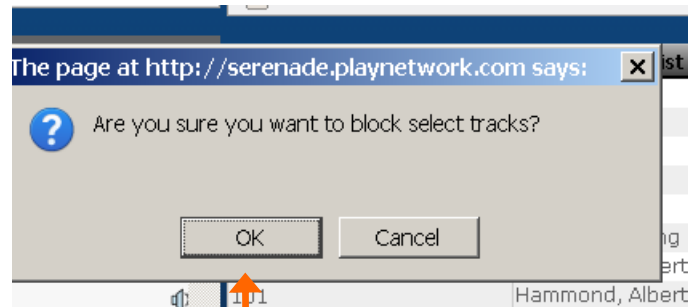From the Main Music tab, highlight a song or artist that you wish to block.

If a song is being blocked, click on the "Block Song" button

If the artist is being blocked, click on the "Block Artist" button
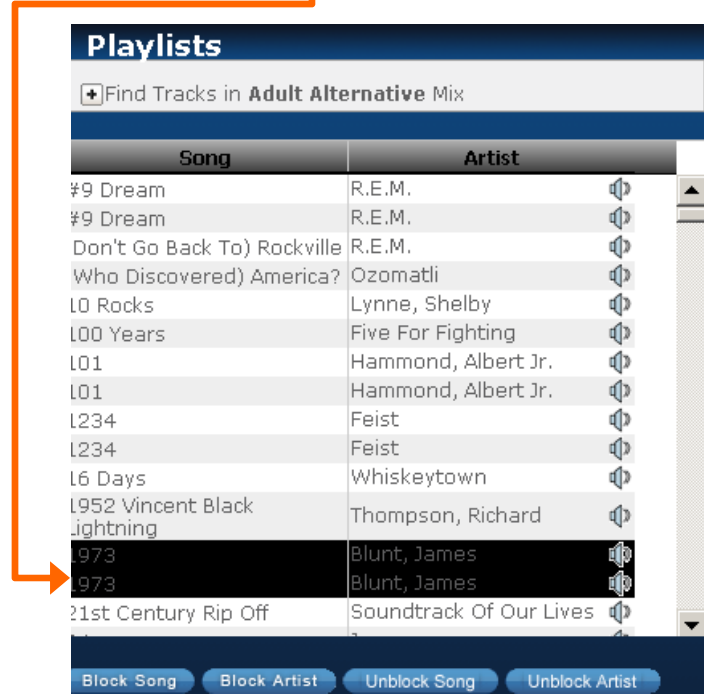
*Note: removing a song or artist will block that song or artist from every Business Music Mix for the entire account.

A dialogue box will appear to confirm your selection:

Click "OK" to confirm the block.

Once a song or artist is blocked, the entry will appear in black.

How to Unblock a Song or Artist:

From the Main Music tab, use the expand option (appears as a small plus sign next to "Find Tracks")

From this expanded view, use the drop down next to the "Blocked" option to view blocked songs or artists.

Then click the "Find" button   -- and a view of all blocked songs or artists will be pulled up.

Select the song/artist that you would like to unblock and click the "Unblock" button.

The artist or song is now available in <u>all</u> music mixes for <u>all</u> locations in this account.

Music Process for Master Service Level:

The Master Service Level allows users to:

▸ Create a custom music blend for each zone

▸ Block songs and artists from all Business Music Mixes

▸ DayPart with up to four (4) additional Business Music Mixes and silence

▸ Schedule multiple themes for groups of locations using one music palette

▸ Listen to business music mixes using the Web Radio application

▸ Listen to individual songs:
  ▸▸ Content for each music mix appears in the right hand column when music mix is selected in center section

There are multiple ways to select music for the Custom Music blends, Holiday mixes and dayparting options. The simplest way is to use the "Edit" feature on the Music Customization Palette.
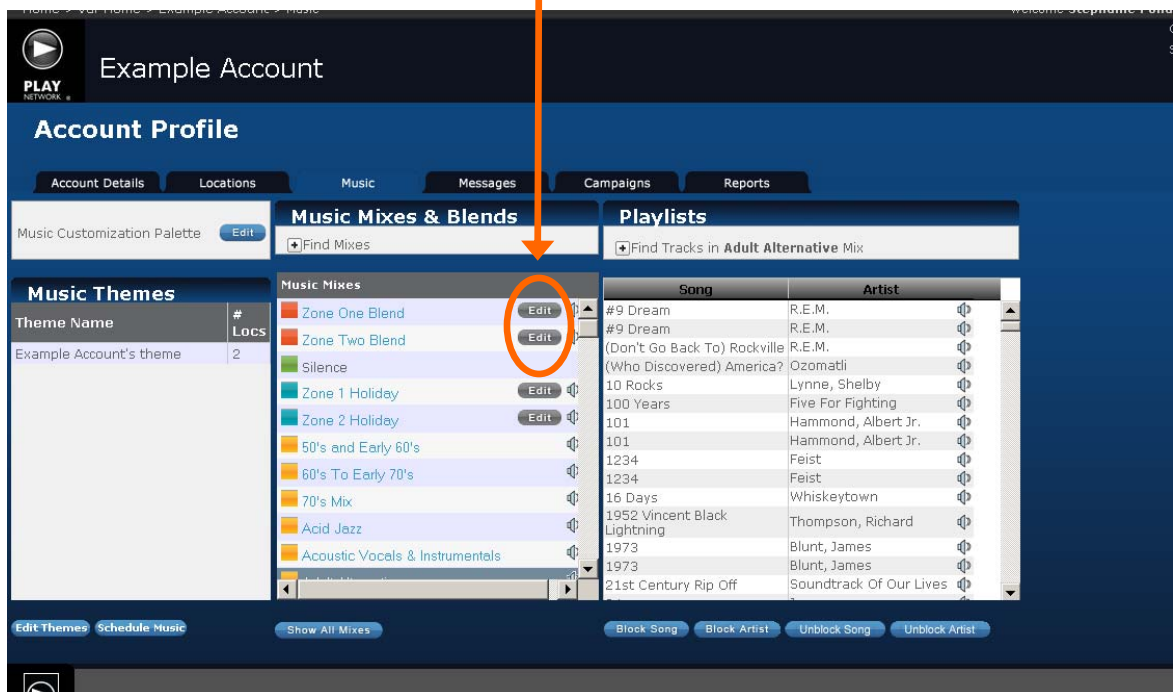
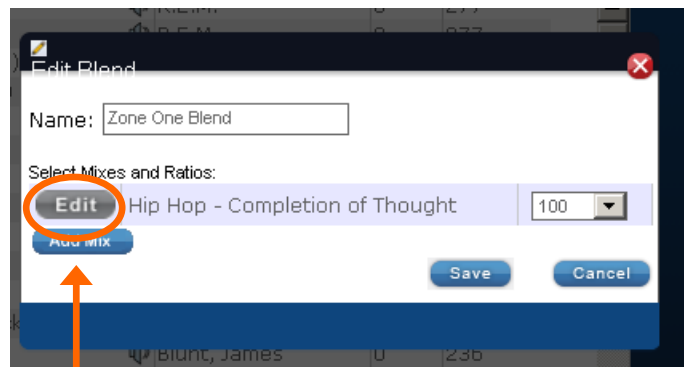When you open this dialogue box, you are viewing the entire Music Palette for the account.

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 option for each zone. To edit a zone's Custom Music blend, click the "Edit" button to the right of the name of the blend. In our example, we will be editing the "Zone One Blend".
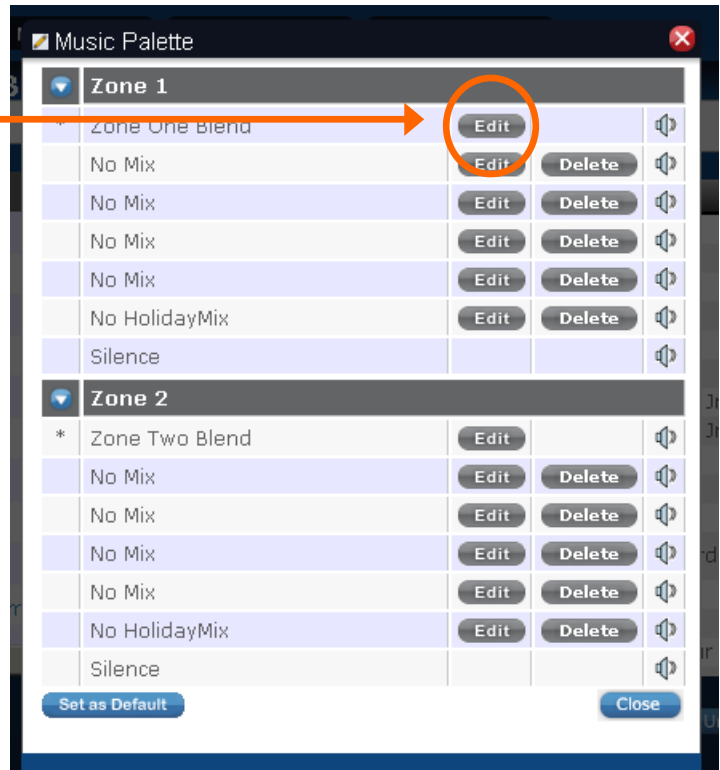
*Note: until selected, the daypart options are listed as "No Mix"

*Note: Serenade players default to dual zone. If only one (1) zone is to be used, this <u>must</u> 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
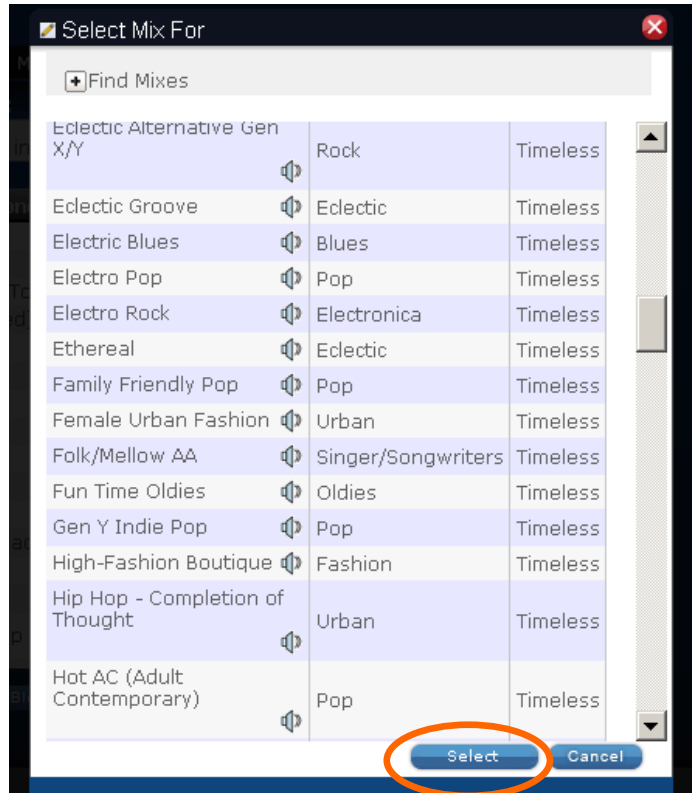

User will see that Hip Hop appears to be filled in as 100%. This is just a place holder, and does not constitute a completed custom blend.

To add your first Business Music Mix, click the "Edit" button to the left of Hip Hop.

This will bring up the full list of Business Music Mixes:

Highlight your choice and click the "Select" button.

*Note: you may only select one (1) music mix at a time.

*Note: up to five (5) Business Music Mixes can be selected for the custom blend.

Once you have selected your music mixes, close the window out by using the red "X" at the top right of the dialogue box.

This will direct you back to the Music Blend dialogue box:

These selected blends now need to be mixed by percentage. Use the drop down boxes to the right of the music mix names to select the percentage of each mix.
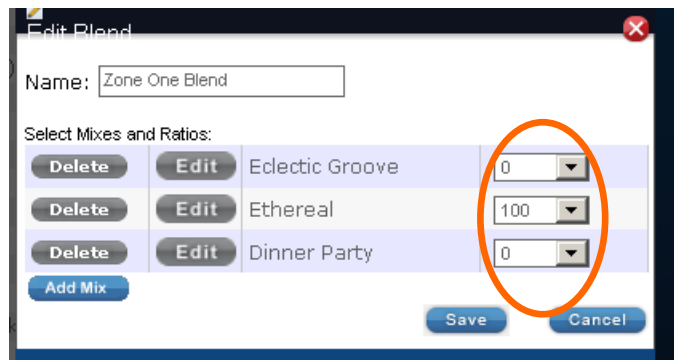
*Note: Percentage total must add to 100%
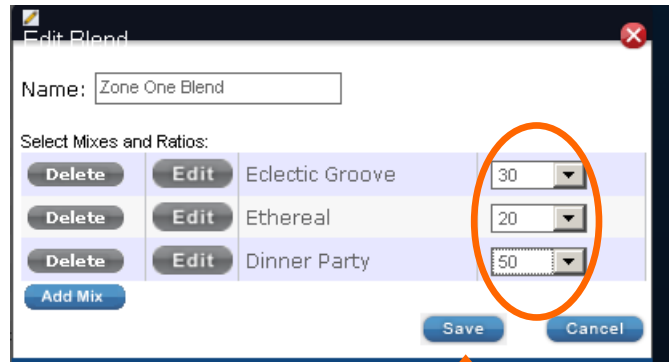
Once finished, click the "Save" button

If this is a dual zone location, repeat the above steps for the Zone Two Blend.

To select daypart music options, go back to the Music Palette screen:

The dayparting fields are originally listed as "No Mix"

To add a music mix, click on the
"Edit" button to the right of No Mix

This will bring up the full list of Business Music Mixes:

A completed Music Palette is required prior to player shipment. In order to classify as a completed Music Palette for a Master Service Level, the account will need to include at least one (1) music mix selected for each Zone Blend and at least one (1) daypart option for each zone.

Highlight your choice and click the "Select" button.

*Note: you may only select one (1) music mix at a time for each daypart field.
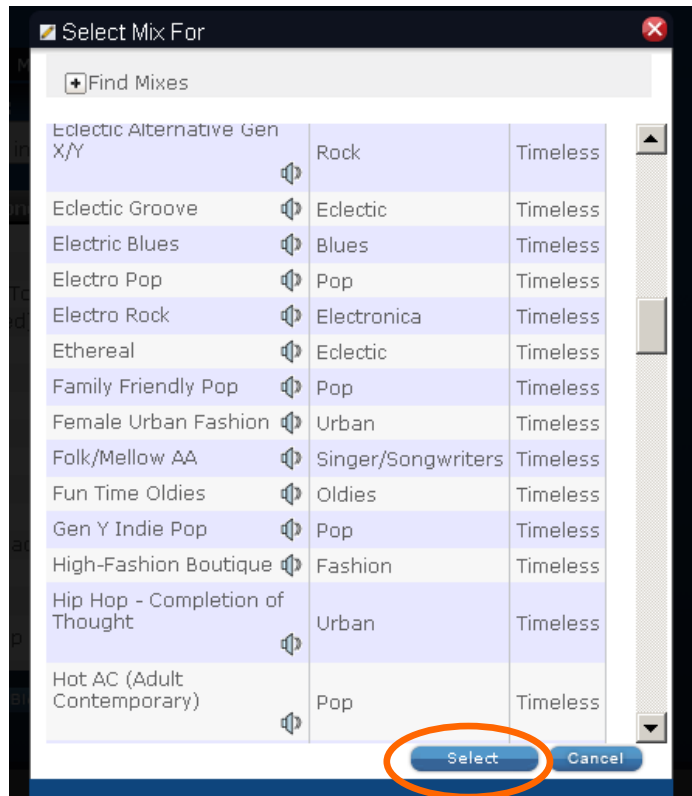
If this is a dual zone account, repeat the above steps to select dayparting options for Zone Two.

Once completed, you will be directed back to the Music Palette screen.
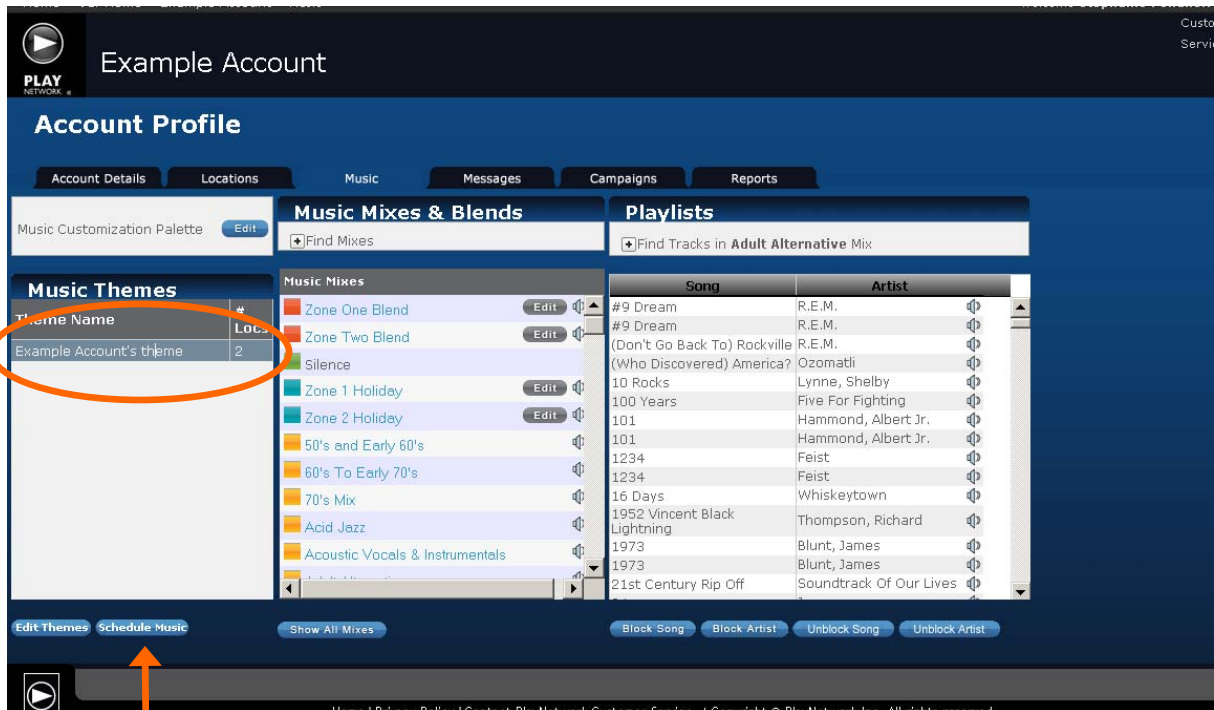
Daypart options that you have selected are now visible:
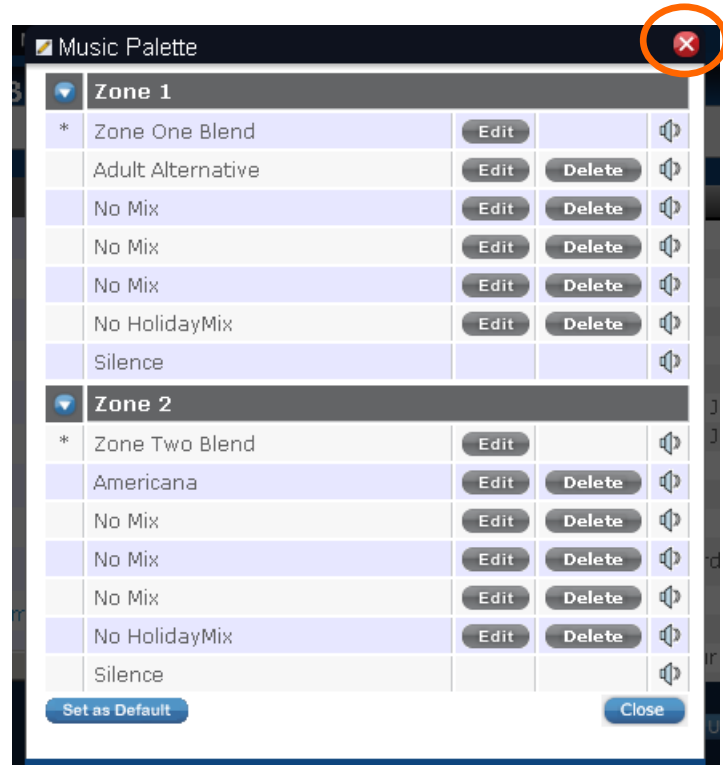
Close the window out by using the red "X" at the top right of the dialogue box.

How to Schedule Dayparting for a Master Service Level Account:

From the main music page, highlight the name of the Music Theme that will be scheduled. In this example, the name is "Example Account Theme".

Then click on the "Schedule Music" button.

This will bring up the dayparting schedule:

You can see the Music Palette options that were selected to the left of the schedule. Currently, Zone One Blend is scheduled as the default for the entire day.

To add one of the dayparting options to the schedule, simply drag and drop the desired music mix into the grey area of the hour schedule.
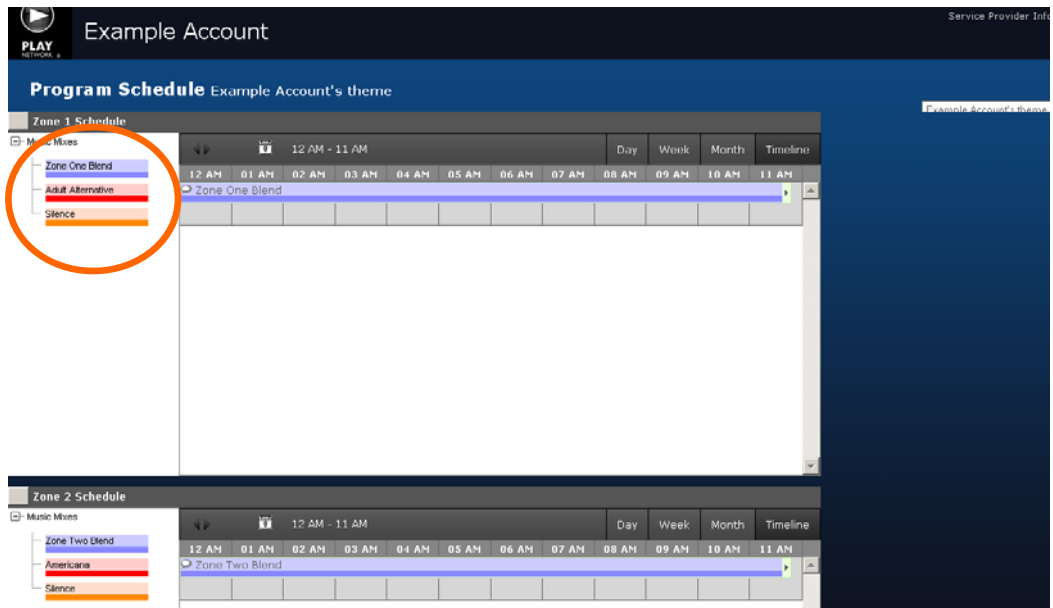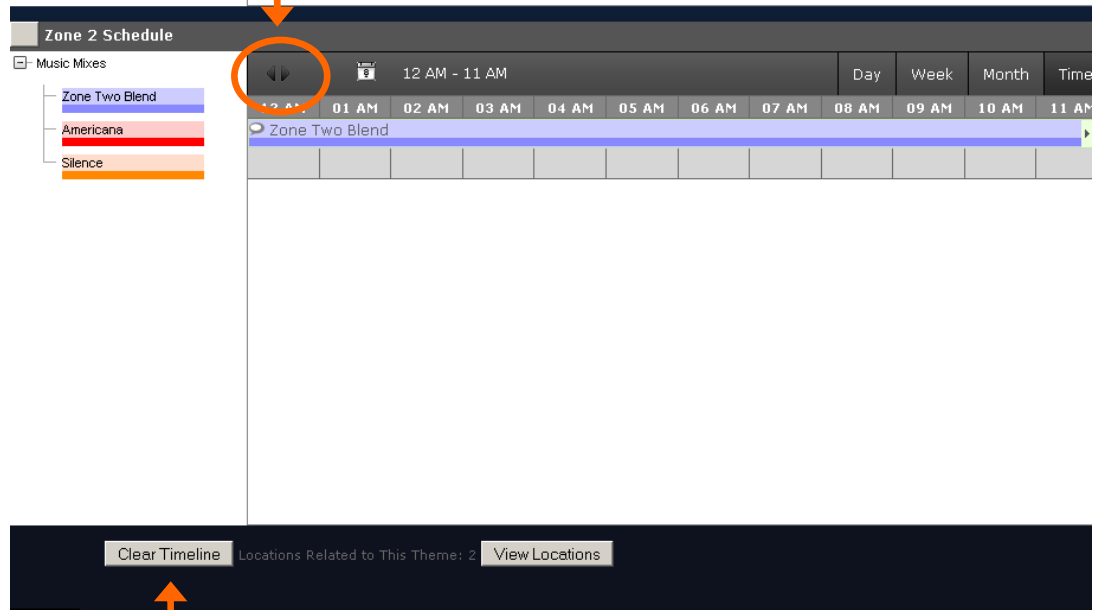

In this example, we are moving Adult Alternative to play between 6am and 7am for Zone One.
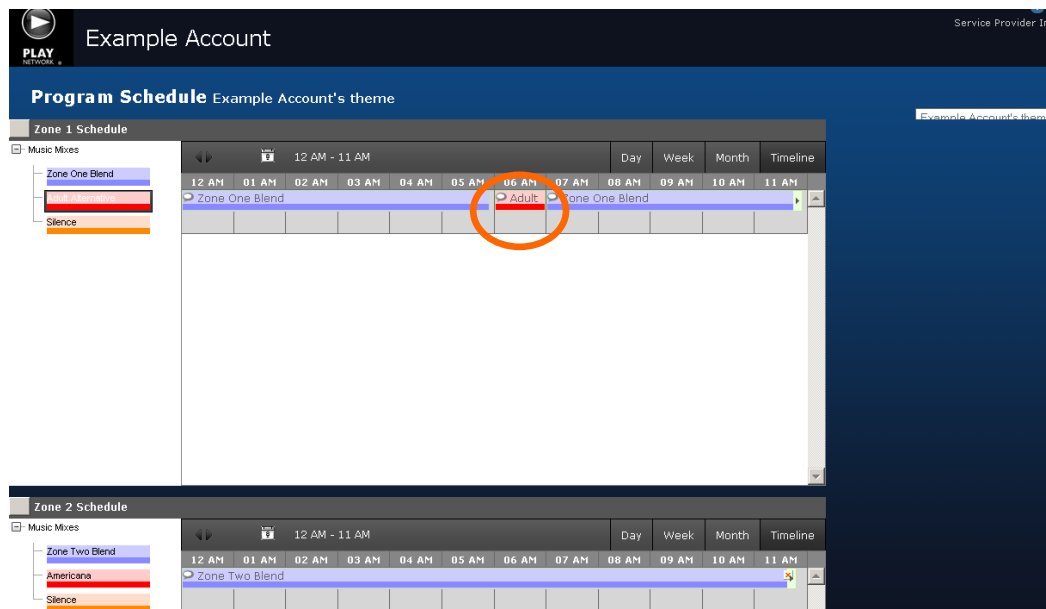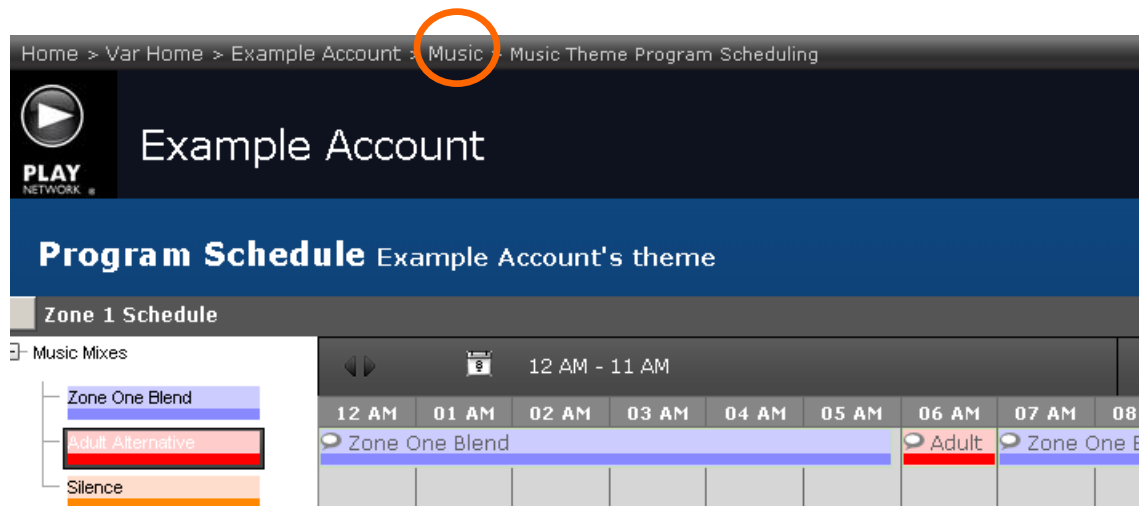
Continue to drag and drop daypart selections into desired timeslots.

To view additional hours of the day, use the black forward and backward arrows just above the 12am slot.

To reset the dayparting schedule, click the "Clear Timeline" button.

Once the dayparting schedule is complete, use the "Music" breadcrumb at the top of the page to return to the Music tab.
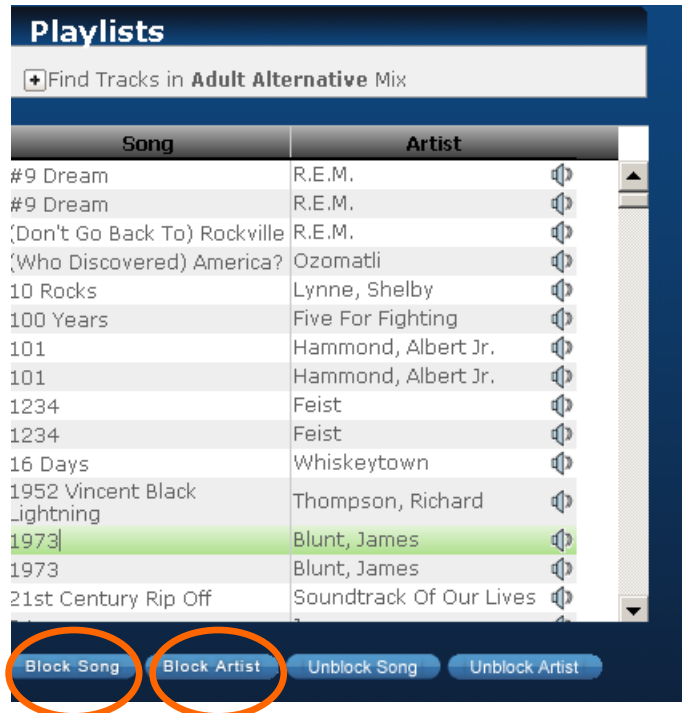
How to Block a Song or Artist:

From Main Music tab, highlight a song or artist that you wish to block.
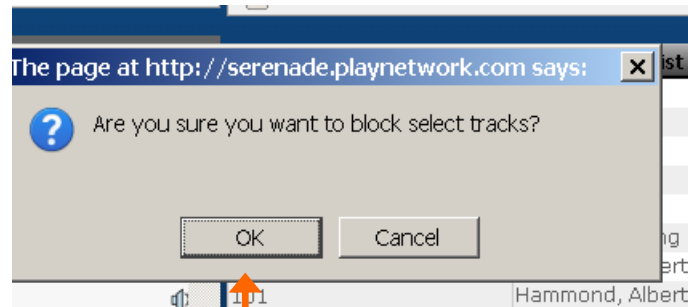
If a song is being blocked, click on the "Block Song" button

If the artist is being blocked, click on the "Block Artist" button
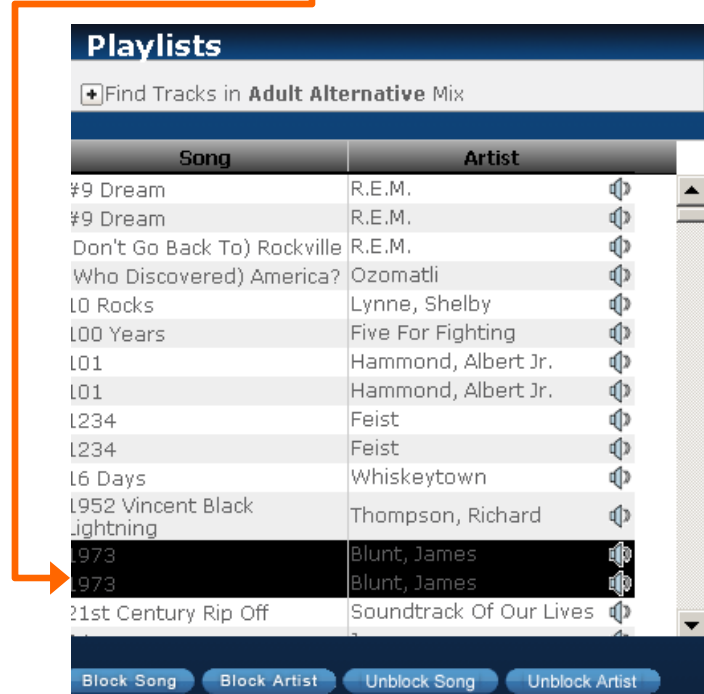
*Note: removing a song or artist will block that song or artist from <u>every</u> Business Music Mix for the <u>entire</u> account.

A dialogue box will appear to confirm your selection:

Click "OK" to confirm the block.

Once a song or artist is blocked, the entry will appear in black.

How to Unblock a Song or Artist:

From the Main Music tab, use the expand option (appears as a small plus sign next to "Find Tracks").

From this expanded view, use the drop down next to the "Blocked" option to view blocked songs or artists.

Then click the "Find" button   -- and a view of all blocked songs or artists will be pulled up.

Select the song/artist that you would like to unblock and click the "Unblock" button.

The artist or song is now available in <u>all</u> music mixes for <u>all</u> locations in this account.

How to Work with Serenade Messaging:

The Serenade web tool supports In-Store and On-Hold messaging regardless of the source of the content. Some examples of messaging sources are:
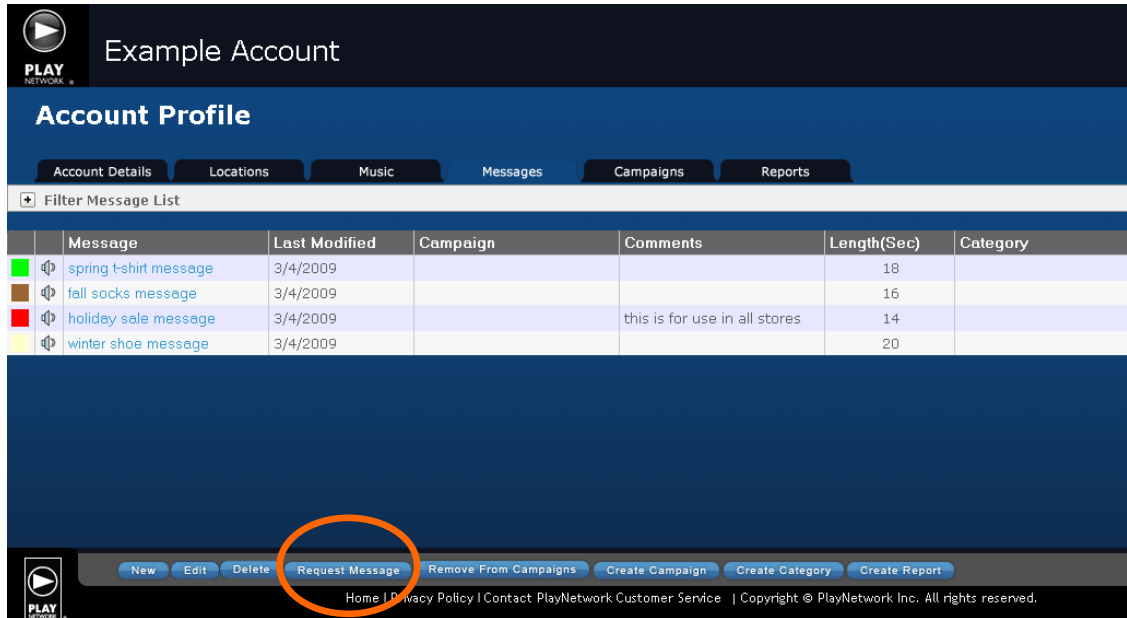
▸ PlayNetwork offers copywriting, production music beds, and fully produced In-Store and On-Hold messaging

▸ Client produced content

▸ VAR produced content

Once messages have been produced, they can then be loaded into Serenade for In-Store or On-Hold use.

If you will be ordering messages through Serenade, the following will assist:

Requesting Messages via Serenade:

Go to the Messages tab and select the "Request Message" button.

This will bring up the Message Production Request dialogue box:

*Note: all areas with red text are required fields. Please see below for instructions on each specific field.

▶ **Message Title:** self explanatory

▶ **Category:** where applicable (additional categories can be added from messages tab)

▶ **Script Instructions:** please select from drop down box

▶ **Script File:** allows user to attach document for scripting info

▶ **Voice Type:** please select from drop down

▶ **Voice Style:** please select from drop down

▶ **Comment:** area can be used for script instructions or any other information needed to be communicated to messaging provider

Click the "Send" button to order message.

Serenade currently supports these file types:

- ▸ MP2

- ▸ MP3

- ▸ WAV

- ▸ WMA

- ▸ FLAC

*Note: if content is loaded into Serenade by any party other than PlayNetwork, the party is responsible for the content, which must be licensed and approved for use.

To create Messaging Campaigns, you will need to load messages into the Messages tab.

Loading Messages into Serenade:

Go to the Messages tab.
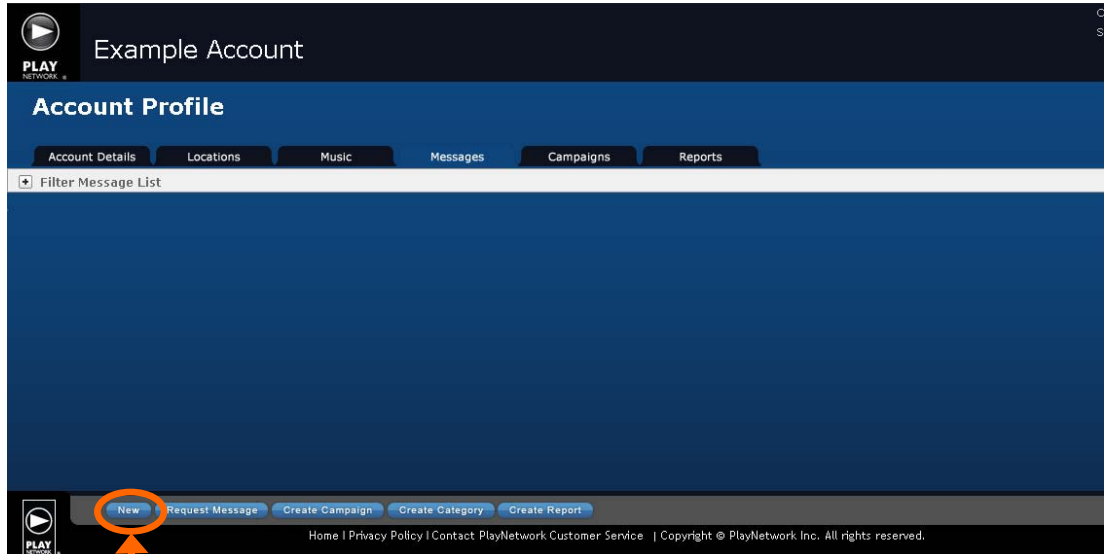
Select the "New" button.

The first time this function is used, the user will be alerted with this dialogue box:

Check the "Always trust content from this publisher" box.

Select the "Run" button
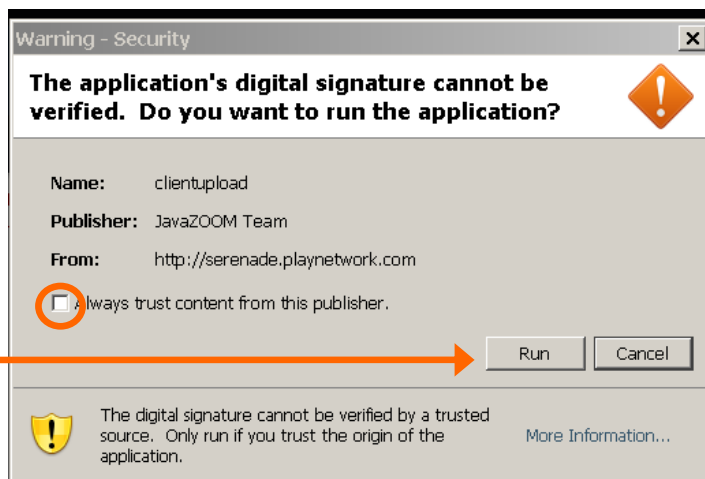
*Note: Adobe Flash Player, a free software download, is required for this application.

Adobe Flash Player can be accessed by going to: http://www.adobe.com/products/flashplayer/

This will direct you to the Upload Messages dialogue box:

There are two (2) ways to load messaging files:

▸ **To load one (1) message at a time:** go to the "File" menu. This will open up a window of files on your computer/network. Select a file to load and click the "Open" button.

▸ **To load up to twenty-five (25) files at a time with drag and drop functionality:** Open the folder on your computer that houses the messaging files in a separate window and minimize so that the messages and Serenade's Upload Messages dialogue box are <u>both</u> visible.
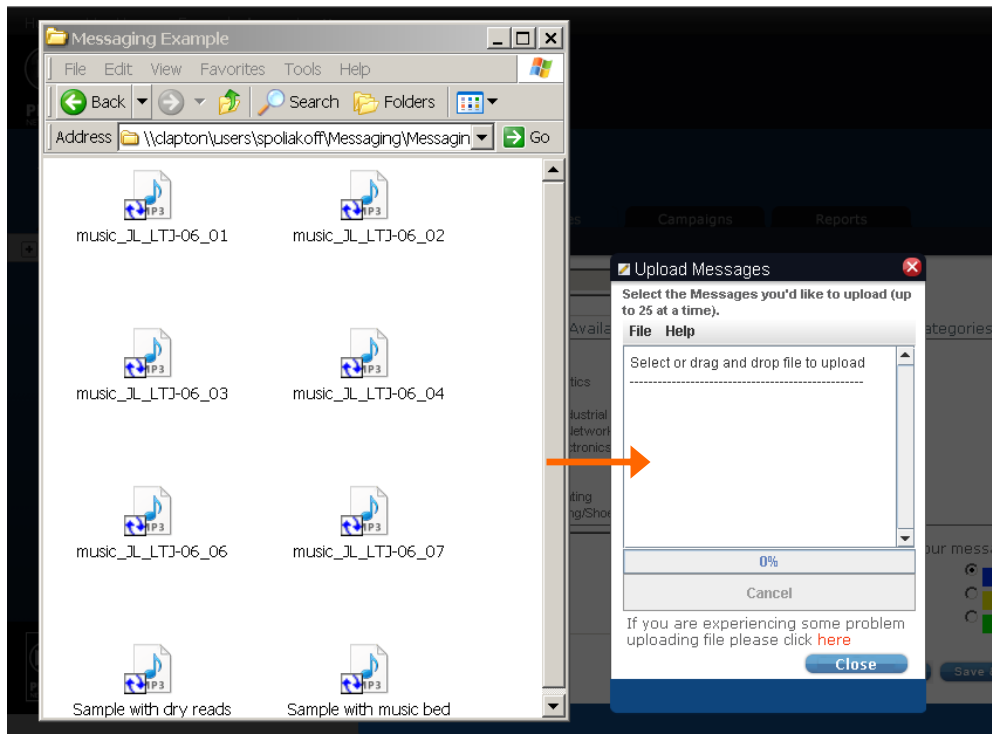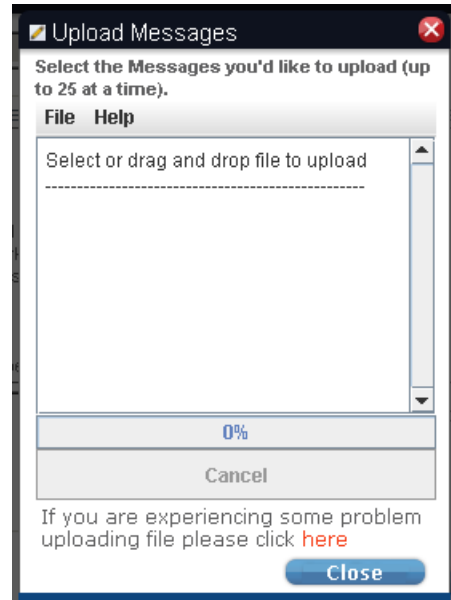
Select the files from your folder (up to 25 at a time) and drag and drop into the white area of the Serenade dialogue box

When messages are uploading, the progress will show in the dialogue box:
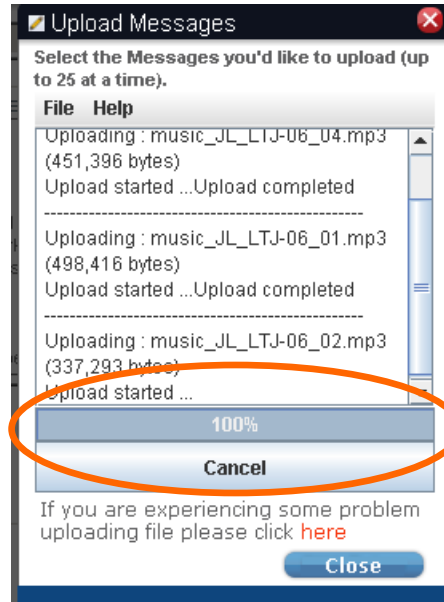
Once upload is completed, the New Message dialogue box will appear:
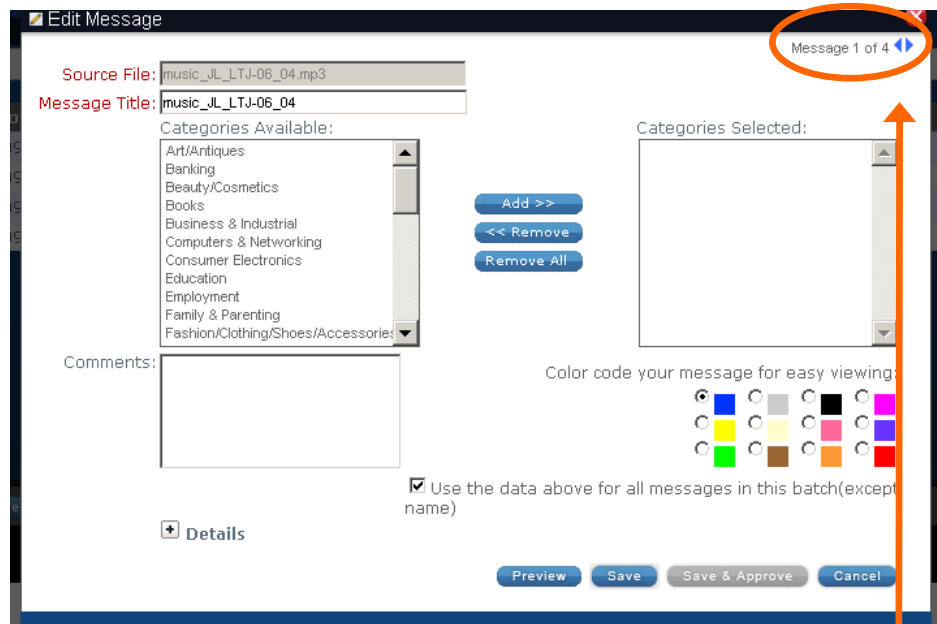
This screen allows user to:

▸ **Rename each of the messages loaded:**
  ▸▸ Four (4) were loaded in this example (see top right).

▸ **Assign categories to each message:** Serenade has existing categories and the option to add additional categories from the Account Details and Messages tabs.

▸ **Add comments to each message:** comments will appear next to the message on the Message tab.

▸ **Color code each message:** color coding can be used to assist with categorizing the messaging library
   ▸▸ **Example:** Fall messages may be brown, Spring may be green, Holiday may be red etc.

*Note: each message must be previewed, saved, and approved prior to use in a campaign.

To preview, click the "Preview" button. This will bring up the Web Radio application
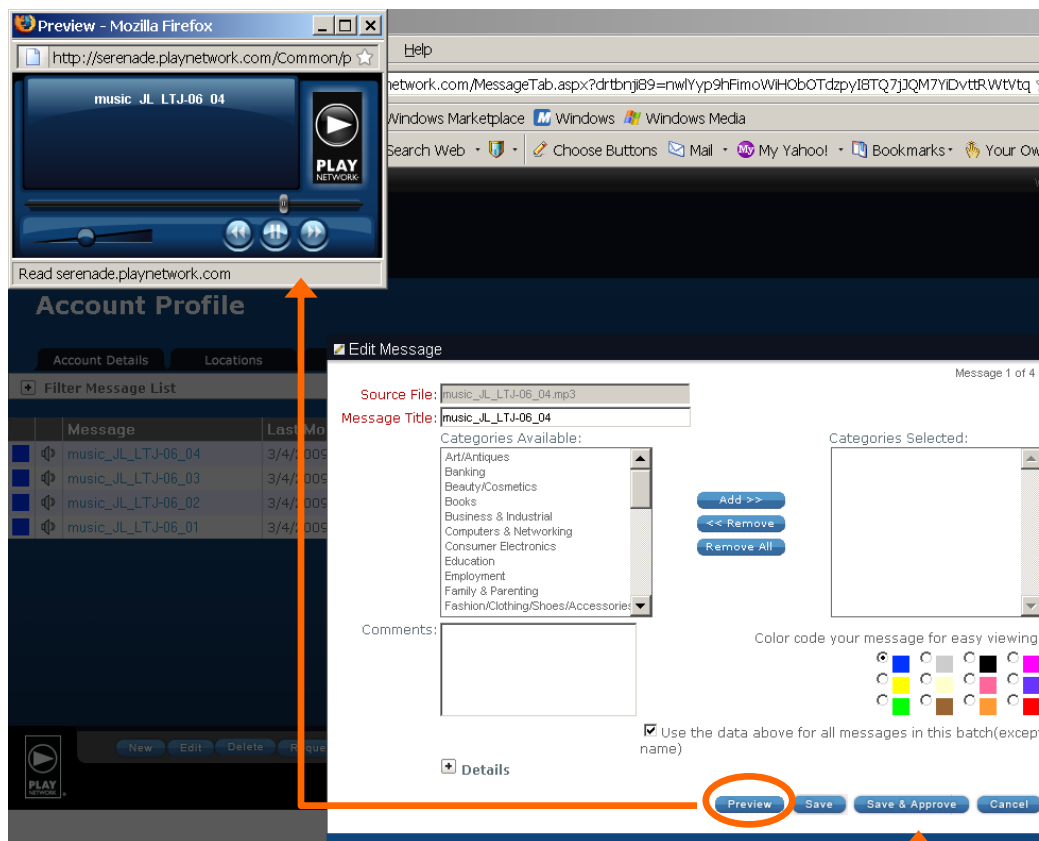
If the content is correct, click the "Save & Approve" button.
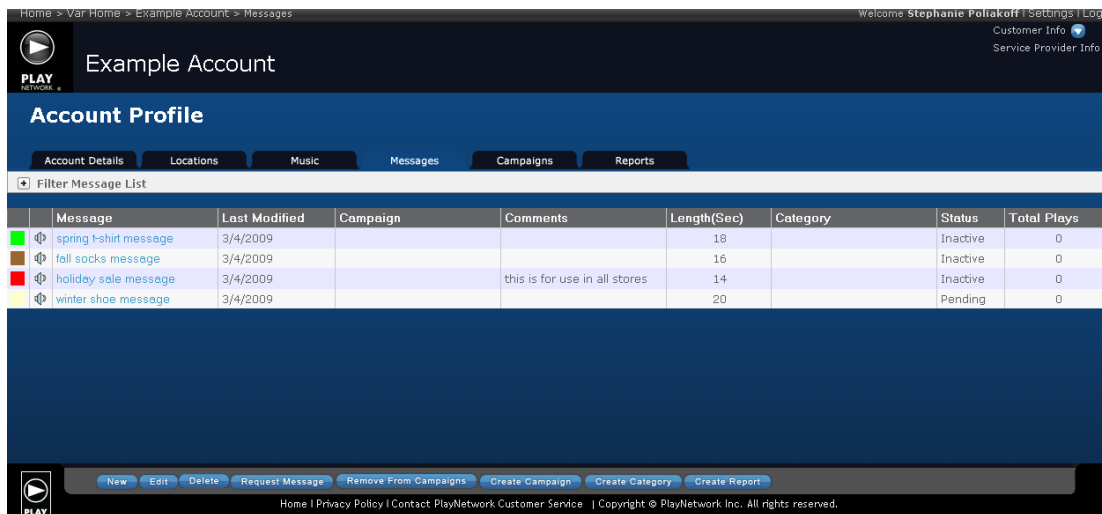
*Note: this process must be followed for each message loaded into Serenade.

The following status names apply to messages in Serenade:

‣ **Pending:** loaded in Serenade, but not saved & approved.

‣ **Inactive:** saved and approved, but not being used in an active campaign.

‣ **Active:** saved, approved and being used in an active campaign.

*Note: only Inactive and Active messages are able to be used in messaging campaigns

Once messages have been loaded, they appear in the Messages Library:

Using the buttons at the bottom of the Messaging tab, the user can:

‣ **New:** add new messages

‣ **Edit:** edit existing messages

‣ **Delete:** delete messages

‣ **Request Messages:** self explanatory

‣ **Remove from Campaigns:** remove messages from campaigns

‣ **Create Campaign:** self explanatory (can also be done from the Campaign tab)

‣ **Create category:** self explanatory

‣ **Create report:** self explanatory (can also be managed from the Reports tab)

Creating a Messaging Campaign in Serenade:

Go to the Campaigns tab.
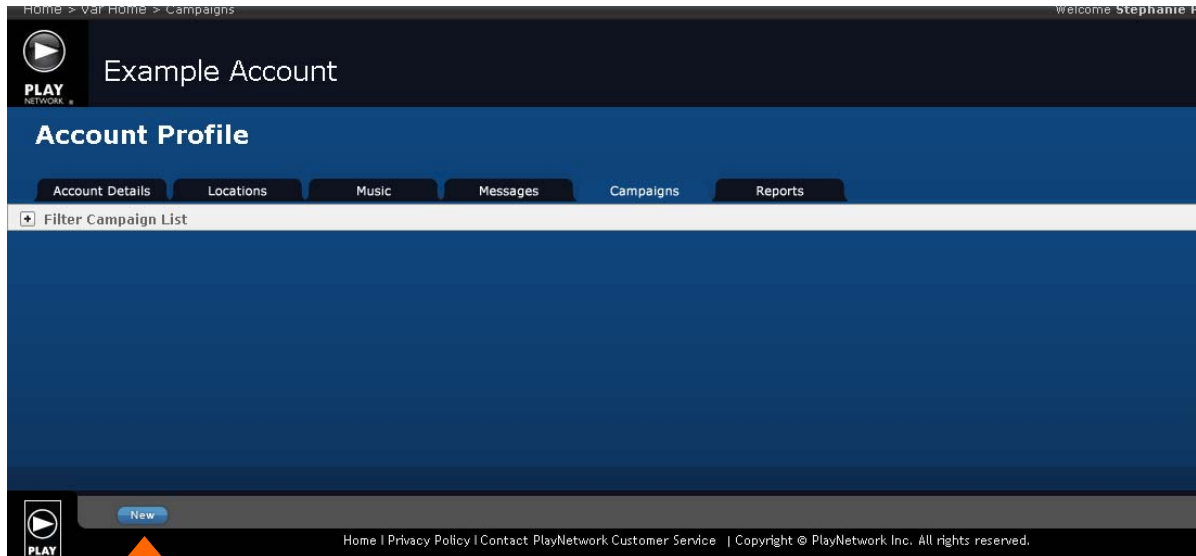
Click on the "New" button

This will bring up the New Campaign Select Messages dialogue box:

From this area, user will select messages to incorporate into a campaign.
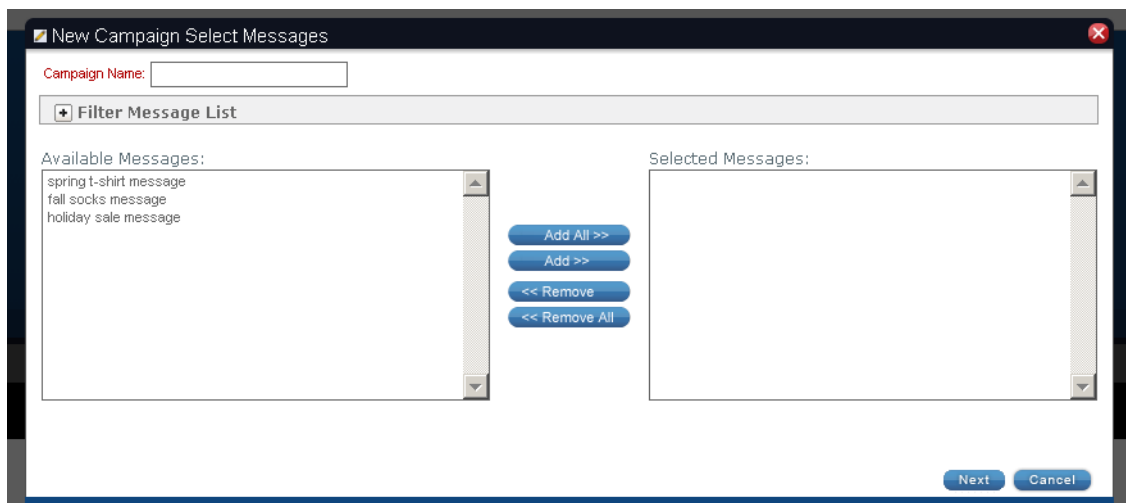
*Note: if messages will be used in sequential order, load them in the order they'll be played. (User does have the option to change the order later).

*Note: only messages that have been <u>previewed,</u> <u>saved</u> and <u>approved</u> will be displayed in this screen. Please see the Edit Message instructions above for a reminder.
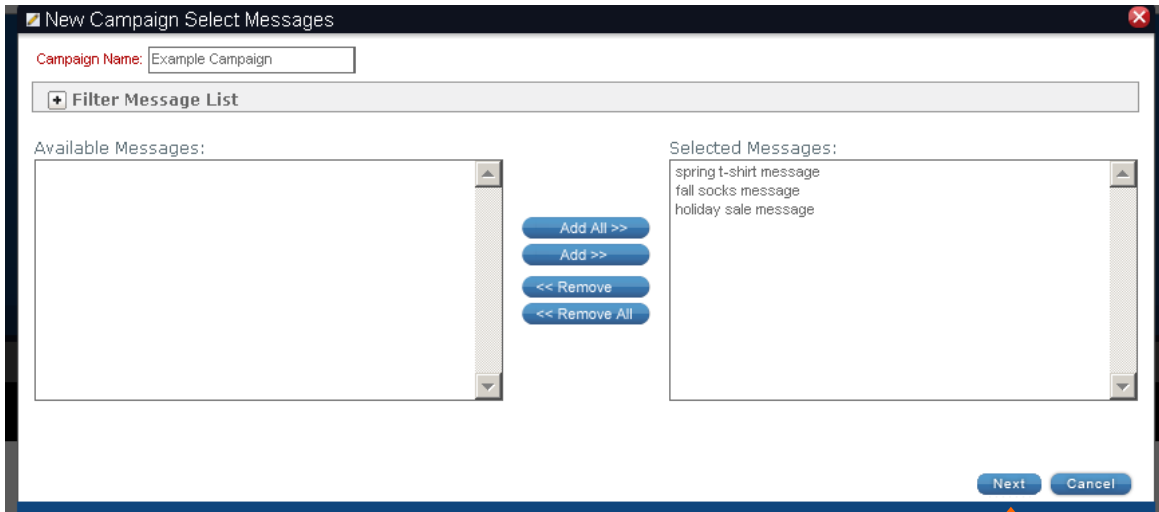
▸ Name the campaign

▸ Select the messages to be included in the campaign

Then, press the "Next" button.

This will bring up the Edit Campaign Dialogue Box:
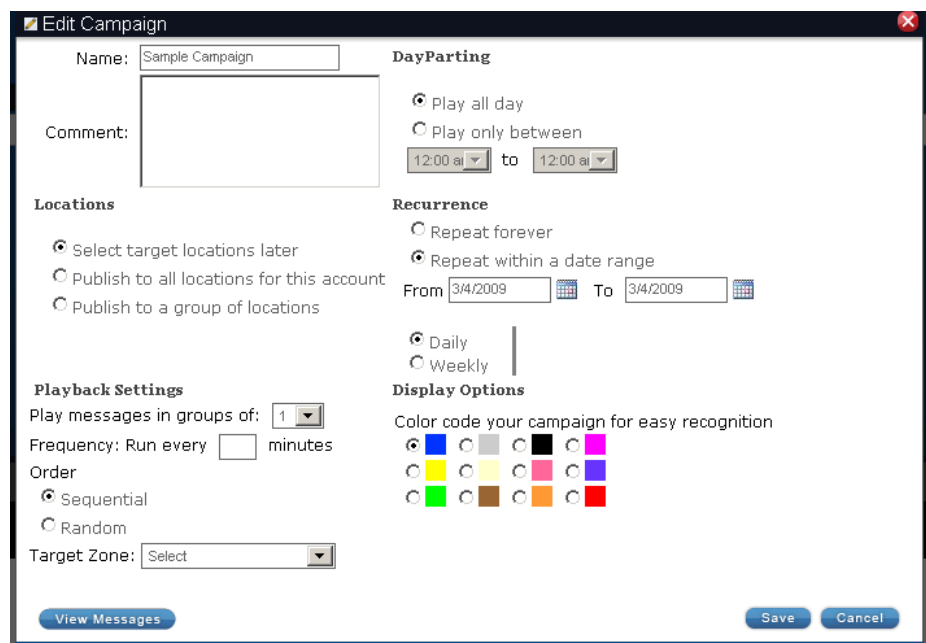
Please see below for instructions on how to fill out the Edit Campaign dialogue box fields.

- **Name:** self explanatory

- **Comment:** will be visible from the Campaigns tab

- **Locations:** select the locations that will receive the campaign

Playback Settings:

- **Play messages in groups of:** please select from the drop down box

- **Frequency:** every "X" minutes
  - If using one (1) messaging loop for On-Hold, choose "0" minutes here.

- **Order:** sequential or random

- **Target Zone:** select 1, 2, or both

DayParting:

- **Play all day**

- **Play only between:** user is able to set a time frame

Recurrence:

- **Repeat Forever:** campaign will play until user comes into Serenade and disables campaign

- **Repeat within date range:** schedules date range and campaign will stop automatically on the end date

- **Daily:** will play campaign every day of the week

- **Weekly:** allows user to select days of the week for campaign to play

Display Options:

- **Color Coding:** color coding can be used to assist with categorizing campaign library
  - **Example:** Fall campaigns may be brown, Spring may be green, Holiday may be red, etc

Click the "Save" button

The Campaign is now visible on the Campaigns tab:
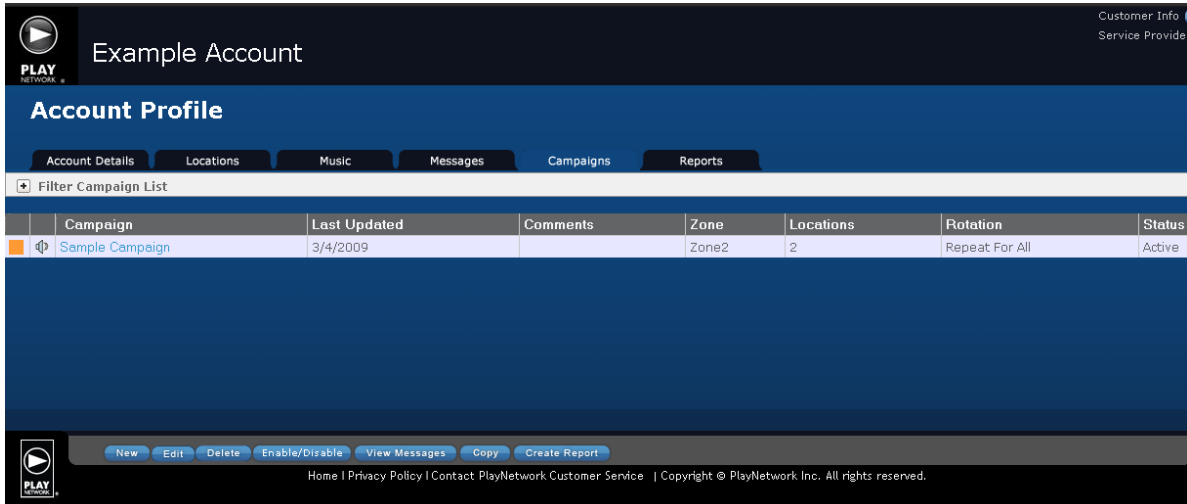
From the Campaigns tab the user can:

▸ **New:** add new campaign

▸ **Edit:** edit existing campaign

▸ **Delete:** delete existing campaign

▸ **Enable/Disable:** self explanatory

▸ **View Messages:** associated with campaign

▸ **Copy:** for use when detailed campaign is built and a slight tweak will allow campaign to apply to a separate campaign. This will need to have a different naming convention

▸ **Create Report:** self explanatory (also available from Reports tab).

*Note: the above is only available if a campaign has been created.

Creating Messaging Reports

Serenade allows users to pull reports with detailed messaging campaign information that pulls directly from network connected C400 player log files.

To pull a report, go to the Reports tab.
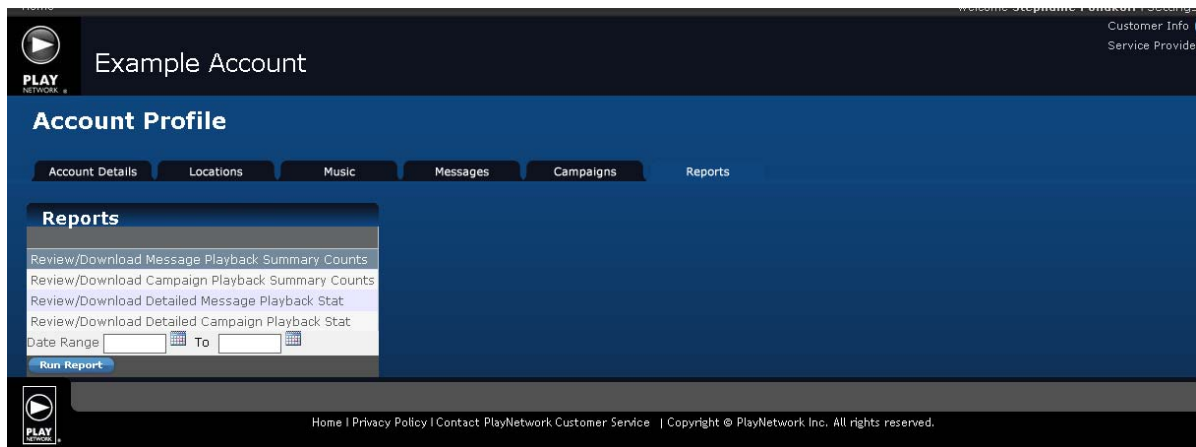
▸ Select from the available reports by highlighting the report line

▸ Enter a date range in the two date fields.

▸ Click the "Run Report" button

When the dialogue box opens, select "Open with Microsoft Excel".

Click the "OK" button.
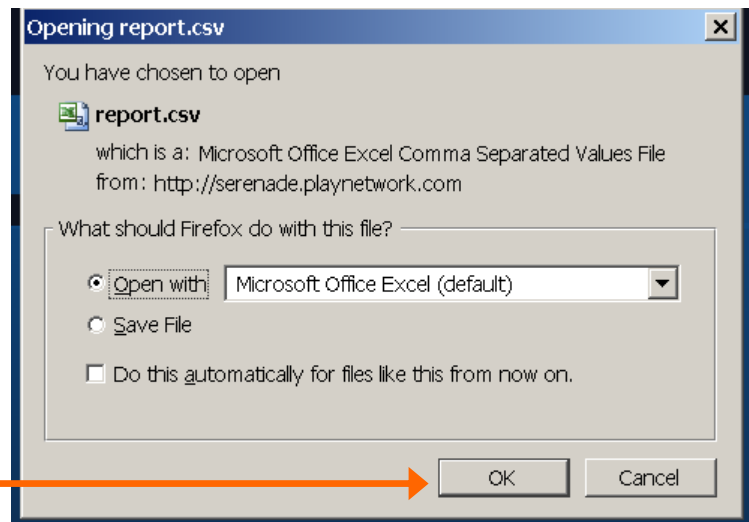
The Report will then open in Excel for use!

Serenade – Basic Functionality:

Open your internet browser and go to: http://serenade.playnetwork.com

Enter your Username and Password

If you forgot your password, enter your user name and click on "Forgot Password". This will reset your password and send the pertinent information to the email address associated with the user name.

If you forgot your user name, or are having additional issues logging in, send an email to: serenadeops@playnetwork.com

In your email, please include the following information, and someone will get back to you as soon as possible:

▶ Contact Name

▶ Company Name

▶ Issue you are experiencing

Creating a Login for a VAR Employee:

From your main VAR home page, click on the "Edit Profile" button.
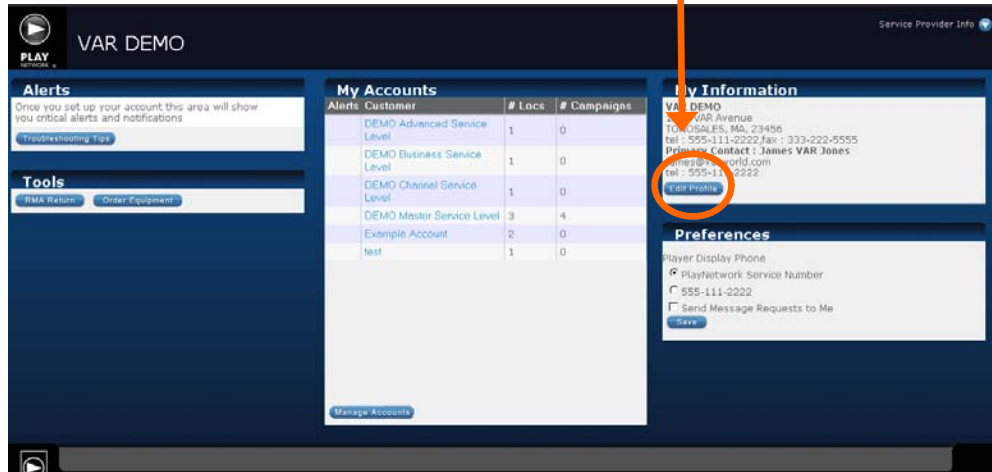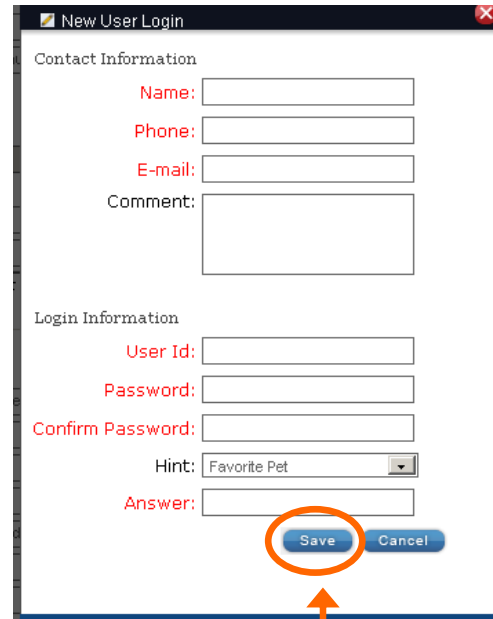
This will direct you to the Company Information dialogue box:
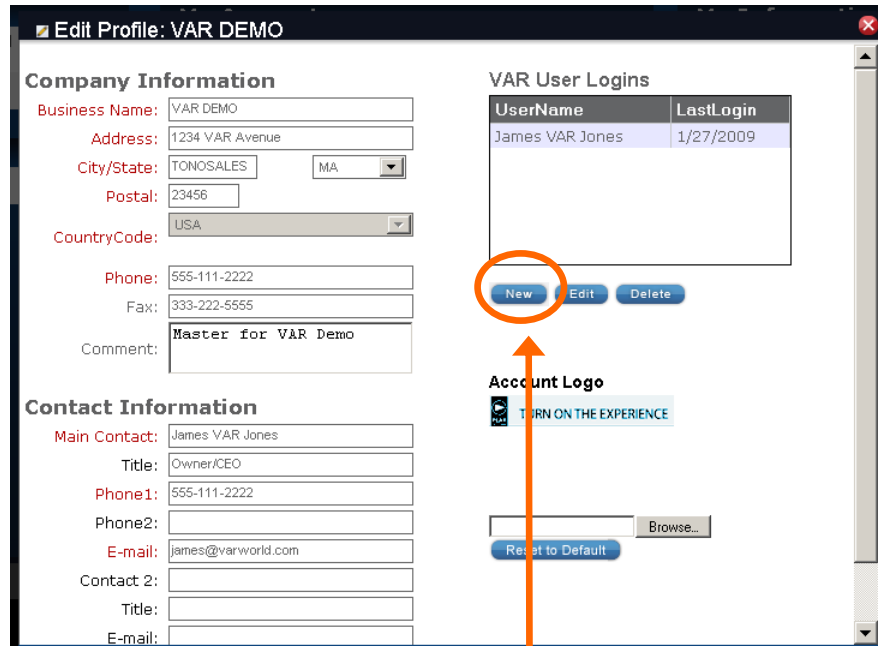
Click the "New" button (found under VAR User Logins).

This will bring up the New User Login dialogue box:

*Note: when adding a user at this level, you are giving user access to all accounts and information under this VAR. If a login is only needed for a specific account, please see instructions for adding user logins for an account.

Please fill in the red (required) fields as follows:

▸ **Name:** person being assigned a login

▸ **Phone:** contact number for person being assigned login

▸ **E-mail:** email address for person being assigned login

▸ **Comment:** optional

▸ **User ID:** this will be the users login

▸ **Password:** this will be the users password

▸ **Confirm Password:** repeat above

▸ **Hint:** must select one from drop down

▸ **Answer:** answer for question selected form drop down

Click the "Save" button.

Lastly, give Login and Password information to user.

Deleting a VAR User Login:

From your main VAR home page, click on the "Edit Profile" button.
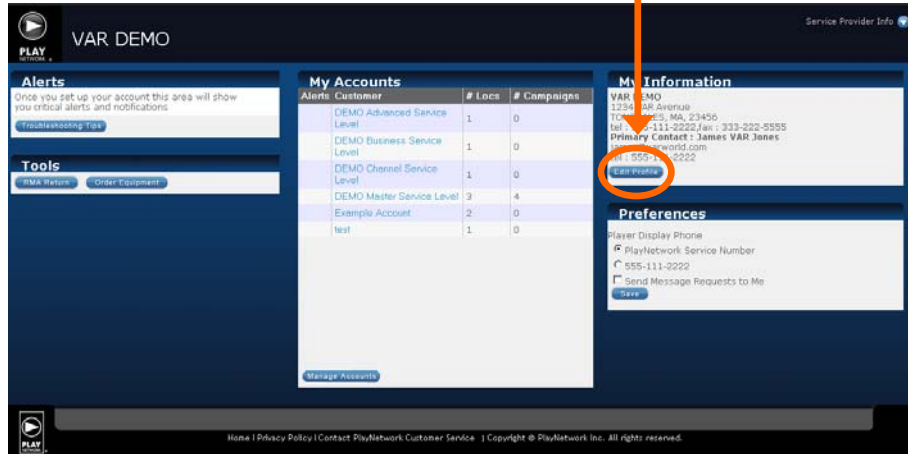
This will direct you to the Company Information Dialogue Box:

In the upper right, you can see VAR User Logins. To delete one, highlight the user and click the "Delete" button.
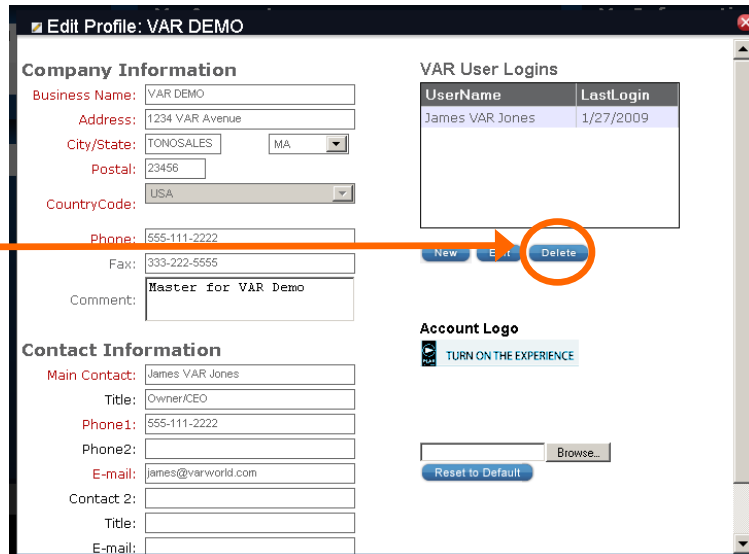
This will bring up the Confirm Delete User dialogue box which gives the option of sending the deleted user an email confirmation:
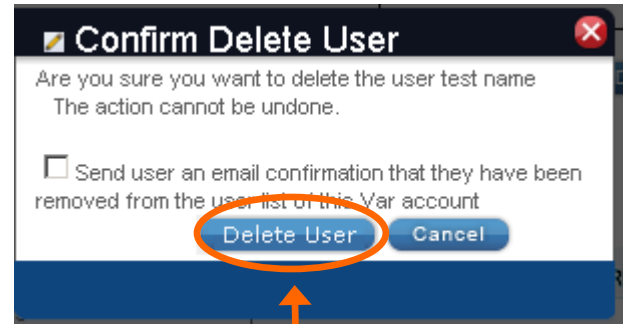
Select "Delete User" button and the VAR login will be removed.

Creating a Serenade Login for an Account:

From the Main Account page, click on the "New" button in the bottom left corner under the User Logins area.
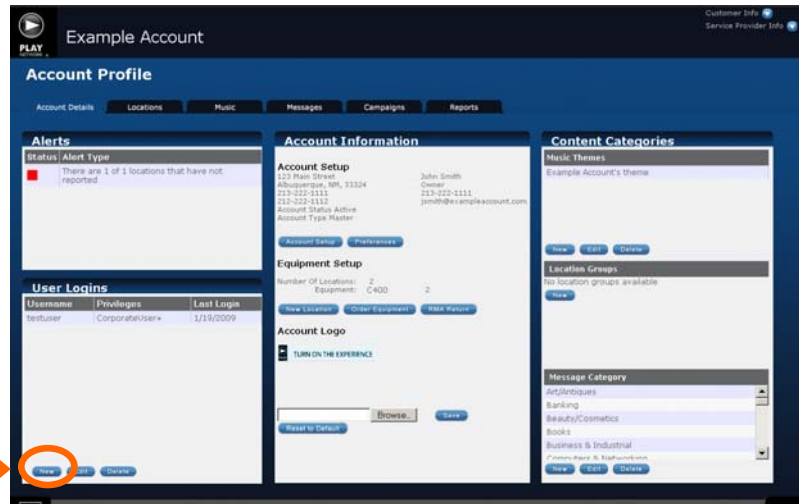
This will direct you to the New User Login dialogue box:

Please see below for instructions on filling in the red (required) fields.

Contact Information:

▸ **Name:** of person being assigned login

‣ **Phone:** of person being assigned login

‣ **Email:** of person being assigned login

Login Information (Main Contact):

‣ **User ID:** this will be the user's login

‣ **Password:** this will be the user's password

‣ **Confirm Password:** repeat above

‣ **Password Hint:** please select one from drop down

‣ **Answer:** answer for question selected form drop down

Please see below for instructions on filling out the right side of the New User Login dialogue box, as each option allows specific permissions for the user.
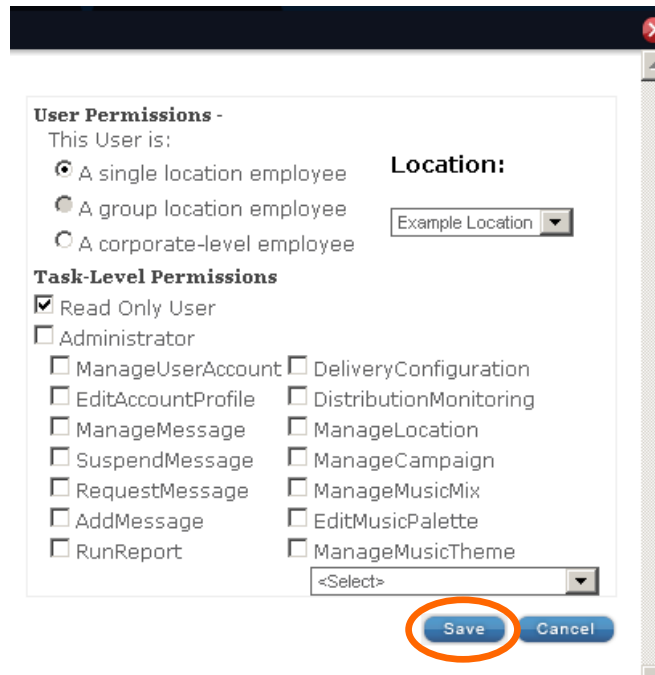
User Permissions:

‣ **A single location employee:** if user being assigned login will only have access to one location.

‣ **A group location employee:** if user will only need access to one specific group (if a specific group(s) is associated with the account - see Main Account page).

‣ **A corporate level employee:** if 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. No changes can be made.

▸ **Administrator:** user has the ability to make changes to areas they have access to.

▸ **Manage User Account:** allows changes to be made to the actual user login area, which allows user to change their own permissions settings

▸ **Edit Account Profile:** allows changes to the master information for the overall account

▸ **Manage Message:** allows access to make changes to the messages in the Messages tab

▸ **Suspend Message:** allows messages to be suspended from campaigns

▸ **Request Message:** allows access to request messaging from messaging tab

▸ **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
   ▸▸ **Note:** users who add 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 in Locations tab

▸ **Manage Campaign:** allows changes/additions/deletions to be made to messaging campaigns

▸ **Manage Music Mix:** allows changes to be made to the music in the Music tab

▸ **Edit Music Palette:** allows changes to be made to the music palette in the Music tab

▸ **Manage Music Theme:** allows for dayparting to be edited for music
   ▸▸ **Note:** if multiple themes exist for account, "all themes" must be selected to allow for access to each theme in the Music tab

Click "Save"

Glossary:

Term	Definition
Blend	A playlist composed using selected percentages of several Standard Mixes
Campaign	A group of messages having the same schedule and playback options
Channel	A user-selectable, continuous playlist
Daypart	A scheduled time period associated with a playlist
Loader	A device for updating content and configuring settings for a Player
Location	A single player at a site
Message	A non-music audio track
Mix	A Playlist based on a Standard Mix
Mix - Blended Mix	AKA Blend
Mix - Business Music Mix	AKA Standard Mix
Mix - Standard Mix	A Playlist defined for general use via the AM website
Palette	A list of Mixes selected for use within an Account
Player	Generally referring to the C400 player
Playlist	Music and messaging selected to play via C400 Player
PlayServer	A system used for remote updating & monitoring on-location players
Program	Music program
Region	A group of locations defined for a common music schedule

Schedule	The total list of Dayparts (music) and campaigns (messages) for a given group of locations (region).
Site	A single physical address
Song	A music track
Track	A song, message or silence
Zone	One of two defined (audio) outputs on a player
Zone Mix	A Mix assigned to either of the two zones on the player