Introduction

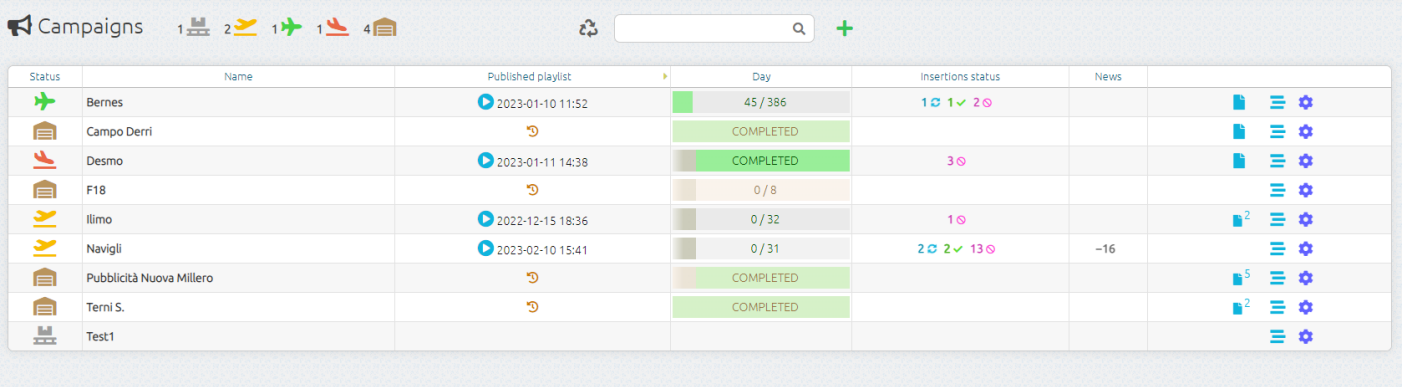
Campaigns make it possible to centrally manage portions of the schedule that are shared across multiple stations. When a campaign is published, it is distributed to all the involved stations by inserting its contents into their respective playlists.

Within each station, one or more advertising spaces can be created for campaigns. Each campaign can then individually decide how and in which advertising spaces its contents should be published.

Insertion spaces to be targeted can be identified either through direct selection or through filtering (by name, tag, kpixel, aspect ratio).

Situations where insertion spaces have different sizes and proportions can be easily managed by applying differentiated filtering within the playlist.

A campaign always includes a start date and an end date, although these dates can be changed with each new publication.



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