PERPETUAL

PERPETUAL MEDIA
PERPETUAL PORTAL TRAINING

Version 1.0
12/09/2022

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<u>Introduction</u>

Before we get started, our team here at Perpetual would just like to thank you for choosing us as a partner in your advertising journey. If you'd like to learn more about who we are as a company or have questions or inquiries for us, we recommend visiting our site **https://perpetualmedia.tv/**.

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To begin you'll need a login and link to our portal. I'll provide the link right here https://live.perpetualpublishing.tv/authentication/basic/login. If you have not yet received your login make sure to reach out to your contact at the perpetual team or email us at support@perpetualmedia.tv.

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*Disclaimer

Perpetual Portal performs best while in use on a PC/Laptop on the browser Google Chrome. Certain features may not work if using another browser, and if you are experiencing issues with the portal we first recommend checking the browser you are using. Perpetual does work on phones, but there are slight formatting issues.

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Version 1.0

Our portal goes through constant updates and changes as we expand and grow. Therefore the info presented in this document might become outdated or inaccurate at some point in time. If you have any questions or concerns in the future about updates or added features feel free to email our support team at support@perpetualmedia.tv.

First Impressions

As an introduction to our portal, the first areas we'll be discussing are the 'Style Settings', 'Home Dashboard', and the 'Navigation Menu'.

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Upcoming Sections

    a. Style Settings

    b. Home Dashboard

    c. Navigation Menu

-

Style Settings

Each time you log onto the portal you'll have the choice to select your session's style settings. You can change these settings in the future by clicking on the settings icon that appears in the top right. With these settings you have the ability to choose between a light and dark color scheme, switch your language direction with RTL Mode, and toggle between different layout systems.

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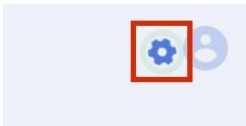
Home Dashboard

Once you've selected your style settings, you'll be greeted to your dashboard. The dashboard provides a summary of your daily performance activity, your number of locations, the number of active

devices you have (this can be faulty at times), your fill rate, your revenue, and even an active live map showing where your devices have been deployed.

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Navigation Menu

To the left is your navigation menu. The navigation menu contains the following pages in order: Dashboard, Device List, Add New Device, Device Enquiry, Videos List, Playlist List, Add New Playlist, Report, Monthly Statement, Locations List, Add New Location, User Manage List, Add New User, Outage Report, Video Analytics Report.

How to Create a Device ID

In this first portion of the portal training you'll learn how to create a new location and assign a device ID to that newly created location. This will be split into two main parts: 'Part 1: Creating New Locations' and 'Part 2: Creating New Devices'. The portal will always be your first step to getting a player installed, and you'll soon learn that the device IDs you create are the login credentials to your players.

Sections

1. Creating New Locations

    a. Introduction to New Locations

    b. Disclaimer to Creating Locations

    c. Navigating to 'Add New' Location Page

    d. Required Info Needed to Create New Location

    e. The Basics of Creating a Location

    f. Potential Issues When Submitting

    g. Additional Info Fields

2. Creating New Devices

    a. Introduction to New Device IDs

    b. Disclaimer to Creating Device IDs

    c. Navigating to 'Add New' Device Page

    d. The Basics of Creating a Device ID

e. How to Find Your New Device ID

Part 1: Creating New Locations

Upcoming Sections

a. Introduction to New Locations

b. Disclaimer to Creating Locations

c. Navigating to 'Add New' Location Page

d. Required Info Needed to Create New Location

e. The Basics of Creating a Location

f. Potential Issues When Submitting

g. Additional Info Fields

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Introduction to New Locations

The very first step in this entire portal process starts here with creating your location. Your main goal of this section is to successfully submit a location form.

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*Disclaimer to Creating Locations

Each location should only have one device ID assigned to it. If you play on deploying two devices in one location, we suggest making a second location for it. This will make the revenue reporting data less confusing in the long-run.

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Navigating to 'Add New' Location Page

Using the navigation menu, find 'Location', then select 'Add New'. If done correctly, you'll be taken to the 'Location Details' page.

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Required Info Needed to Create a New Location

Before we start filling out the location info fields, here's a quick list of what info you'll always need to create a location:

- Location Name (Has to start with a letter and not contain any special characters)

- Location Address: Street, City, State, ZIP

- Point of Contact for Device Repair: Phone Number, Email (This can be your own contact)

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The Basics of Creating a Location

The 'Add New Location' page may initially seem overwhelming due to all the different parts, but understand that the main purpose of this part of the training is to inform you of just the essential required information needed to create your location. If you'd like to understand more than just the basics then make sure to read the section '**Additional Info Fields**'. For now let's go over just the required info fields.

1. Location Name
    a. Enter the name of the location of where your device is going.
    b. Requirements are that it has to be a minimum of 5 characters, can only start with a letter, and cannot contain any special characters.
        i. Acceptable: Shell and Gas 12th St

  ii. Unacceptable: 12th St Shell & Gas

2. Address 1

 a. Enter the address of the location.

  i. Example: 1400 Broadway St, Santa Monica, CA

3. Location Type

 a. If your device is going on top of an ATM select ATM, if it's going on a monitor in a convenience store then select Convenient Store, etc..

4. ZIP

 a. Enter the five digit zip code of the location.

  i. Acceptable Ex: 90210

5. State

 a. Select the state of the location.

6. City

 a. Enter the city of the location.

7. Phone

 a. Enter the number of your point of contact for repairing the device (this can be your own).

8. Email

 a. Enter the email of your point of contact for repairing the device (this can be your own).

9. Rev Share

 a. Enter a number from 0 to 100

 b. This rev share will not decide what you earn, it is simply just your location manager's viewable revenue share. A location manager is someone who has access to this single location outside of you or your team, and they can only see that single location. You can

create a login for them to see this location's revenue/activity from the 'User Manage'

page which will be discussed later on in the '[Manage Account](#)' section. If you do not

have a location manager then put **0,** (this is most people).

10. Search Location

    a. Enter the address entered in the Address 1 field and select from the drop-down menu

    the address that matches the closest.

11. Playlist

    a. Select a playlist; if you haven't created your own, select any available generic one.

    b. We will go over creating your own playlist in the section '[How to Manage Videos &
    Playlists](#)'.

Once you have all these fields filled out, scroll towards the bottom and submit your location form. If

you've done everything correctly the form will submit and create your location, then direct you to the

'Location List'. If your location form didn't submit then there was most likely an issue with one of the

info fields, but there's no need to panic, we're going to go over all the potential location field issues

and their solutions in the next section. I recommend reading the section '[Potential Issues When

Submitting](#)' even if your form did submit, just in case you come across an issue in the future when

creating a new location.

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Potential Issues When Submitting

Let's go over some of the various errors you may encounter when submitting your location form.

1. Location Name Issues

    a. Name didn't meet the minimum required character length.

    i.

b. Name didn't start with a letter.

    i.

c. Name contained a special character

    i.

2. Email Error

    a. Form is stating that "Email Already Exists".

    i.

        1. This issue is a complicated one, but there is a solution to this error that doesn't require you to have to use a different email for each location. Simply just change the capitalization of one or more of the letters in the email you previously entered.

            a. Example: support@perpetualmedia.tv gave an error stating that the email was already taken, therefore I would change the capitalization of the first letter, making it become Support@perpetualmedia.tv.

3. Required Section Issues

    a. You didn't fill out all required sections.

       i.

Revenue Share % *

Revenue Share

Revenue Share is required!

These are the most common errors when submitting the location form, but if you have a question about one not shown here contact us at support@perpetualmedia.tv, and we'll do our best to provide some clarity.

The next section is the 'Additional Info Fields' so if you'd like to skip this section go to 'Part 2: Creating New Devices'.

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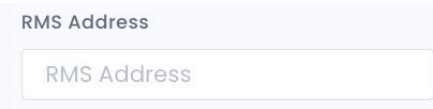
Additional Info Fields

We'll now go over all the sections that appear on the 'Add New Location' form that weren't mentioned earlier. Most of these additional sections either don't usually apply to most users, exist for Perpetual devs, or are mainly just for notes. We'll first discuss the ones that are available to affiliates, then discuss the ones that don't.

1. Note Taking Fields

    a. RMS Address

       i.
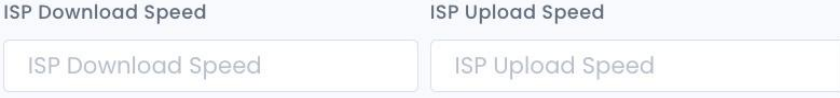
RMS Address

RMS Address

       ii.   Some Perpetual users use Anydesk, which is a remote managing service tool available for T5 Minix and Bluwav X6 players. AnyDesk assigns an unique

nine-digit remote address to each device it's installed on, so the 'RMS Address' field is for storing that remote address.
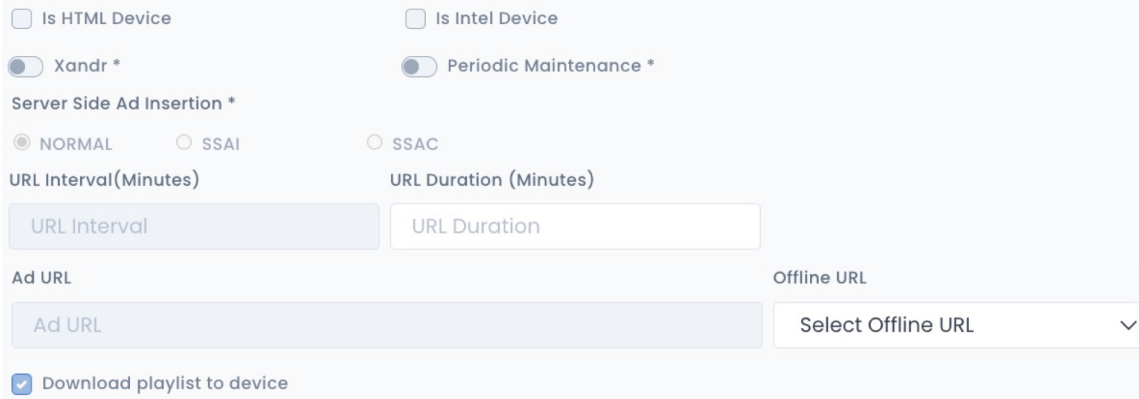
    b. ISP Download Speed / ISP Upload Speed

        i.

        ii. Perpetual always recommends doing an internet speed test on your device at the location so that certain areas of failure can be ruled out if an issue occurs. Speed tests usually give you the internet's download and upload speed, which can be saved in these two fields.

2. Untouchable Fields

    a. Down below are examples of untouchable fields that may confuse you upon initial viewing. Most fields that are grayed out that you don't have access to are for our devs. I'll specifically point out in the image below which sections you can ignore so there's no confusion.

    b.

3. Future Fields to be Deleted

    a. Lastly, sections titled 'Banner Image', 'Template', and 'Theme' will eventually be deleted from the form entirely sometime in the future. Here's an image of what they look like.

i.

Part 2: Creating New Devices

Upcoming Sections

a. Introduction to New Device IDs

b. Disclaimer to Creating Device IDs

c. Navigating to 'Add New' Device Page

d. The Basics of Creating a Device ID

e. How to Find Your New Device ID

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Introduction to New Device IDs

You already did all the hard work with creating your location, now all you have to do is create a device

ID for your location, which is also referred to as a TID (Terminal ID). So let's get into it, your goal for

this section is to create a TID.

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*Disclaimer to Creating Device IDs

Each location should only have one device ID assigned to it. If you plan on deploying two devices in one location, we suggest making a second location for it. This will make the revenue report less confusing.

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Navigating to 'Add New' Device Page

Using the navigation menu, find 'Devices', then select 'Add New'. If done correctly, you'll be taken to the 'Enter Device Details' page.

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The Basics of Creating a Device ID

To create a device ID you'll need to create a pin for your device, and select a location.

1. Pin

    a. Perpetual 100% of the time recommends making the Pin of your device 1234. Since you're dealing with large quantities of devices, using a standard simple pin will make it easier on you.

2. Select Location

    a. The location drop down menu will show you a list of your locations. Just select the location you'd like to create an ID for.

3. Inapplicable Option

    a. Is HMDM Device

    b. You'll see this option appear on your form, but it's for Perpetual devs, so just skip it. If you are one of those specific cases that use HMDM on your devices, check off this box and enter your Device Name as it appears on HMDM.
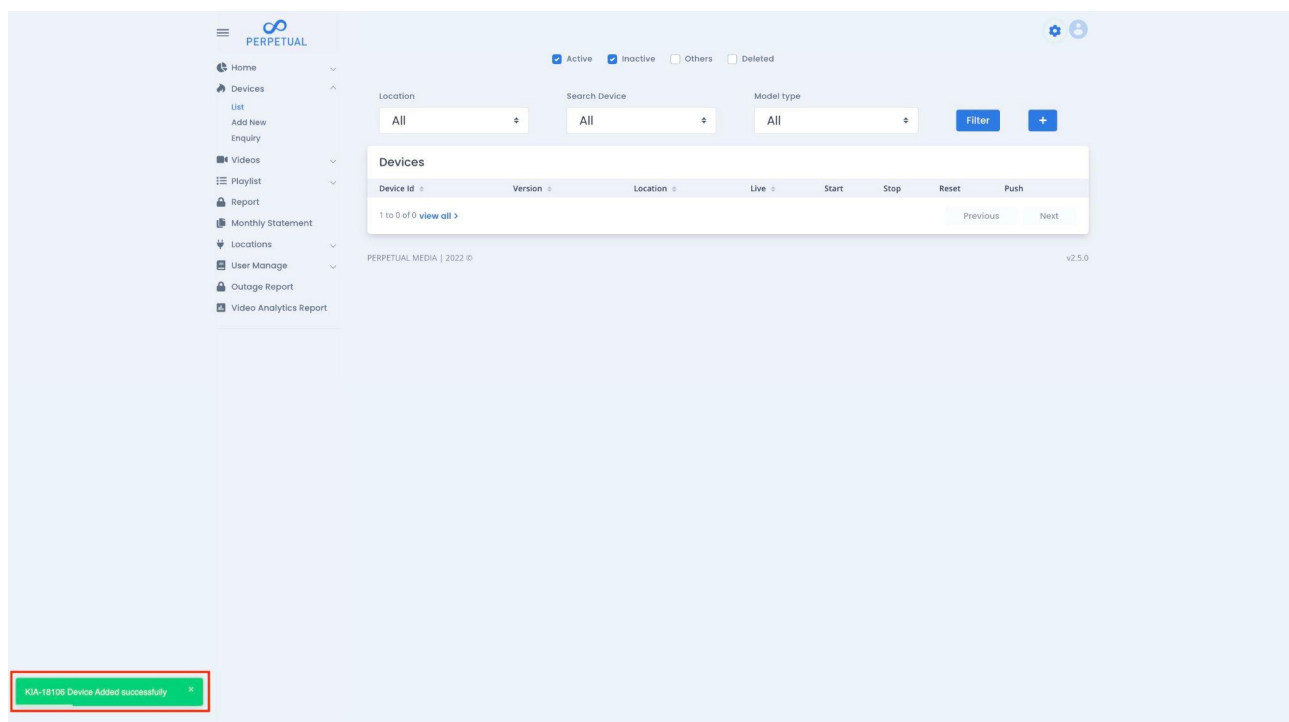
4. Submit

    a. Once you've entered your Pin and have selected your location just press the submit button, and it'll create a new Device ID for you.

-

How to Find Your New Device ID

Once you've successfully submitted your form, your new device ID will appear in the bottom left of the screen for a brief moment, which will be shown in an example below. What if you need to find it later on though? Well that's what we're going to discuss next. You can find this specific part in the section 'How to Manage Devices: Part 1: Device List: <u>How to Find a Specific Device ID</u>' on page 18.

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How to Manage Devices

You've now successfully learned how to create device IDs which will allow you to login to your devices and deploy them. Once you've deployed these devices you'll need a way to manage their activity though, so this section is going to show you exactly how to do that. This section will be split into four main parts: 'Device List', 'Location List', 'Device Enquiry', and 'Outage Report'.

Sections

1. Device List

    a. Introduction to Device List

    b. Navigating to Device List

    c. How to Find a Specific Device ID

    d. Device Sorting Tools

    e. How to View Device Activity

    f. Device Activity Tools

    g. How to Edit & Delete a Device

2. Location List

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    f. How to Edit & Delete a Location

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      b. Navigating to Device Enquiry

      c. How to Use Device Enquiry

4. Outage Report

      a. Introduction to Outage Report

      b. Navigating to Outage Report

      c. How to Use Outage Report Filters

      d. How to View & Sort the Outage Report

Part 1: Device List

Upcoming Sections:

    a. Introduction to Device List

    b. Navigating to Device List

    c. How to Find a Specific Device ID

    d. Device Sorting Tools

    e. How to View Device Activity

    f. Device Activity Tools

    g. How to Edit & Delete a Device

-

Introduction to Device List

The 'Device List' is the page you'll visit the most on the portal. It does a great job at showing you the

activity of your device, and has a ton of great tools that allow you to manage your devices. It also has

great filtering and sorting options, which effectively saves you time by helping you find exactly what

you need.

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Navigating to Device List

Using the navigation menu, find 'Devices', then select 'List'. If done correctly, you'll be taken to the

'Device List'.

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How to Find a Specific Device ID

The device list has filtering options at the very top, which allow you to filter between 'Active' devices,

'Inactive' devices, 'Others' (which will show you any device ID that hasn't been logged into yet as well

as devices that haven't connected to the Perpetual server), and 'Deleted' devices. You can either

check off the Active, Inactive, and Others box to view all your device IDs at once, or just select one

group to view at a time.

-

Beneath that you'll see the filtering drop down menus titled 'Location', 'Search Device', and 'Model

Type', along with the filter button right next to them. If you use these filtering drop down menus in

addition to the device filtering tool, you'll have the ability to find an exact location's TID and activity.

Just make sure that the device ID you're searching for matches your filtering criteria.

- For example, if the device ID you've just made isn't showing up, it may be because the 'Others' box at the top isn't checked off, therefore it's not showing all device IDs.

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Device Sorting Tools

You also have the ability to sort the device list as you like using the sorting tools. You can sort alphabetically (A-Z) or (Z-A) by sorting 'Device ID', 'Device Version', 'Location Name', or 'Live Status'. All you have to do is click on one of the titles and it'll sort the list.

-

When it comes to sorting the 'Live' row, it'll allow you to sort (online to offline) or (offline to online). This is great to use when you're trying to see which of your devices are offline.

-

How to View Device Activity

To make it simple, the 'Live' row of the device list is where you'll look to see if your device is online or not. If you see an orange live symbol it's indicating that your device is online. If you see a thunderbolt, it's indicating that your device is offline. (FYI devices can go offline for a multitude of reasons, from faulty playlist, to bad internet, to monitors being turned off.)

- Online Device Ex:

-

- Offline Device Ex:

Kia Test Device 2

-

-
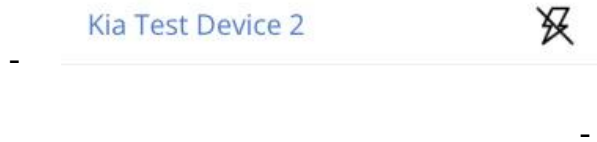
Device Activity Tools

We also have four great tools that can help manage your device. The four tools are the Start, Stop, Reset, and Push tool.

- Start & Stop Tools

    | Start | Stop |

    -
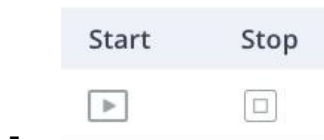
    - If you press the Stop tool it'll close out the Perpetual TV app.

    - If you press the Start tool it should start the Perpetual TV app.

- Reset Tool

    Reset

    -
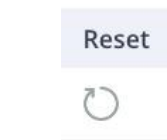
    - If you press the Reset tool it will restart the Perpetual TV app.
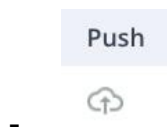
- Push Tool

    Push

    -

    - The Push tool has two main purposes. It restarts the Perpetual TV app, but also redownloads your internal playlist to your device. This is the tool to use if you have to update a playlist, which is mentioned in section 'How to Manage Video & Playlists'.

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How to Edit & Delete a Device

Now that you know how to create a device, let's go over how to edit and delete devices. The edit/delete buttons are to the far right of the Device List.

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- Edit Device

    - By clicking on the blue edit button, it'll take you to your device's details page. It's not common that you'll have to edit your device, but the device details page can give you some good device info, such as your device's model, your device's OS version, and it'll even allow you to edit your device's pin.

- Delete Device

    - If you need to delete a device ID due to making multiple, or just no longer needing it, all you have to do is press the gray delete button. Device IDs also automatically delete after 3 months of inactivity, so make sure you're monitoring your devices. To find your deleted device IDs all you have to do is check the 'Deleted' box that appears at the top of the device list, and press filter.

Part 2: Location List

Upcoming Sections:

a. Introduction to Location List

b. Navigating to Location List

c. How to Find a Specific Location

d. Location Sorting Tools

e. Location Activity Tools

f. How to Edit & Delete a Location

-

Introduction to Location List

The 'Location List' shows you your list of locations and is where you have to go to edit location

details, or change a location's playlist. It also has the same device activity tools from the device list,

and similar filtering and sorting options.

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Navigating to Location List

Using the navigation menu, find 'Location', then select 'List'. If done correctly, you'll be taken to the

'Location List'.

-

How to Find a Specific Location

To find an exact location on the 'Location List' click on the 'Location' drop-down menu which shows

the name of every location created. All you have to do is find and click on the one you're looking for

and press the filter button.

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-
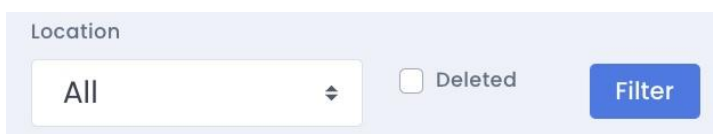
Location Sorting Tools

You can sort the location list using the sorting tools. You can sort by 'Location Name', 'Location ID',

'State', 'City', and 'No of Devices'. All you have to do is click on one of the titles and it'll sort from A-Z,

or Z-A.

Name ⇕	ID ⇕	State ⇕	City ⇕	No of Devices ⇕
Kia Test Device 1	KIA-7509	California	Santa Monica	2

-

(Tip: The ID on the location list is not the device ID you use to sign-in with. The location ID is for

identifying the location. The two IDs have entirely different purposes, and the loc ID can not be used

as the device ID.)

-

Location Activity Tools

The activity tools shown earlier are also available to you from the location list. There's a start, stop,

restart, and push tool.

- Start/ Stop Tools

Start	Stop
▷	▢

  -
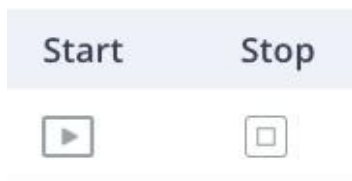
    - If you press the Stop tool it'll close out the Perpetual TV app.

    - If you press the Start tool it'll start the Perpetual TV app.

- Restart Tool

Restart

-

- If you press the Restart tool it will restart the Perpetual TV app.

- Push Tool

Push

-

- The Push tool has two main purposes. It restarts the Perpetual TV app, but also

    redownloads your internal playlist to your device. This is the tool to use if you have to

    update a playlist, which is mentioned in section 'How to Manage Video & Playlists'.

-

How to Edit & Delete a Location

To view the edit and delete button you'll have to click the 'more options' button which is shown as

three dots, and will appear to the far right of your location list.

Name ⇕	ID ⇕	State ⇕	City ⇕	No of Devices ⇕	Start	Stop	Restart	Push	
Kia Test Device 1	KIA-7509	California	Santa Monica	2	▶	▢	↻	⬆	⋮

-

Edit/Delete Device

-

- Edit Location

- Clicking the edit button will take you to the location's details page. You'll need to go here

    to access information, edit information, or change your location's playlist.

- Delete Location

    - If you ever need to delete a location due to it being outdated, all you have to do is press the gray delete button. To find your deleted locations, check off the 'Deleted' box that appears at the top of the location list and press filter.

Part 3: Device Enquiry

Upcoming Sections

a. Introduction to Device Enquiry

b. Navigating to Device Enquiry

c. How to Use Device Enquiry

-

Introduction to Device Enquiry

The 'Device Enquiry' shows you the 50 most recent requests/impressions for a specific device in real time. A request can be defined as an ad-call taking place, and an impression can be defined as an ad actually rendering and playing on your device. This will be defined in the '[Report](#)' section. You should use the 'Device Enquiry' to see if a specific device is monetizing in real time, or if the device hasn't monetized in hours.

-
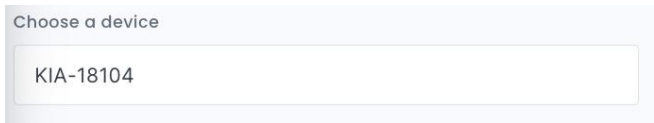
Navigating to Device Enquiry

Using the navigation menu, find 'Device', then select 'Enquiry'. If done correctly, you'll be taken to the 'Device Enquiry' page.

-

How to Use Device Enquiry

The goal of the Device Enquiry is to show you your device's last 50 requests and impressions. You'll need to know the device ID of the specific location you're looking for. Once you have the device ID in mind select on the 'Choose a device' drop-down menu and select your device.
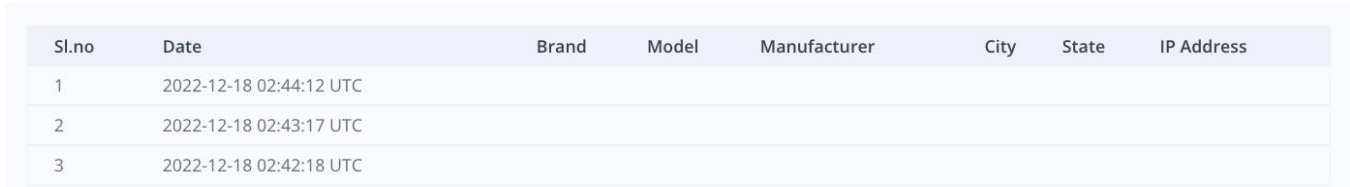
-

To see the device's request history simply just select the 'Request' option and press submit. Again a request is when an ad-call takes place. This doesn't mean that an advertisement actually played on your screen, it's simply just the request that was made to play an ad. Selecting the 'Impression' option will show you your impressions, which is what we consider an advertisement rendering and playing.

-

After submitting, the report should show the exact time of each request or impression made, which is shown in UTC (Universal Time Coordinates).

Sl.no	Date	Brand	Model	Manufacturer	City	State	IP Address
1	2022-12-18 02:44:12 UTC						
2	2022-12-18 02:43:17 UTC						
3	2022-12-18 02:42:18 UTC						

-

If your device doesn't show any reporting that means that your device hasn't made a request or impression for the day.

Sl.no	Date	Brand	Model	Manufacturer	City	State	IP Address

-

Part 4: Outage Report

Upcoming Sections

    a. Introduction to Outage Report

    b. Navigating to Outage Report

    c. How to Use Outage Report Filters

    d. How to View & Sort the Outage Report

-

Introduction to Outage Report

The 'Outage Report' shows you the outage history of your device, which can be really good info to know for managing your devices.

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Navigating to Outage Report

Using the navigation menu, find 'Outage Report' and select it. If done correctly, you'll be taken to the 'Outage Report' page.

-

How to Use Outage Report Filters

The first filtering option is the 'Date Range', which allows you to view the outage report of your select specific dates. Just click on your desired start and end dates, and it'll make that your date range.

Once you have your date range selected choose your 'Outage Duration'. There's 8 different outage duration options to choose from. The one I recommend using is the 'All' option, which will show you any current device outage, even if it's been a week.

Next make sure to check off the 'Locations' box beneath the 'Outage Duration', so you can see the name of the location on the report. If you select 'Model' it'll show you the model of the device in the report.

Checking off the 'Locations' box will also give you the ability to use the 'Search Location or Device' filtering tool, which allows you to view one specific location at a time.
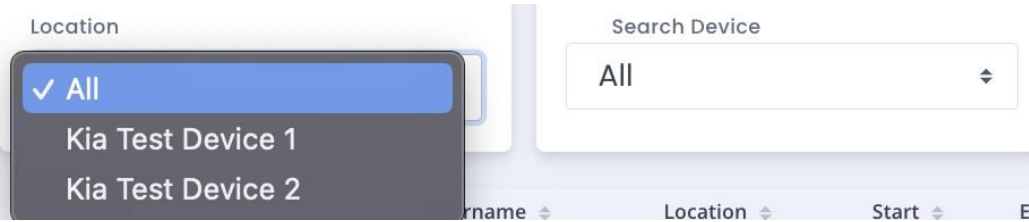
Once you have all your filters selected, use the filter button to apply your settings, and it will show you the outage report. If you'd like to reset your filters just select the reset button next to the filter button. Applying different filters will affect which info is visible on the report.

How to View & Sort the Outage Report

The report will show you the Device ID, Client, Username, Location, Outage Start, Outage End, and Outage Duration (depending on if you checked off the 'Locations' box). You can alphabetically sort from A-Z or Z-A for almost any of the different rows, excluding the 'Start', 'End', and 'Duration' row. The 'Start' row shows the start time of the outage, and can be sorted from earliest to latest point of time in the day, and vice versa. The 'End' row shows the end time of the outage, and can be sorted from earliest to latest point of time in the day, even if that means that your outage is still occurring, which will appear as blank on the form due to there never being a reported end time. The 'Duration' which will show you the duration of the outage, and is similar to the end row with sorting.

Realizing that the report can show specific offline players is the important part of using the 'Outage Duration' tool. This can be used strategically to find all sorts of outage info, such as which of your devices fell offline today versus what's been offline the entire month. Simply just make your report sort from the latest end time, and it'll show you everything offline.

How to Manage Videos and Playlists

In this section we'll go over creating and managing your content. There's four main sections we'll go over. The first is the content requirements that all users must meet when uploading to the Perpetual portal. The second part will show you how to upload new videos, as well as how to manage those uploads in your video library. The third part will show you how to create a new playlist using the videos you've uploaded, and the fourth and last part will show you how to update and push those playlists to your locations.

Sections

1. Content Requirements
    a. Video Requirements
    b. Playlist Requirements
2. How to Upload, Edit, & Delete a Video
    a. Introduction to New Videos
    b. Navigating to Video List
    c. How to Upload a New Video
    d. How to Edit & Delete a Video
    e. How to Get a Video Approved
3. How to Create a New Playlist
    a. Introduction to Creating a Playlist
    b. Navigating to Add New Playlist
    c. How to Create a New Playlist

     d. How to Push Your Playlist to a Location

4. Manage Playlists (Playlist List)

     a. Introduction to Managing Playlists

     b. Navigating to Playlist List

     c. How to Edit a Playlist

Part 1: Content Requirements

Here's a google file link to all video/playlist requirements that you can download as a PDF; below the title click on 'File' then 'Download', and download in whatever format you'd like. [Content Requirements](https://docs.google.com/document/d/1Fpd7oj1w5j3Sn2DJ0-z9ZihTgTo6w-cN6qbDKRpIju8/edit?usp=sharing)/https://docs.google.com/document/d/1Fpd7oj1w5j3Sn2DJ0-z9ZihTgTo6w-cN6qbDKRpIju8/edit?usp=sharing

Upcoming Sections:

     a. Video Requirements

     b. Playlist Requirements

-

Video Requirements

When it comes to uploading on our portal there's only a few requirements that your video has to meet. If your video doesn't meet the requirements there is a high chance that your player will experience performance issues.

- File Type Requirements
    - Videos must be MP4 files

- We cannot accept files such as .MOV, .ZIP, .JPEG, .PNG, .PDF it has to be a

   .MP4 video file

- Video Dimension Requirements

  - Dimensions of videos should be 720 resolution (1280 width pixels by 720 height pixels).

- Video Length Requirements

  - Video length should be 15-45 seconds, with the minimum length being 15 seconds, and

    the maximum length being 45 seconds.

- Each video should be under 20 MB in file size.

- File Name Details

    - The file's name can't include any characters or spaces. The only acceptable character that can be used is an underscore "_".

        - Acceptable filenames: *ATMGeneric1.mp4* or *atm_gen2.mp4 .*

        - Unacceptable filenames: *atm!(gen2).mp4* or *atm gen 2.mp4*

- Video Thumbnail

    - Each video needs a thumbnail.

        - Thumbnail has to be a .JPG file.

        - Have the same file name requirements as videos: no characters or spaces.

        - Size dimensions of 300x350 (300 pixels width, 350 pixels height)

                                                    -

Playlist Requirements

You also have to make sure that you're meeting the playlist requirements.

- Number of Videos

    - Playlists have to have a **minimum of 3 videos.**

    - Videos can have a **maximum of 10 videos.**

- Playlist Name

    - No special character or spaces allowed.

    - This isn't required, but here's a good general naming format to follow. You should name your playlist starting with your account's three-letter acronym, then follow it with an underscore, and then the title of the video.

        - Example: KIA_Test_Playlist_1

- Test Your Playlist

  - Test all the playlists you create on one of your players, to make sure that the playlist is

    not corrupted. Testing should consist of the playlist cycling for at least three full cycles.

Part 2: How to Upload, Edit, & Delete a Video

Upcoming Sections:

a. Introduction to New Videos

b. Navigating to Video List

c. How to Upload a New Video

d. How to Edit & Delete a Video

e. How to Get a Video Approved

-

Introduction to New Videos

In this section we're going to go over how to upload videos and get them approved. As well as how to

edit their info and how to delete them.

-

**Navigating to Video List**

Using the navigation menu, find 'Videos' and select 'List'. If done correctly, you'll be taken to the

'Video Library' page.

-

How to Upload a New Video

If you click on the 'Add Video' button it'll navigate you to the bottom of the video library where you can

select the video you'd like to upload. If you have multiple videos, you'll need to upload them

individually. If you don't, the first video of the bunch will be uploaded multiple times.

1. Click on the 'Drop your files here' button.

> ⌃ Drop your files here

   a.
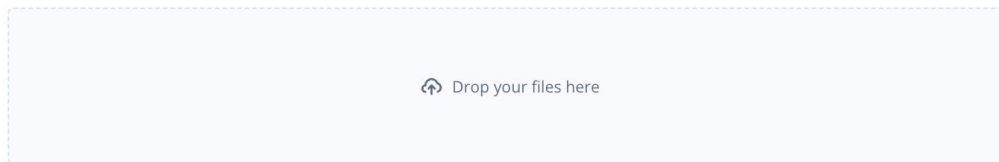
2. Choose the video you'd like to upload (make sure the video meets the video requirements,

   which were mentioned in '[Part 1: Content Requirements](#)').

3. Once the video has been selected, click on the 'Upload' button.

> Upload

> ▶   AAA_SCN_2.mp4   ⋯

   a.

4. It's going to show a loading circle as it uploads and then it's going to disappear and give you a

   message that says "Video uploaded successfully!". You won't initially see it in your video

   library, but don't worry or think you have to upload it again.

> ⌃ Drop your files here
>
> Uploading...
>
> ▶   AAA_SCN_2.mp4   ⋯

   a.

b.
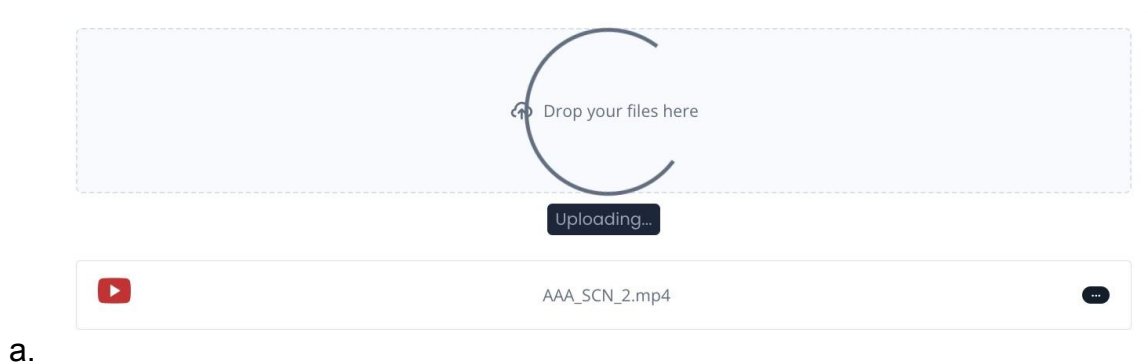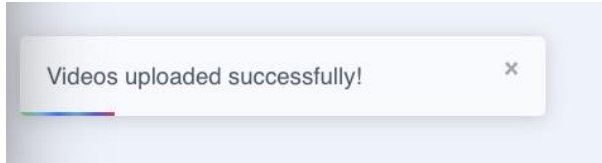
5. Instead, find the 'Approved' sorting option drop-down menu and select 'Not Approved', then press the filter button.

a.
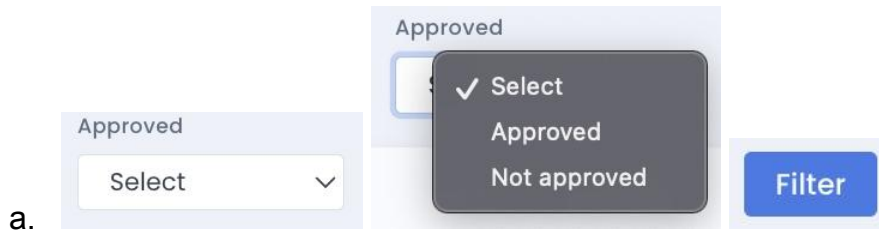
6. Once you've done this it'll take you to your 'Not Approved' video library, this is where all un-approved videos will go right after being uploaded.

a.
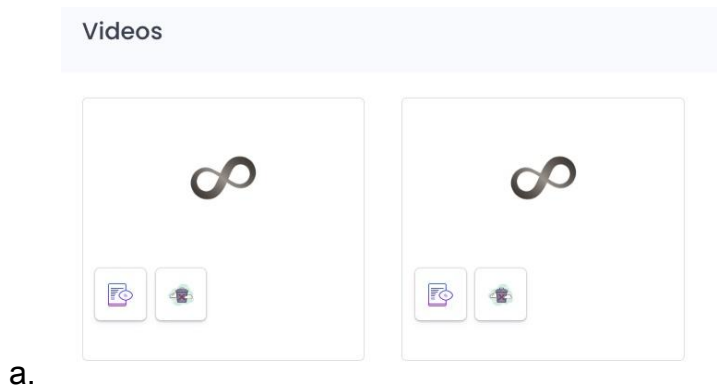
Now that you've uploaded your first video, and have found out where to access that video with the 'Approved/Not Approved' filtering tool, we're going to give it a name and a thumbnail before getting it approved.

-

How to Edit & Delete a Video

1. Find the video you'd like to edit. If you're not sure which video is which you can click on the Perpetual logo to view the video.

a.
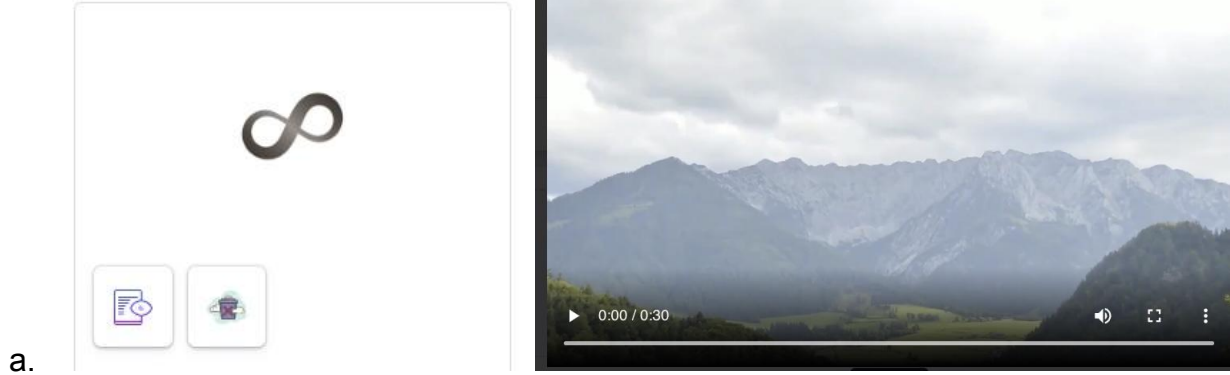
2. To edit the video, all you have to do is click on the edit icon which looks like a colorful piece of paper. Once you've done this it'll take you to the 'Video Details' page. If you'd like to delete your video simply just click on the trash-can icon.

a.
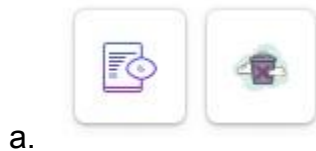
3. Once you're on the 'Video Details' page, give your video a name and a thumbnail. I recommend naming your video using this format (Useracronym_Title), but the only true requirement is that the video name cannot contain spaces or special characters.

   a. Recommended Video Name Ex: KIA_Test_Video_1

   b. Example of a good name: Test_Video_1

   c. Example of a bad name: Video One $$

4. You can upload the thumbnail of the video by clicking on 'Choose file' underneath the thumbnail section. Your thumbnail has to be 300 pixels wide by 350 pixels tall (300x350). If you can't create your own thumbnails, I'll link a file to a generic thumbnail here: Generic Thumbnail.

a.
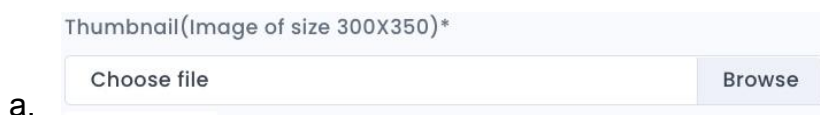
5. Once your video has a name and a thumbnail, select the 'Update' button. Now all you have to do is get your video approved which is what we'll go over in the next section, but good-job on uploading, titling, and giving a thumbnail to your first video.

-

How to Get a Video Approved

To get your video approved just reach out to support@perpetualmedia.tv, asking that we approve your video. You can use this email outline if you'd like, if not just make sure to include your username and video title in your email.

- "This is user _ and my video 'videotitle' needs to be approved, please let me know as soon as it's been approved."

I should instantly get back to you with an email saying that your video has been approved. Once I do, go to your 'Approved' video library, and you should see your video sitting there. In the next part I'm going to show you how to create a playlist with your videos.

Part 3: How to Create a New Playlist

Upcoming Sections:

a. Introduction to Creating a Playlist

b. Navigating to Add New Playlist

c. How to Create a New Playlist

d. How to Push Your Playlist to a Location

-

Introduction to Creating a Playlist

In this section we're going to go over how to create a new playlist and push it to your devices.

-

Navigating to Add New Playlist

Using the navigation menu, find 'Playlist' and select 'Add New'. If done correctly, you'll be taken to the 'Add Playlist' page.

-

How to Create a New Playlist

There's three main parts to creating a new playlist: the Playlist ID, selecting the locations, and choosing the videos.

- Playlist ID
    - The Playlist ID is the name of your playlist. Remember that there should be no special characters or spaces in your playlist ID. A good general format to follow is starting your name with your account three-letter acronym, followed by an underscore, and then the title of the video (Example: KIA_Test_Playlist_1).

    -
- Selecting the Locations
    - There's two different options when it comes to choosing the locations for the playlist. Selecting a location will not automatically push this playlist to that store, all you're doing is making the playlist available to that location for future purposes. So whether you add a location you didn't mean to or not it won't have a great effect.

- The first option you can use is the 'Add More Locations' filter which will allow you to make the playlist available to select specific locations.

  Add More Locations

  Select Location

-
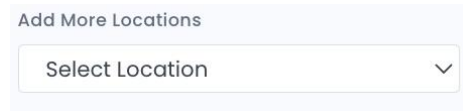
- The second option is the 'Add All Locations of Username' button, which will automatically make your playlist available to all of your locations.

  Locations

  ☐ Add All Locations of Username

  -

- Choosing the Videos

  - The last part to creating a playlist is choosing the videos. A playlist has to have a minimum of 3 videos, and can have a maximum of 10 videos. Before you can add any videos you have to have selected at least one location.

  - You can select your videos by clicking on the 'Add More Videos' button.

    Selected Videos

    Add More Videos

    -
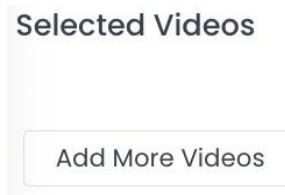
  - This will prompt a list of videos to appear, which are all the videos that have been made available to your account. You may see a bunch of unfamiliar videos, but that's 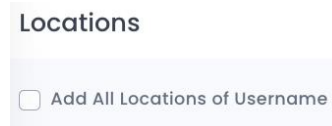only because they are client submitted videos which you now have access to. If you want to skip through the list to find your specific video, simply just make sure the drop down menu is open and type the name of your video. Once you've found it, make sure to select it, and it'll appear under your selected videos. To take a video off just click on the X.

Selected Videos

-
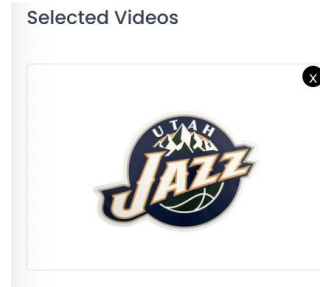
- Once you've selected your videos, simply just press the 'Add' button and it'll take you to your 'Playlist List' page.

-

-

How to Push Your Playlist to a Location

Now that you've uploaded your videos, have made a playlist, and have made that playlist available to your locations, all you have to do is add it to your location and test it. If you just want to add this playlist to a new location you plan on making, all you have to do is select the playlist when making the location. If you want to update the playlist of an already created device, then you'll have to follow the steps below. Make sure to test your new playlist before putting it out into the field.

1. Go to 'Location List'
   a. Using the navigation menu go back to 'Location List' and find the location that you'd like to change the playlist of.
2. Edit your location
   a. Once you've found your location, go to the far right-hand side and select the three dots to reveal more options. Once you've done this click on the edit button, and it should take you to the 'Location Details' page.
3. Select your new playlist

    a. Once on the 'Location Details' page find the 'Playlist' drop-down menu and select your new playlist.

4. Submit the updated form

    a. Once you've selected the right playlist, scroll down to the bottom and press the 'Submit' button to save the update.

5. Send a push to your location

    a. After you've submitted the form it'll take you back to your 'Location List'. From here just find the location you just updated, and send a push to it by clicking on the push button next to the name. If your device is successfully online and connected to the server, the push button should download your new playlist to your device.

Now that you've updated your playlist, just make sure that you're testing it for a full three cycles before pushing it to the rest of your devices.

Part 4: Manage Playlist (Playlist List)

Upcoming Sections:

    a. Introduction to Managing Playlist

    b. Navigating to Playlist List

    c. How to Edit a Playlist

-

Introduction to Managing Playlists

In this section we'll go over how to edit your playlist from the 'Playlist List'.

-

Navigating to Playlist List

Using the navigation menu, find 'Playlist' and select 'List'. If done correctly, you'll be taken to the

'Playlist List' page.

-

How to Edit a Playlist

We've implemented filtering and sorting options to make it easier finding a specific playlist. Once

you've found the playlist you'd like to edit, all you have to do is click on the edit icon. If you'd like, you

can also view the videos by clicking on their thumbnail.

-
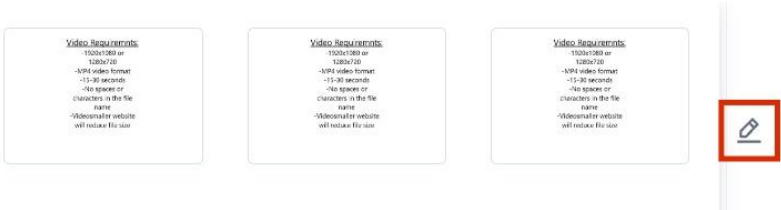
Editing allows you to adjust the locations of the playlist, and to add or delete videos.

-
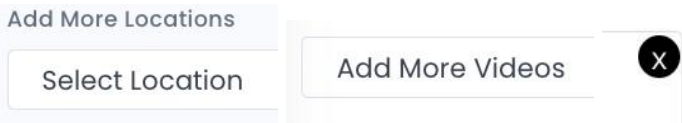
Once you've finished editing the playlist just make sure to click on the 'Update' button to save your

changes.

-

After you've made changes to your playlist make sure that you're sending a new playlist push to all of

your locations that deploy the playlist by going to 'Location List' and pressing the push button.

<u>Revenue Report</u>

This section will be divided into two parts: 'Report' and 'Monthly Statement'.

Sections

1. Report

    a. Introduction to Report

    b. Navigating to Report

    c. Performance Activities

    d. How to Filter the Report

    e. Breaking down the Report

    f. How to Sort the Report

    g. How to Download the Report

2. Monthly Statement

    a. *Disclaimer for Monthly Statement

Part 1: Report

Upcoming Sections:

a. Introduction to Report

b. Navigating to Report

c. Performance Activities

d. How to Filter the Report

-

Introduction to Report

The report provides an in depth look into your players' monetization.

-

Navigating to Report

Using the navigation menu, find 'Report' and select it. If done correctly, you'll be taken to the 'Report' page.

-

Performance Activities

At the top of your revenue report sits the performance activities. The performance activities show you 'Revenue' (revenue per day), 'Fill Rate' (percentage between ad calls and ads rendered), 'CPM' (an average of how many ads play per minute on your device), 'Device' (number of active devices total for the day), and 'Device vs Revenue' (both the total number of active devices, and your amount of revenue for the day).

-

How to Filter the Report

There's a ton of great filtering tools on the revenue report that will make it a million times easier to get the exact revenue info that you're looking for, so let's get into it.

- Date Range

-
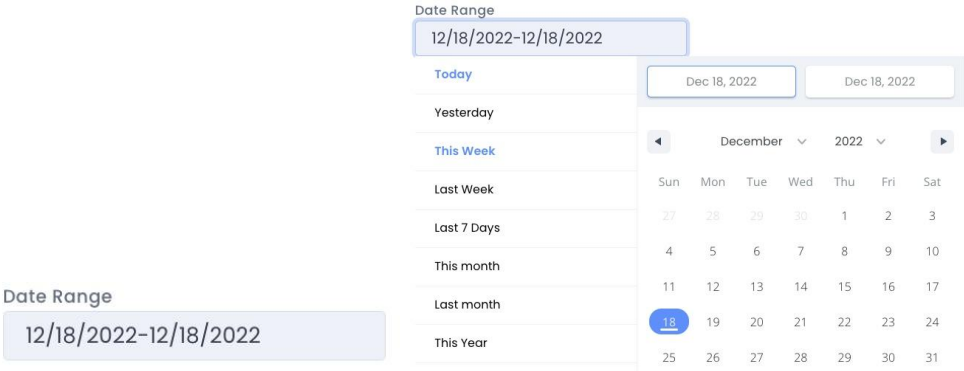
- The date range will allow you to view the revenue for the exact dates you're looking for. Whether you're wanting the revenue report for four months back, or for last week, the date range will allow you to focus on specific dates. Just create a date range by selecting a starting date and an ending date.

- Locations and Devices

-

- Beneath the 'Date Range' are the 'Location' and 'Device' sorting options, which when checked off, will show the location name and device ID in the revenue report.

  - Location and Device option not checked off

Date ⇕	Client ⇕	User Name ⇕	Requests ⇕	Impressions ⇕	Fillrate(%) ⇕	Revenue($) ⇕
2022-12-18	LAB	KARINA WHAMOND	8	7	87.5	0
Summary			8	7	87.5%	$0

  - Location and Device option checked off

Date ⇕	Client ⇕	User Name ⇕	Location ⇕	Device ⇕	Requests ⇕	Impressions ⇕	Fillrate(%) ⇕	Revenue($) ⇕
2022-12-18	LAB	KARINA WHAMOND	Kia Test Device 1	KIA-18104	8	7	87.5	0
Summary					8	7	87.5%	$0

- When you check off the 'Device' or 'Location' box, you should gain access to the 'Location' and 'Device' drop-down sorting menus, which will allow you to get the report for a single specific location or device.

  -

- Monthly vs Daily

  -

  - Next to the 'Location' and 'Device' filtering options are the 'Monthly' and 'Daily' sorting options.

    - Monthly will show you one big overall revenue for each month of your date range.

    - Daily will show you the location's day-to-day revenue for your date range.

- Zero Revenue

  - *As of now this feature isn't working

- Filter Reset

  - Make sure that once you've set your filtering options that you press the 'Filter' button, and if you'd like to completely reset your filtering options just press the 'Reset' button.

    -

                    -

Breaking Down the Report

The report is going to show you the request count, impression count, fillrate, and revenue.

Requests	Impressions	Fillrate	Revenue
8	7	87.5%	$0
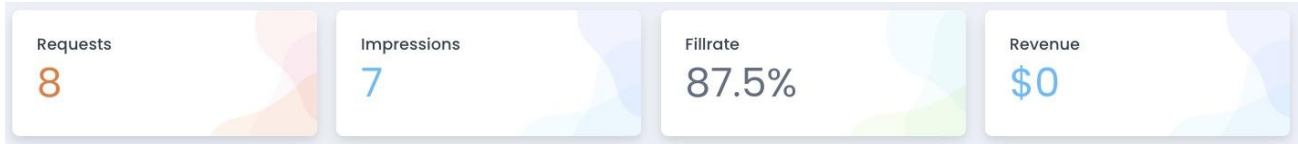
- A request can most simply be described as the number of ad calls taking place, while an impression can be described as an ad rendering and playing through completely on your device. The fill rate is the percentage of impressions to requests.

Now that you know what each part of the report means let's look at an example of a report below.

Date	Client	User Name	Location	Device	Requests	Impressions	Fillrate(%)	Revenue($)
2022-12-18	LAB	KARINA WHAMOND	Kia Test Device 1	KIA-18104	8	7	87.5	0
Summary					8	7	87.5%	$0

- In this example you can see that I enabled both location name and device ID to show. I've also selected the date range for the report to be 12-18-2022. Next to the device ID shows that there were 8 requests (ad calls), and 7 impressions (rendered ads), therefore the fill rate was 87.5%, and the revenue was $0.

- It's not uncommon to see fill rates ranging from as low as 10-30% from your players. There's a ton of different factors to low fill rates, such as bad internet, players being placed in low targeted marketing areas, and even low campaign budgets during specific times of the year. If your player is seeing ad requests numbers in the low 100s, this may be a sign that your player is going offline for a large part of the day and that you need to remove it or repair it.

-

How to Sort the Report

You can sort the revenue report by date, client, username, location, requests, impressions, fillrate, and revenue.

Date ⇕	Client ⇕	User Name ⇕	Location ⇕	Requests ⇕	Impressions ⇕	Fillrate(%) ⇕	Revenue($) ⇕

-

How to Download the Report

Towards the bottom of the revenue report are two buttons that allow you to download the report either as an Excel file or as a CSV file.

Date ⇕	Client ⇕	User Name ⇕	Location ⇕	Requests ⇕	Impressions ⇕	Fillrate(%) ⇕	Revenue($) ⇕
2022-12-19	LAB	KARINA WHAMOND	Kia Test Device 1	289	288	99.65	0
Summary				289	288	99.65%	$0

1 to 1 of 1   First   Previous   Next   Last

Download as Excel   Download As CSV

Part 2: Monthly Statement

*Disclaimer for Monthly Statement

As of now the monthly statement page is still being worked on.

Manage Accounts

There's only one subsection we're going to go over in this section, which is 'User Manage'. We will explain to you what a location manager is and show you how to create a location manager.

Sections:

1. User Manage

User Manage

Upcoming Section

a. Introduction to User Manage

b. Navigating to User Manage

c. How to Create a Location Manager

d. How to Edit Location Manager Info

-

Introduction to User Manage

In this section we're going to go over how to create a location manager with the user manage feature. A location manager is the only sub-org account that affiliates can create under their account. Location managers can be assigned only one specific location to view and manage. They also have the ability to edit or delete that location, so make sure you trust the person you're making the location manager. Their viewable revenue share should've been set on the 'Location Details' form of the location when it was set up, if not go to 'Location List' and find the location they will manage, and click on the three

dots to the far right of the location to edit the location, once back on the 'Location Details' form find

the revenue share, and set what percentage of your revenue you'd like them to see when they log on

to the portal.

-

Navigating to User Manage

Using the navigation menu, find 'User Manage' and select 'Add User'. If done correctly, you'll be

taken to the 'Enter User Details' page.

-

How to Create a Location Manager

To create a location manager you'll need to enter the user's name, phone, and email. After entering in

those details you'll have to create their user ID which shouldn't contain any spaces or characters.

Then select the role of location manager for them and create them a password. The password has to

be 6 to 20 characters, contain at least one numeric digit, one uppercase letter, and one lowercase

number. The portal won't save this password for you so make sure you're saving it somewhere you

can keep track of it. You can skip the approver part towards the bottom of the form. Once you've

entered in the required info press the 'Save' button to submit the form.

- User ID Ex: kwhamond

- Password Ex: Password1

-

How to Edit Location Manager Info

Using the navigation menu, find 'User Manage' and select 'List'. If done correctly, you'll be taken to

the user list. From the user list you can either edit the user's account info, delete their account, or

even change their password. clicking on the lock icon.

-

If you're trying to find a specific user you can use the filtering options from the top, just make sure to

press on the filter button to submit your filter.

-