



Configuring Legacy Tickers in Cisco StadiumVision Director

Release 2.2 through Release 3.1

April 2013

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Document History

Table 1. Revision History

Date	Description
April 14, 2014	Updated title to reflect support for legacy ticker interface through Release 3.1. Added Note for changes in Release 3.1.
February 7, 2011	Updated for Cisco StadiumVision Director Release 2.3.
November 3, 2010	First release for Cisco StadiumVision Director Release 2.2.

NOTE: This document describes how to configure the legacy ticker interface beginning in Cisco StadiumVision Director Release 2.2 through Cisco StadiumVision Director Release 3.1.

Beginning in Cisco StadiumVision Director Release 3.1, a new interface to support data integration of RSS feeds is introduced to support tickers. For more information, see the “Differences Between Legacy Ticker Feature and External Content Integration for RSS Support” in the [Cisco StadiumVision Director External Content Integration Guide, Release 3.1](#).

Configuring Tickers

The ticker region of a multi-region screen template is a Flash region that receives information from an RSS feed to display news, weather, or other dynamic information. Once you design the ticker, you need only select one or more RSS feeds to be displayed on the ticker. To select one or more RSS feeds, use the **Ticker** option on the Control Panel.

Note: Work with the StadiumVision delivery team to configure ticker content. Also, refer to the [Cisco StadiumVision Content Creation Reference Guide](#) for information about ticker rules, specifications and supported formats.

Approving Ticker Content

Each piece of news in the ticker must be approved before it is distributed. You can either approve each headline individually or automatically approve all ticker headlines from any RSS feed.

If you do not automatically approve at least one of your RSS feeds, you may need to have someone check the ticker content throughout an event and approve new RSS headlines. Otherwise, your ticker content will be empty. This happens because RSS headlines may change as a result of regular refreshes. Once all of your initial RSS headlines have been replaced, none of the new headlines are approved, and hence the ticker that is displayed is empty. If you do not want to use auto approve, you can minimize the requirement to approve new content by setting the refresh time to a high number of seconds (e.g. 3600 seconds). However, this means the ticker data is not as current.

Understanding How RSS Ticker Content is Refreshed

Cisco SV Director is the broker between the one or more RSS feeds configured within it and the DMP community it serves. According to the refresh rate, SV Director checks the freshness of each RSS feed and if there is something new it will fetch it. Otherwise, the current set of data will be retained. Once every 30 seconds, SV Director pushes the RSS data to the DMP community for display in the ticker.

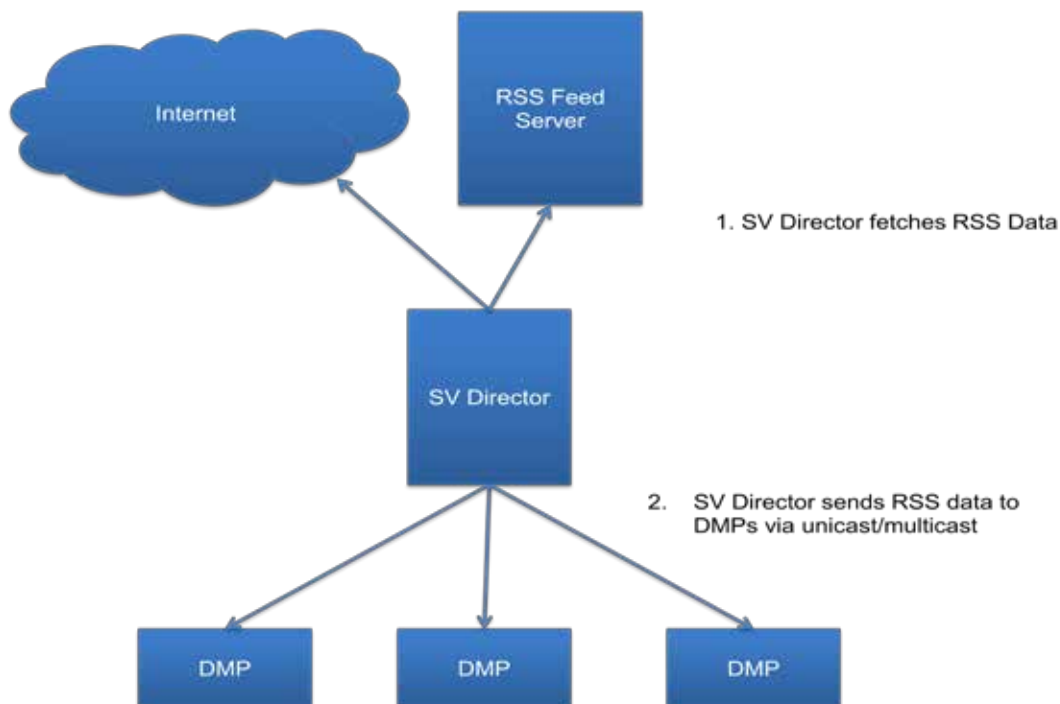
Note that setting "Refresh (Sec)" to a value shorter than 30 seconds does not impact the frequency of updates to the DMP and negatively impacts SV Director server resources.

Here is an example of how ticker content is updated if you set the refresh rate to 45 seconds:

1. Refresh rate = 45 seconds. It is 1:00:00.

2. At 1:00:30 (every 30 seconds) the SV Director server checks for freshness of data. It only refreshes data for which the refresh period has expired. Since the refresh rate in this example is set to 45 seconds, the refresh period has not expired. Therefore, the server hangs on to the new data until the next 30 second interval hits.
3. At 1:01 (the next 30 second interval), the server does its check for freshness of data. Since the refresh rate is set to 45 seconds and 1 minute has passed, the refresh period for the data is considered “expired.” Therefore, the server sends out new RSS data to the DMP.

Figure 1. Refreshing Content



To protect against overflows in RSS feeds, StadiumVision Director trims the number of RSS feed entries to a maximum message size of 15822 bytes. Each RSS ticker text consumes the following number of bytes against this maximum:

- 32 bytes of message traffic overhead per ticker text
- The size of the ticker text, after percent encoding (also known as URL encoding). See this [wikipedia article on percent encoding](#) for details. Note that the particular details of the specific characters which are and are not percent-encoded are those enforced by the java urlencode function. See [the java URLEncoder documentation](#) for greater detail.
- If more RSS data exists than can fit into the 15822 bytes, the data is truncated. Extra entries will not be sent to the DMPs.

Understanding Multiple Headline Entries in RSS Feeds

Multiple entries with the same title text in a single RSS feed will be filtered out so that only the first item will appear. For example, if you have the following titles in an RSS feed:

Headline 1: Markets fall on news of Greece

Headline 2: Cisco Records Record Profits

Headline 1: Markets fall on news of Greece

Headline 3: Tiger Woods Back in the Game

Headline 4: Man Bites Dog

Headline 1: Markets fall on news of Greece

Headline 2: Cisco Records Record Profits

SV Director will only show:

Headline 1: Markets fall on news of Greece

Headline 2: Cisco Records Record Profits

Headline 3: Tiger Woods Back in the Game

Headline 4: Man Bites Dog

Guidelines for RSS Tickers

- The aggregated ticker stream is updated every 30 seconds or the refresh rate specified in SV Director. Ticker updates will be sent every 3-5 minutes via IP Multicast to the screens that employ a ticker.
- Rotating ads not supported in the ticker region (region 3).
- If the total RSS data exceeds the character limit of 5000 characters (approximately 40 RSS headlines) the ticker headline is truncated. See the [Cisco StadiumVision Content Creation Reference Guide](#) for details on message size limitations.
- Real-time ticker updates (for example, balls and strikes, down and distance or the clock) are not recommended.

Refer to the [Cisco StadiumVision Content Creation Reference Guide](#) and the [Cisco StadiumVision Content Creation Design and Implementation Guide](#) document for specifications on creating RSS tickers.

Considerations for Assigning Tickers to Templates

SV Director provides sample ticker background files for use with the standard screen templates. Refer to Table 2.

Table 2. Sample Ticker Files

DMP Model	Template	Filename	Dimensions	Text Size	Logo Size
4310	L-wrapper	sv2_ticker_1920_236_L-Wrapper	1920 x 236	50 pt	~166 x 115
	Single-height	sv2_ticker_1920_166_singleheight	1920 x 166	50 pt	~151 x 114
	Double-height	sv2_ticker_1920_242_doubleheight	1920 x 242	50 pt	~166 x 146
4305	L-wrapper	sv2_ticker_1366_168_L-Wrapper	1366 x 168	44 pt	~115 x 74
	Single-height	sv2_ticker_1366_118_singleheight	1366 x 118	42 pt	~110 x 79
	Double-height	sv2_ticker_1366_172_doubleheight	1366 x 172	44 pt	~112 x 126

Ticker backgrounds are Flash files (.swf) that are stored as content in SV Director. When assigning tickers to screen templates, consider the following:

- When using custom screen templates, ensure that the dimensions of the .swf file for the background matches the dimensions of the ticker region.
- When including a logo in the ticker background, embed the logo to the side away from a specified text screen. Sizes of logos can vary as long as the logo fits to the side of the text screen on the ticker.
- The background for an RSS ticker can change per group/zone.

For details on how to customize tickers for a given venue or event, see the *StadiumVision Venue Customization and Transformation Best Practices Guide*.

HTTP Proxies for RSS Feeds

If SV Director does not have direct Internet access, an HTTP Proxy may need to be established to enable access to an RSS feed. Use the `HttpProxy` parameter in the SV Director registry (accessible through the Management Dashboard) to specify the HTTP Proxy. See the *SV Director Management Dashboard* document for more details.

Adding a Ticker

1. Open the Control Panel and click the **Ticker** tab.
2. Click the plus (+) in the RSS Feed List header and type an RSS URL where indicated. By default, **Auto Approve** is enabled. Uncheck **Auto Approve** only if you want to validate all the headlines from this source. See [Understanding the Auto Approve Setting](#) for details on how the **Auto Approve** setting works.
3. Specify a refresh rate. Refer to [Understanding How RSS Ticker Content is Refreshed](#) for more details.

Note: Setting “Refresh (Sec)” to a value shorter than 30 seconds does not impact the frequency of updates to the DMP but negatively impacts SV Director server resources.

4. In the Interleave field, specify the number of times you want the RSS feed headline to appear before you show the next RSS feed headline. For example, you can display two sports news items and then one national news item, two more sports items, and so on. The accuracy of the ratio is dependent on approvals and the number of headlines in each feed. If you have only one RSS feed, the interleave field is not relevant.

Figure 2. Adding an RSS Feed



Understanding the Auto Approve Setting for RSS Feeds

The Auto Approve setting is applied only to new entries that have not been seen before by SV Director. When Auto Approve is checked, SV Director approves only **new** RSS feed entries. Any existing un-approved RSS feed entries will remain un-approved.

Similarly, if the Auto Approve flag is unchecked, only **new** RSS feed entries will be marked un-approved. Any existing approved RSS feed entries will remain approved.

This insures that existing RSS feed entries are not affected, thereby avoiding the situation where items that have been un-approved get approved and items that have been approved get unapproved.

Manually Changing the Auto Approve Setting

If you have just added an RSS feed and you did NOT select **Auto Approve**, do the following:

1. In the RSS Preview box, click **Unapproved** to view all the headlines in the RSS feed.
2. If you want most of the headlines, select **Approve All** and then uncheck the ones you don't want. If you only want a few, simply check the ones you approve.
3. After you have made your selections, uncheck **Unapproved** and check **Approved** in the RSS Preview box. You will only see the feeds that are currently approved.

If you decide to remove another RSS feed, simply uncheck the headline. To clean up your list so it only shows approved items, uncheck and recheck the **Approved**.

Viewing Approved/Unapproved Items

Select **All Feeds** to view all the approved/unapproved items for all feeds. Select **One Feed** to view only the approved/unapproved items for the feed selected on the left side of the screen.

Customizing a Ticker

The background color of the ticker (region 3) can be changed and a logo can be included. The background is a Flash file (.swf). StadiumVision provides sample files for use with the standard templates.

For custom templates, a new Flash file will need to be created. The dimensions will correspond to the size of region 3. The text size and logo size will also need to be adjusted accordingly. Refer to Table 3. Work with the Cisco Creative Services team to create the ticker in the proper dimensions.

Table 3. Ticker Dimensions

DMP	Template	Filename	Size	Text Size	Logo Size
4310	L-wrapper	sv2_ticker_1920_236_L-Wrapper	1920 x 236	50 pt	~166 x 115
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	Double-height	sv2_ticker_1920_242_doubleheight	1920 x 242	50 pt	~166 x 146
4305	L-wrapper	sv2_ticker_1366_168_L-Wrapper	1366 x 168	44 pt	~115 x 74
	Single-height	sv2_ticker_1366_118_singleheight	1366 x 118	42 pt	~110 x 79
	Double-height	sv2_ticker_1366_172_doubleheight	1366 x 172	44 pt	~112 x 126

Notes:

- Tickers that run on the 4310 should have a frame rate of 12 fps whereas tickers that run on the 4305 should have a frame rate of 5 fps.
- The sample files are available from the Cisco Creative Services team.

Importing the Ticker Background Graphic

The ticker background file resides on the most bottom layer and is entitled “bg”. To import a custom graphic background into the ticker file in Flash:

1. Create the desired background (per the dimensions listed in the table) in either Illustrator or Photoshop.
2. In the Flash application, select **File>Import > Import to Library** to import the graphic background.
3. Double-click on the movie clip symbol of the ticker you desire to modify.
4. The bottom layer, where the background resides, is titled “bg.” Replace the current bg with the background that you imported by dragging and dropping it on the stage to fit.
5. Export (publish) the ticker. The new background should be reflected in the file.

Customizing the Ticker Logo

To add a logo to the ticker:

1. Create the logo (per the dimensions listed in the table) in either Illustrator or Photoshop. Work with the creative services team to create the logo in the proper dimensions.
2. In the Flash application, double-click on the movie clip symbol of the ticker you desire to modify.
3. Embed the logo to the side away from a specified text screen (this is where the text of your ticker will populate: the grey/black area of the ticker background).

Sizes of the logo can vary as long as the logo fits to the side of the text screen on the ticker background.