

Q U I C K R E F E R E N C E

# FIELD GUIDE



**MusicMaster**  
SCHEDULING

C O M M A N D T H E P O W E R

[www.musicmaster.com](http://www.musicmaster.com)

Q U I C K R E F E R E N C E F I E L D G U I D E



**Unheard of** *Customization*



**Amazing** *Capabilities*



**Mind-Blowing** *Power*



**Surprising** *Simplicity*



**Triumphant** *Self-Gratification*

**The World's Number One Music Scheduling Software for Windows®**



**MusicMaster**  
SCHEDULING

## Grow your audience and keep people listening longer.

MusicMaster makes great sounding music programming through advanced scheduling technology.

Flow and balance are controlled automatically through a set of user-defined attributes and associated scheduling rules.

MusicMaster automatically generates music playlists that never repeat exactly the same way twice.

Better music rotation builds a larger audience and keeps people listening longer. Your efficiency and productivity are also increased, giving you more time to focus on other aspects of your operation.

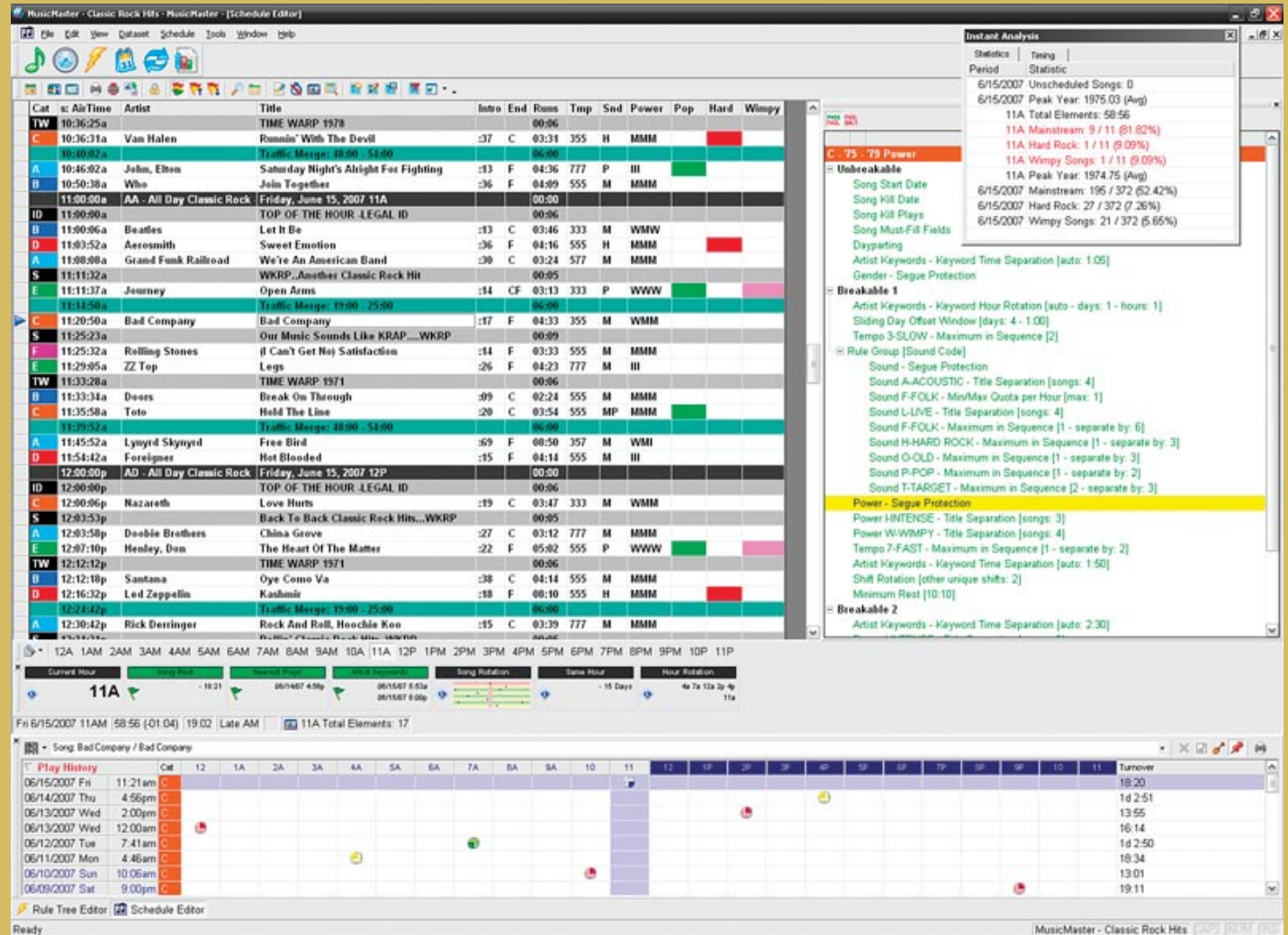
The screenshot displays the MusicMaster software interface, which is used for creating and managing music playlists. The main window is the 'Schedule Editor', showing a list of songs with columns for 'Cat', 'Artist', 'Title', 'Intro', 'End', and 'Runs'. The songs listed include tracks by David Bowie, AC/DC, The Clash, Wings, Supertramp, The Beatles, Nicks, Stevie Nicks, John Elton, Blue Oyster Cult, Steely Dan, and Kiss. A 'Dataset Info' panel on the right shows a list of categories such as 'A - 73 - 74 Power', 'B - 70 - 74 Secondary', and 'C - 75 - 79 Power'. A 'Rule Tree Editor' on the left shows a hierarchy of rules, including 'All Categories', 'Unbreakable', 'Breakable 1', and 'Tempo 3-SLOW - Maximum'. A 'History Browser' shows a list of dates and times. A 'Time Plot' shows a bar chart of spins per weekday from Sun to Sat. A 'Rock - Alternate' panel shows a circular chart of spins per hour from 12A to 11P. The bottom status bar shows 'Classic Rock - Alternate Elements: 17 Total Time: (2)' and 'Total Spins: 5580'.

# MusicMaster's playlist editor is the best in the business.

Everything about the MusicMaster playlist editor can be customized. You decide what information needs to be visible and exactly where it should appear on the screen. The ability to drag-and-drop elements around or point-and-click for replacement songs really makes editing quick and easy.

The Instant Analysis window monitors vital signs while you work. The Highlight Filters identify certain songs based on any criteria. The Results Bar monitors the nearest plays of each song, artist, album, or any other important aspect of your music. Keep the History Graph open to see exactly where each song has played in the past. The Test Results window helps you select the best possible song based on your rules. The integrated CD Ripper and Audio Player let you audition segues and hear the music flow.

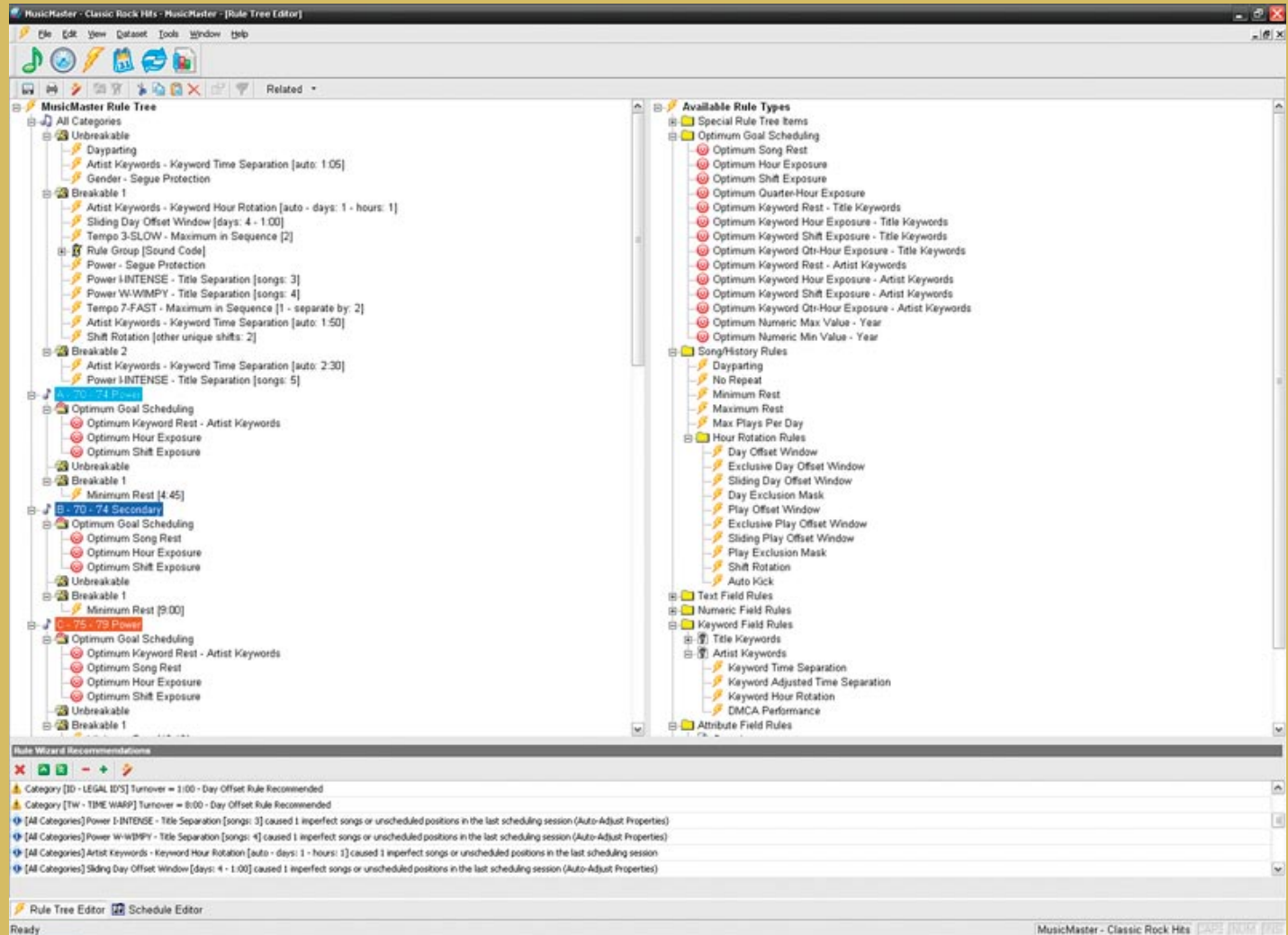
This is where you put the finishing touches on your music using the best playlist editor in the business.



## MusicMaster thinks the way you do.

Set up your scheduling rules on one screen. The **Rule Tree™** turns the black-and-white, pass-or-fail rules of the past into a rainbow of new possibilities.

Use MusicMaster's **Scaleable Rules™** to apply the same rule two or more times with different settings and priorities. Use **Rule Groups** to establish rules in custom time periods defined to the nearest quarter hour. Each rule can be given its own custom priority setting. Relaxing certain rules over time makes difficult songs easier to schedule. The **Rule Wizard** analyzes your rules and recommends adjustments. Let our exclusive **Optimum Goal Scheduling™** system find the best possible song. Instead of picking the first song that passes, this scheduling method tests all the available songs then suggests the best one to play using a weighted scoring system.



## MusicMaster is built around a user-defined database.

MusicMaster is built around a completely user-defined database to perfectly match your needs, however simple or complex they may be.

Your song information can be sorted, viewed and edited, and also tested in a variety of ways during the scheduling process.

You can also schedule jingles, liners, promos, voice tracks, and even graphic crawls, pop-ups, and “bugs” for television broadcasts. For each of these non-music elements, you can apply scheduling rules, look at play histories, and even generate airplay affidavits for billing.

These are big reasons why, in addition to radio stations, so many television, satellite, Internet streaming and in-store music providers are now using MusicMaster.

The screenshot shows the MusicMaster software interface. The main window displays a table of songs with columns for Category, Cut ID, Artist Name, Song Title, Runs, Role, Tempo, Mood, Era, and Theme Codes. The table lists various songs, including tracks by The Beatles like 'Sugar Sugar', 'Along Comes Mary', 'Cherish', 'Never My Love', 'Windy', 'Frankie Avalon', 'California Girls', 'Dance Dance Dance', 'Fun Fun Fun', 'Good Vibrations', 'Help Me Rhonda', 'I Get Around', 'In My Room', 'Sloop John B', 'Surfer Girl', 'A Hard Day's Night', 'All My Loving', 'And I Love Her', 'Can't Buy Me Love', 'Do You Want To Know A Secret', 'Help!', 'I Saw Her Standing There', 'I Should Have Known Better', 'I Want To Hold Your Hand', 'If I Fell', 'I'm Happy Just To Dance With You', 'She Loves You', 'Ticket To Ride', 'Twist And Shout', 'We Can Work It Out', 'To Love Somebody', 'Johnny B Goode', 'Roll Over Beethoven', 'Bobby's Girl', 'Why Do Lovers Break Each Other's Heart', 'I Got You Babe', 'Green Onions', 'Time Is Tight', 'I Wonder What She's Doing Tonight', 'Don't You Care', 'Hey Baby (They're Playing Our Song)', 'Dreamin'', 'Palisades Park', 'Rhythm Of The Rain', 'Then You Can Tell Me Goodbye', 'A Summer Song', and 'Yesterday's Gone'.

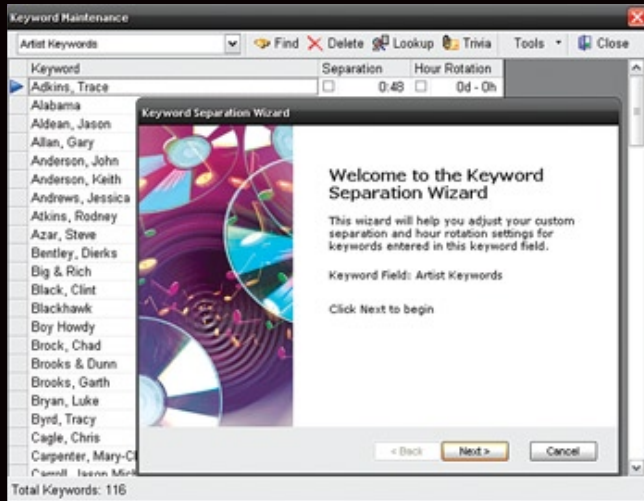
On the right side of the interface, there is a text window with a photo of The Beatles and the following text:

Even when coaching praise in specific terms, it's hard to convey the scope of the Beatles' achievements in a mere paragraph or two. They synthesized all that was good about early rock & roll, and changed it into something original and even more exciting. They established the prototype for the self-contained rock group that wrote and performed their own material. As composers, their craft and melodic inventiveness were second to none, and key to the evolution of rock from its blues R&B-based forms into a style that was far more eclectic, but equally visceral. As singers, both John Lennon and Paul McCartney were among the best and most expressive vocalists in rock; the group's harmonies were intricate and exhilarating. As performers, they were (at least until touring had ground them down) exciting and photogenic; when they retreated into the studio, they were instrumental in pioneering advanced techniques and multi-layered arrangements. They were also the first British rock group to achieve worldwide prominence, launching a British invasion that made rock truly an international phenomenon.

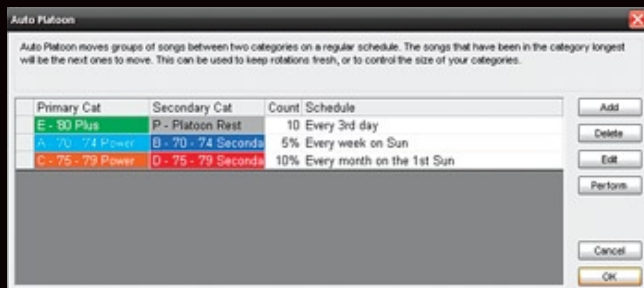
More than any other top group, the Beatles' success was very much a case of the sum being greater than the parts. Their phenomenal cohesion was due in large degree to most of the group having known each other and played together in Liverpool for about five years before they began to have hit records. Guitarist and teenage rebel John Lennon got hooked on rock 'n' roll in the mid-1950s, and formed a band, the Quarrymen, at his high school. Around mid-1957, the Quarrymen were joined by another guitarist, Paul McCartney, nearly two years Lennon's junior. A bit later they were joined by another guitarist, George Harrison, a friend of McCartney's. The Quarrymen would change lineups constantly in the late '50s, eventually reducing to the core trio of guitarists, who'd proven themselves to be the best musicians and most personally compatible individuals within the band.

The Quarrymen changed their name to the Silver Beatles in 1960, quickly dropping the "Silver" to become just the Beatles. Lennon's art college friend Stuart Sutcliffe joined on bass, but finding a permanent drummer was a vexing problem until Pete Best joined in the summer of 1960. He successfully auditioned for the combo just before they left for a several-month stint in Hamburg, Germany.

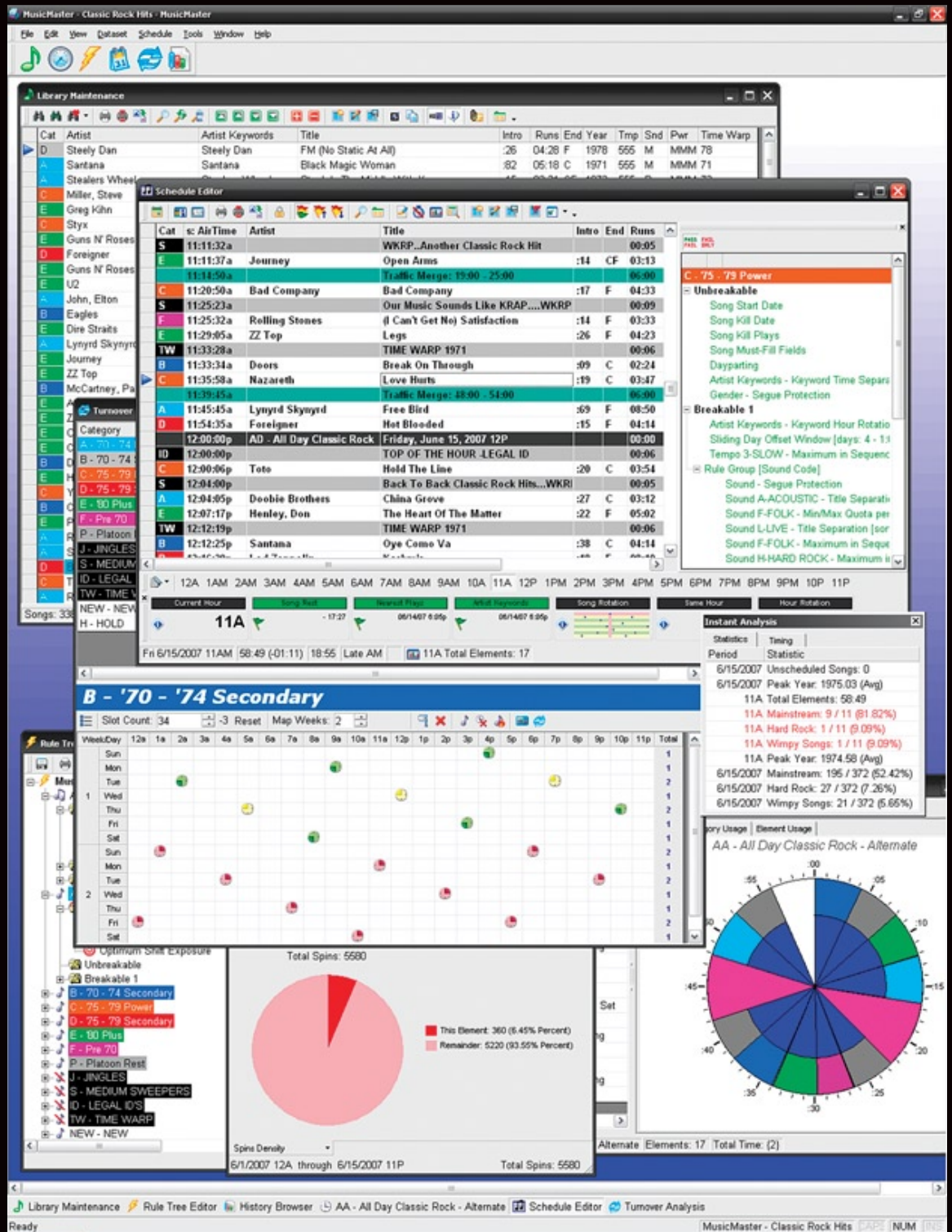
MusicMaster can automatically set up the ideal separation for each of your artists based on your rotations of your categories and the number of songs you play by each artist. The computer does the math for you, and that makes it easy to get totally optimized artist separation automatically!



MusicMaster's Auto-Platooning feature lets you move songs in and out of rotation automatically, according to whatever schedule you can imagine, to keep the music sounding fresh at all times. You get total control over which songs get moved in and out. You can even platoon different types of music at different speeds!



The true Windows® design allows MusicMaster to adapt to any monitor configuration.



## Other MusicMaster Features:

- Enterprise solution for multiple stations who share a MasterMusic database
- Virtual breaks to export multiple streams with different breaks
- RealTime studio interface to bring MusicMaster power into the studio
- Nexus Server for instant communications with your automation and other systems

## You already know how to use MusicMaster!

It's 100% Windows®, and that's a good thing! If you know your way around Excel® or Word®, you already know how to navigate around MusicMaster. Entering songs is a breeze in MusicMaster because it's just like typing data into a spreadsheet. You can even create as many different spreadsheet layouts as you want, so you see different song information depending on the job you've set out to accomplish.

**MusicMaster** is multitasking, meaning that you can open up as many different windows within the program as you require. You can be editing the music schedules, open the library editor, open a few clocks, open up the Rule Tree™, run a history analysis, and leave all these things open as you switch from one to the other. You can even open them in individual windows so you can drag and drop elements from one to the other. Just imagine, you can create a special program just by dragging songs from the library into the schedule. You can call for jingles and top-of-hour sweepers by dragging them into your clocks.

**MusicMaster** is also multi-user technology. Install it on your network and several people can work in the system at the same time. One person might be scheduling music for tomorrow while another is entering new song information, and another is running reports, and yet another is building a special show for the upcoming weekend!

**MusicMaster** allows you to open, schedule, clone, and work with multiple databases freely with no additional licensing or restrictions. Multi-station conflicts can be avoided to make sure you're never playing the same song on two similar stations in your cluster at the same time. You can even run conflict reports to find out exactly how close together these "crossover" songs play across multiple stations.

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