PLAYOUT

User Guide for Buyers & Specialists

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playout@uk.adwanted.com

Introduction

Welcome to Playout

What is Playout?

Playout is a platform which centralises playout data across media owners into a single connection point for buyers to access.

It is part of a wider ecosystem of industry-supported platforms and standards in OOH including SPACE, Route, and the OpenDirect and OpenRTB extensions for OOH.

Adwanted UK were commissioned by Outsmart to develop and manage Playout. Adwanted UK is the UK media industry's number one destination for media data, planning tools, market insight, news, and conferences. Find out more about [Adwanted UK's other services.](#)

Security

The Playout security model ensures that only authenticated users have visibility of data for which the user is either:

a) the Media Owner who provided the data, or
b) has been identified as the buyer of the playout, by the media owner.

Access to the Playout Redshift database is restricted to validated users' IP addresses. To find the IP address to send to the Playout admin team, please click [here](#). If you are not on a static IP address, you will need to send us your new IP each time for it to be listed against your company. IP ranges can also be added.

Getting Started

The [Playout website](#) can be used to monitor usage, set cost controls, and manage notification preferences.

To access the Playout website, you will need a username and password.

Username: Your company email address.

Password: Generated by the Playout admin team at Adwanted UK. Note that users cannot reset their own passwords.

If you need a password reset, please contact the Playout helpdesk:

Phone: 0207 420 3252 (opt. 5)

Email: playout@uk.adwanted.com

To upload Playout files, you need access to the Amazon AWS S3 bucket created for your company.

To report on your Playout data, you will need an ODBC or JDBC connection.

If you require access to either upload files or report on data, please email playout@uk.adwanted.com to be set up with the relevant credentials.

Playout Reporting

Playout provides spot information from the data warehouse through two approaches:

1. Direct warehouse access via JDBC/ODBC.

2. Scheduled exports of data to CSV files in S3.

Direct warehouse access

Playout uses the Amazon Redshift data warehouse to manage data provided by Media Owners. Data reaching the data warehouse has been validated by the Playout system.

Usage: The data warehouse contains a large volume of data. Users are advised to use the Direct Access approach cautiously to manage costs associated with processing and data transfer.

For bulk interrogation of the data warehouse, we recommend using the alternative Scheduled Exports approach (described below) to extract data from the warehouse.

Connection: Amazon Redshift provides drivers for JDBC and ODBC. Details of these drivers can be found here.

https://docs.aws.amazon.com/redshift/latest/mgmt/configuring-connections.html

Adwanted will issue credentials to Media Owners and buy-side users of the platform for authentication via JDBC/ODBC.

Scheduled Exports

Playout has the facility to export data from the data warehouse to compressed CSV files stored in S3. These files will be generated on a regular schedule for each company user, according to an agreed schedule.

Exported files are retained in S3 for ten days from their creation date. Access to the S3 bucket can be provided through IAM user access credentials in the Playout AWS Account, or by Adwanted UK establishing cross-account access if you have your own AWS account.

Each generated file will contain all spots added to Playout since the previous file was created, allowing users to build a complete sequential record of all spots. If no new spots are available to be exported, no new files will be generated (and no folder will be created).

The precise time of a file's availability for download cannot be guaranteed as it is affected by factors such as data quantity, networking, and system load.

File specification

For information on file specifications, please click here for Digital, and here for Classic.

Folder structure and file naming

Each scheduled export will create files in this folder:

s3://playout-*ENV*-exports/client-*CCC*

where:

- *ENV* represents the Playout environment (either UAT or prod)
- *CCC* is the SPACE client ID for the Playout user

Within this folder, clients can choose between a "flat" approach (in which the folder is populated with gzip-compressed files) or a "media-owner partitioned" approach (in which data is partitioned into additional folders − one for each media-owner).
These are described overleaf.

Flat approach

Within the client folder, one or more gzip-compressed files will be created for each export. These will be named according to this scheme:

playout_*YYYYMMDDHHMM-PPP*.csv.gz

where:

- *YYYYMMDDHHMM* is the time that the current export began.
- *PPP* is a "part number". The first part will be 000. If exports are large, multiple files will be generated for each export run. (Each file will be a maximum of 6.2GB.) If a second file is generated, the part will be 001 and so on.

So for example, you will end up with:

s3://playout-*uat*-exports/client-*123/playout_202411170900-000.csv.gz*
s3://playout-*uat*-exports/client-*123/playout_202411170900-001.csv.gz*
s3://playout-*uat*-exports/client-*123/playout_202411171000-000.csv.gz*
s3://playout-*uat*-exports/client-*123/playout_202411171000-001.csv.gz*

. . .

Media Owner partitioned approach

Within the client folder, there will be a folder for each export:

playout_*YYYYMMDDHHMM*

where *YYYYMMDDHHMM* is the time that the current export began.
Within that folder, there will be folders for each media owner who supplied the data. This folder's name will be: space_media_owner_id=MMM where *MMM* is the SPACE id for that media owner.

Within these media owner folders, one or more gzip-compressed files will be created for each export. These will be named according to this scheme:

PPP.csv.gz

where *PPP* is a "part number". The first part will be 000. If exports are large, multiple files will be generated for each export run. (Each file will be a maximum of 6.2GB.) If a second file is generated, the part will be 001 and so on.
So, for example, you will end up with:

s3://playout-*uat*-exports/client-*123/playout_202411170900/space_media_owner_id=123/000.csv.gz*
s3://playout-*uat*-exports/client-*123/playout_202411170900/space_media_owner_id=123/001.csv.gz*
s3://playout-*uat*-exports/client-*123/playout_202411170900/space_media_owner_id=234/000.csv.gz*
s3://playout-*uat*-exports/client-*123/playout_202411170900/space_media_owner_id=234/001.csv.gz*
s3://playout-*uat*-exports/client-*123/playout_202411171000/space_media_owner_id=123/000.csv.gz*
s3://playout-*uat*-exports/client-*123/playout_202411171000/space_media_owner_id=123/001.csv.gz*
s3://playout-*uat*-exports/client-*123/playout_202411171000/space_media_owner_id=234/000.csv.gz*
s3://playout-*uat*-exports/client-*123/playout_202411171000/space_media_owner_id=234/001.csv.gz*

. . .

Usage dashboard

A dashboard where cloud processing AWS costs and usage are displayed is available on the 'Usage Dashboard' page within the Playout website.

The usage history displays the costs incurred per month. Costs will only be invoiced once a total of $50 has been incurred.

Due to exchange rate fluctuations, GBP figures with an asterisk are unconfirmed until the AWS monthly bill is received as they are based on the exchange rate on the day they were processed.

Cost Alerts

The cost alerts allow you to set alerts for the data being downloaded.

You can set email alerts via the cost alerts dashboard to be notified when your specified data download thresholds are approaching.

Cost Alerts

There are no charges associated with S3 downloads providing files are downloaded once. Additional S3 downloads are chargeable.

Costs are associated with direct ODBC/JDBC access. There is no charge to download up to 350GB of data. Data over 350GB are chargeable per GB.

Complete the details below if you wish to be alerted when you are approaching, or have exceeded, your chosen data alert limit.

Enable alerts ☑ ⓘ

Data Limit Alert

| 10 | GB |

Email:

dtml@live.co.uk

Save   Cancel

Playout process overview
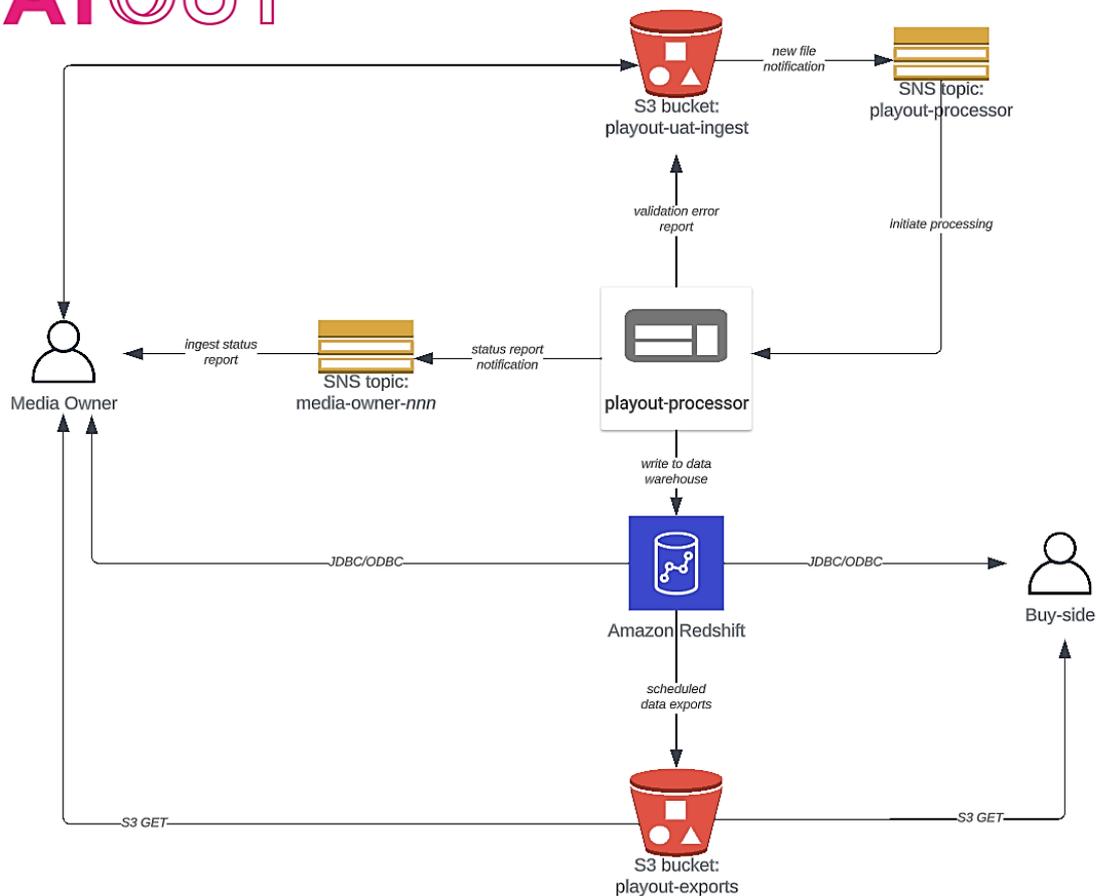
Support

Within the Support section of the [Playout website](#) you will find FAQ's, guides, and support updates. If you have any queries, please don't hesitate to contact the Playout helpdesk at 0207 420 3252 (opt. 5) or email us at playout@uk.adwanted.com.

Resources

Playout website - https://oohplayout.com

FAQs - https://oohplayout.com/faqs/

Exports and database schema - https://oohplayout.com/wp-content/uploads/2024/11/Schema-combined.pdf

Guides - https://oohplayout.com/guides/

Playout File Format (classic) - https://github.com/Outsmart-OOH/PlayoutReportingStandard/blob/main/Playout/playout-classic-file-format.md

Playout File Format (digital) - https://github.com/Outsmart-OOH/PlayoutReportingStandard/blob/main/Playout/playout-digital-file-format.md