# Set up IXM One

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To play DOOH content, you must set up playlists, a program scheme, and spots in IXM One.

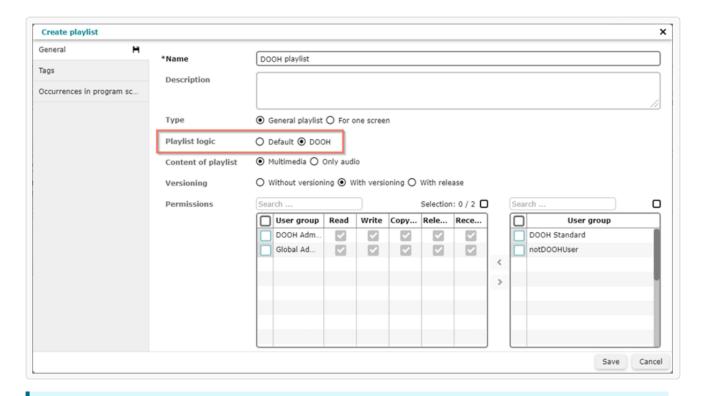
## **Create playlists**

You must create a playlist for your DOOH spots and a playlist that contains standard content. Usually, the DOOH playlist will not take up the entire playlist playback time, so the system inserts standard spots in-between as fillers.

# **Create the DOOH playlist**

To create a playlist for your DOOH spots, perform the following steps:

- 1. Go to Channels > Programm scheme.
- 2. In the Available playlists pane, click New.
- 3. In the Create playlist window, enter a name for your playlist.
- 4. As Playlist logic, select DOOH.
- 5. Specify all other settings as needed.
- 6. Click Save to save your changes.



#### Note

You can only have one DOOH playlist per network and you don't have to fill it. When you add a spot to a DOOH booking item, it's automatically added to the DOOH playlist.

### Create a standard playlist

To create the standard playlist that contains filler spots, perform the following steps:

- 1. In IXM One, go to Channels > Program scheme.
- 2. To create the standard playlist, click **New**.
- 3. In the Create playlist window, enter a name for your standard playlist.
- 4. As Playlist logic, select Default.
- 5. Specify all other playlist settings as required.
- 6. Click Save to save your changes.

# Add spots to the standard playlist

To play standard spots as fillers, you must add them to the standard playlist. To do so, perform the following steps:

- 1. In IXM One, go to Content > Playlist.
- 2. Select the standard playlist.
- 3. Drag and drop your standard spots from the **Selectable spots** pane onto the **Content of playlist** pane.

#### Assign the playlists to a program scheme

To play any of your playlists, you must assign them to the program scheme. To do so, perform the following steps:

- 1. In IXM One, go to **Channels > Program scheme**.
- 2. To create a new program scheme, click on the + button.
- 3. In the Create program scheme window, enter a name for your program scheme.
- 4. Select Event playlists.
- 5. Specify all other program scheme settings as required.
- 6. Click Save to save your changes.
- 7. To assign the standard playlist to the program scheme, drag and drop it onto the **Standard playlists** panel.
- 8. To assign the DOOH playlist, drag and drop it onto the **Event playlists** panel.

# **Configure playlist properties**

You must configure the standard playlist to play DOOH spots in-between standard filler spots. Otherwise, the standard playlist will be played through in one go.

To do so, perform the following steps:

- 1. In IXM One, go to **Channels > Program scheme**.
- 2. In the **Standard playlists** panel, hover over the standard playlist and select the menu icon. Alternatively, double-click on it.
- 3. In the **Edit playlist properties** window, switch to the **Extras** tab.
- 4. Select Prioritize programmatic advertisements.
- 5. Configure all other playlist properties as needed.
- 6. Click **Save** to save your changes.

