



ADVANCED ZETTA CONFIGURATIONS FOR SHARING RADIO CONTENT

Discover how **Zetta** can maximize your operations and optimize workflows with powerful content management and distribution features



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Radio broadcasting is an ever-evolving industry that thrives on efficiency, flexibility, and delivering captivating content to listeners. In this guide, we will explore the revolutionary capabilities of Zetta, a cutting-edge platform that empowers radio stations with hybrid workflows and Format Centers designed to increase the efficiency and the flexibility of radio programme delivery.

We will delve into the publisher and subscriber workflow within Format Centers, highlight the significance of formats in radio programming, and provide an overview of audio content management, including storage, distribution, and scheduling. Additionally, we will discuss the flexibility and power of ZCast, a feature that revolutionizes the delivery of audio content.

ZCast

ZCast enables sites to share Audio Assets, Logs, Voice Tracks with Heads/Tails, Segue Transitions and Splits between stations and databases. [Find out more.](#)



WHAT IS ZETTA?

RCS is the number one manufacturer of Radio Playout systems in the world and Zetta is built on decades of experience and feedback from thousands of radio stations worldwide. Zetta's 'No Limits' design allows maximum flexibility without restriction on functionality. No other broadcast company offers a complete solution with as many features and possibilities for terrestrial, satellite, digital radio or streaming stations.

Zetta's sleek design has been simplified, streamlined and architected so that new users can get more out of the system right away. Zetta's user interface feels instantly comfortable, irrespective of how long you have been on-air. Using Zetta's amazing floating modules, you have infinite options to set up Zetta exactly the way you prefer, guaranteeing that it will perfectly fit your workflow. Zetta seamlessly integrates with GSelector, RCS News and Aquira. Plus, Zetta2GO gives you Mobile Playout Management in a suite of applications that lets you control your Zetta Automation Playout from a smartphone or tablet.

Zetta Splits

Enables a master station to send a signal to local radio stations to play their own local spots and links, then to rejoin the master station after the break.



ZETTA WORKFLOWS – FORMAT CENTERS

A Format Center in Zetta is essentially an enterprise workflow, one that helps deliver programming products in more efficient ways.

One of the core foundations to Format Center is the Publisher and Subscriber workflow. Publishers are the contributors, also known as Format Captains. They manage the format, which is all the audio and content that would go into creating a station.

The station in this workflow is designated as the Subscriber. They are the recipient of the audio content, the programming, the branding, the metadata and the schedules created by the format. Subscribers will have a pre-defined assigned delivery method, so that they're only receiving their appropriate schedules and audio. Plus, there's a third option: enterprise syndication or program delivery. This could be a highly rated talent or a syndicated morning show that's included as part of the delivery, for example.

A key part of making all this work is content management and Zetta is the foundation for this. Audio can be ingested within Zetta in a variety of different ways. It supports Auto Load – Drop Folders and direct imports, CD ripping (yes, people still rip

CDs) and multitrack recordings. These are powerful tools for getting your audio into the platform and, once audio is ingested, the power of Zetta can put it in multiple locations automatically (typically primary and secondary storage) in order to provide multiple points of redundancy.

Distribution is the next key element in the workflow and ZCast is the solution to getting all this audio out to individual Subscriber stations. ZCast is a highly flexible and powerful way to distribute audio within the Zetta platform. Once you have your Format Centers, you can utilize those Format Centers in a variety of unique ways that continue to add benefit and get some efficiency to the way that you want to distribute specific content.

Site Replication

Site Replication keeps a copy of essential parts of your database in sync somewhere else. Hardware/computer related items are not synchronized, so that you can have local hardware configured to take a system to air if necessary.



PROGRAMMING AND SCHEDULE MANAGEMENT

For programming and schedule management, you use GSelector. Once audio is ingested and available within your audio store, you can groom that data, making sure the title and the artist information is correct. Then you can give it an assignment in terms of what format it is. If you bring in a Classic Rock song, for example, you can put it into a Classic Rock category. A Top 40 song, meanwhile, can be dropped into a Top 40 format, and so on. You can also set up Format Clocks and Daily Schedules within Zetta.

In terms of scheduling and audio content delivery, it's all about ZCast. This is an extremely powerful tool where you can share audio content, voice tracks, hot keys, all the things that would be associated with a specific format. For example, if you have a Classic Rock format, there may be interesting sounders and IDs and sweeps that go along with it. You want to make sure that when people are broadcasting the format live from their individual stations, they have access to all of that augmentation and branding. As a Publisher or a Subscriber, you can pick and choose what you want to receive.

In summary, music scheduling is performed with GSelector and those schedules are sent out to the individual stations, while the audio is sent out via the Format Center with ZCast. With GSelector's S3 (Schedule Subscription Service), Subscribers can receive a master music log, featuring a magnitude of options ranging from full log loads, to music only, or a mix of music, imaging, and/or voice tracks. The beauty of S3 is that it's all station specific and fully customizable with additional overrides. Schedules can be assigned hour by hour, so national programmers can literally pick and choose each Subscriber's profile.



DISTRIBUTION AND SYNDICATION WITH ZETTA

Zetta can accommodate degrees of complexity as required by individual stations and as required by individual operators of the network. A station may, for example, have a different audience in its overnights compared to during the day. With Zetta, stations can subscribe to different formats to cater to these different audiences.

So, format switching is as simple as subscribing to another format. Let's say, for example, that you want to launch a Top 40 show on a Sunday. You just take that library from the Format Center and Zetta. Then you ZCast the brand new library over and from the GSelector perspective, you just change the profile starting Sunday. It's a format flip that takes minutes to set up. It's super easy.

All of which brings us to syndication. This is basically the ability to be able to do a split feed to various different modules. With regional hubs or a single centralized Zetta system, programmers can take a highly rated morning show and have affiliates receive the content via modern delivery mechanisms.

For example, engineers could configure a master audio route via a central Zetta sequencer and then all subscribers can utilize Zetta Splits to switch to that master sequencer and simply breakaway to local programming for imaging/sweepers or local spot blocks. If there's long form content, like a format promotional sweeper or reoccurring show segments, Format Captains can add the audio from the centralized Zetta hub and ZCast it to all affiliates, landing correctly with a pre-scheduled S3 log.

GSelector

GSelector is the world's most powerful multistation music scheduling software. GSelector brings flawless rotations straight out-of-the-box for ultra-sophisticated logs. [Find out more.](#)



THE ZETTA ADVANTAGE

Ultimately, the Format Center provides multiple ways of sharing programming and content. You can centralize content in production and distribution and centralize the creation of your schedules. You can utilize S3 to distribute those schedules and use ZCast to distribute the content. You can also support both live and automated programming within the Zetta platform. Essentially, when you take your traditional Zetta studio and begin to connect sites via ZCast and S3, the opportunities and configurations are endless.

For more information about how Zetta can revolutionize your workflows or help you expand your programming operations across multiple markets, [contact us](#).



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