

QuickPay 7
Version 7.0.0.5

The QuickPay Software Suite

PayRaces Desktop Apps

**Essential Instructions for All Aspects of
Event Management and Broadcasting**

by John Howell

The QuickPay Software Suite

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1 Introduction

Welcome to *QuickPay 7*. The software you have installed or about to install represents more than seven years of research and development into the different aspects of broadcasting and running timed, team and judged events. Whether you are a small time producer or a major production company you will find QuickPay extremely easy to use and learn while providing you with the flexibility to do almost anything you can imagine as a producer.

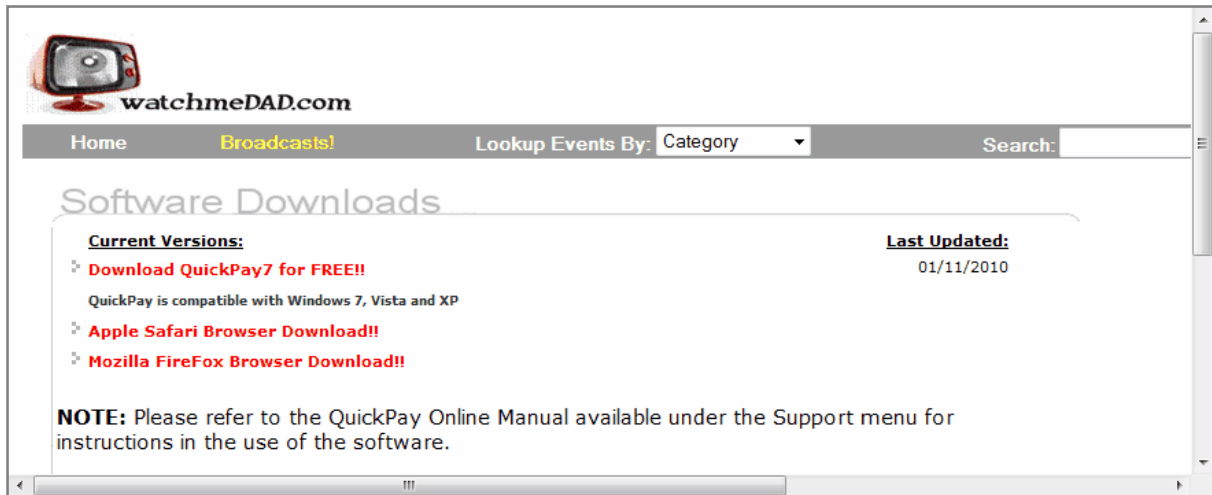
QuickPay 7 is a suite of different software modules that are tightly integrated into one solution. This software suite includes QuickPay, the Race Form, the Workstation Setup and of course watchmeDAD.Com. QuickPay 7 is a Windows based application that you install and run on your PC. It is here that you create events, post those events to watchmeDAD.com, sell ads, build ad playlists, broadcast live streaming video and queue live commercials. Our website watchmeDAD.com is where family, friends and relatives go to watch live and archived broadcasts of sporting events that their loved ones are competing in. It is also where advertisers setup accounts, upload videoads and place those ads on your events. You the producer and watchmeDAD share equally in the ad revenue after commissions are paid. We collect from the advertiser and transfer monies owed directly into your checking account without any charges passed onto you.

The Race Form is a standalone application that displays real time race standings, something that will probably not apply to you especially if you are simply broadcasting a high school football game. The WorkStation Setup program and it's accompanying help file makes it easy to network computers, something many shy away from due to it's complexity. Again this feature is primarily used by event producers of sporting events like Barrel Racing, Motocross or some other type of racing event.

Broadcasting and producing an event can be a daunting task for anyone especially if you don't have the proper tools to do it, QuickPay can make that job easier for anyone. This manual is designed to help you learn this process quickly and easily. If you will follow the step by step instructions outlined here I am sure you will be successful. We also provide free telephone support in the case something isn't quite clear, so please do not hesitate to take advantage of the resources that we provide.

1.1 Installation

To install QuickPay 7 you must first download the setup program from the watchmeDAD.com website. At the bottom of each page you will find a tab labeled "Downloads". Click on this tab, it will take you to the Software Downloads page as shown below. Then click on the "Download QuickPay 7 for FREE!!" link in red.



Installation is straight forward and is managed by an industry accepted product called InstallShield. The whole process will take you through a series of wizards which will prompt you for answers to several questions. Once you have finished installing QuickPay the install program will create an icon on your computer's desktop called "QuickPay" and start the program for you automatically. The software will recognize that this is your first time to run QuickPay and take you through another set of wizards for setting up your association name, request a publishing point, and downloading of the Windows Media Encoder. Actually this wizard will continue until you have an event created and post your event to watchmeDAD.com where you'll be ready to sell online ads for your upcoming event.

Each time you want to start QuickPay make sure that your computer is connected to the Internet so that the program can check for any new program updates.

1.2 Broadcasting

QuickPay7 is a video production application that allows you to manage cameras and video sources needed to broadcast any kind of live event. With QuickPay7 installed on your computer, a video camera and an internet air card you can broadcast remotely a football, basketball, volleyball or baseball game from anywhere. Family, friends and relatives can then go to watchmeDAD.com and view that event live over the internet. You don't need to be a broadcast technician or a professional producer to televise a school or club's sporting event. QuickPay automatically detects and displays up to 6 connected video devices and an unlimited number of video clips and playlists. QuickPay also supports both Direct Switching and Software Mixing. Direct Switching allows you to seamlessly plug directly into a professional video production stream, while Software Mixing provides you with seamless mixing of all the video sources giving you a very professional look and feel. Show scores, instant replays, run short clips and playlists during breaks. Everything you need to produce an end to end broadcast is already built into QuickPay. You can even tell watchmeDAD.com to display the roster, which is updated every 3 seconds by QuickPay.

While we encourage you to look through the manual and perform some test broadcasts before you go live, I think you're going to find that the whole process is pretty much plug and play. Even so if you get in trouble or have any last minute questions do not hesitate to call support directly at (817) 371-7450.

1.3 Advertising

With a video camera or some artwork anyone can advertise a high content video ad on watchmeDAD.com. There's not a more powerfull way to advertise than with video. Video is active and it's compelling. Video is personal and it commands the viewers attention. More can be said and communicated in the 30 seconds of a video ad, than can ever be communicated by the fanciest of banner ads. High content video ads is what watchmeDAD.com is all about. Since the invention of the television, high content TV ads have been relegated to the professionals, but no longer. Now the average guy on the street can have his wife or kids video himself selling his car, pickup, boat, furniture or even his house and then have that ad shown only to those living in and around his zip code.

Here are the steps:

1. All you need to do is get someone to spend 30 seconds videoing you in front of your car. Once the tape starts rolling play like your talking to someone standing in front of you that is interested in buying your car. Tell them about all the things you love about the car wearing the biggest smile you can muster.
Tell them about how well it drives, show the interior, move around the car and don't forget to tell them how to get in touch with you.
2. Using any number of video editing software products edit your video, cutting and pasting in different views of your car. You don't always have to be in the scene. However, your voice should continue to be heard. You might want to put a banner across the bottom displaying your phone number or your email address. Make sure your video is only 30 seconds long.
3. When you're ready to place your ad, go to watchmeDAD.com, if you don't have an account create one then log in and go to your Account Info section. Click on the "Show Videos On File" link. This will display an empty table with an "Upload Video" link. Click on this link to display the Video Upload page.

John Howell | [Account Info](#) | [Ledger](#) | [Logout](#)

Home **Broadcasts** Lookup Events By: Category Search: Event Na

Video Upload

Video Title:

Duration (in seconds):

Upload your video file:

(wmv format only - up to 300kbps)
FILE SIZE MUST NOT EXCEED 100 MB. Video files larger than 100 MB will result in an unsuccessful submission and you will have to return to this page to upload your video again.
To better ensure a successful upload, please limit video commercial clips to no longer than 2 minutes.

PLEASE NOTE: This upload process may take several minutes depending on the size of your video file and the speed of your internet connection. Please be prepared to wait a while for the upload process to complete.

4. Once your file is uploaded to your account go to the Ledger and create an ad campaign.

Set the dates you want the ad to start and end. Once the campaign is defined it will appear in your Ledger waiting for you to add an ad record.

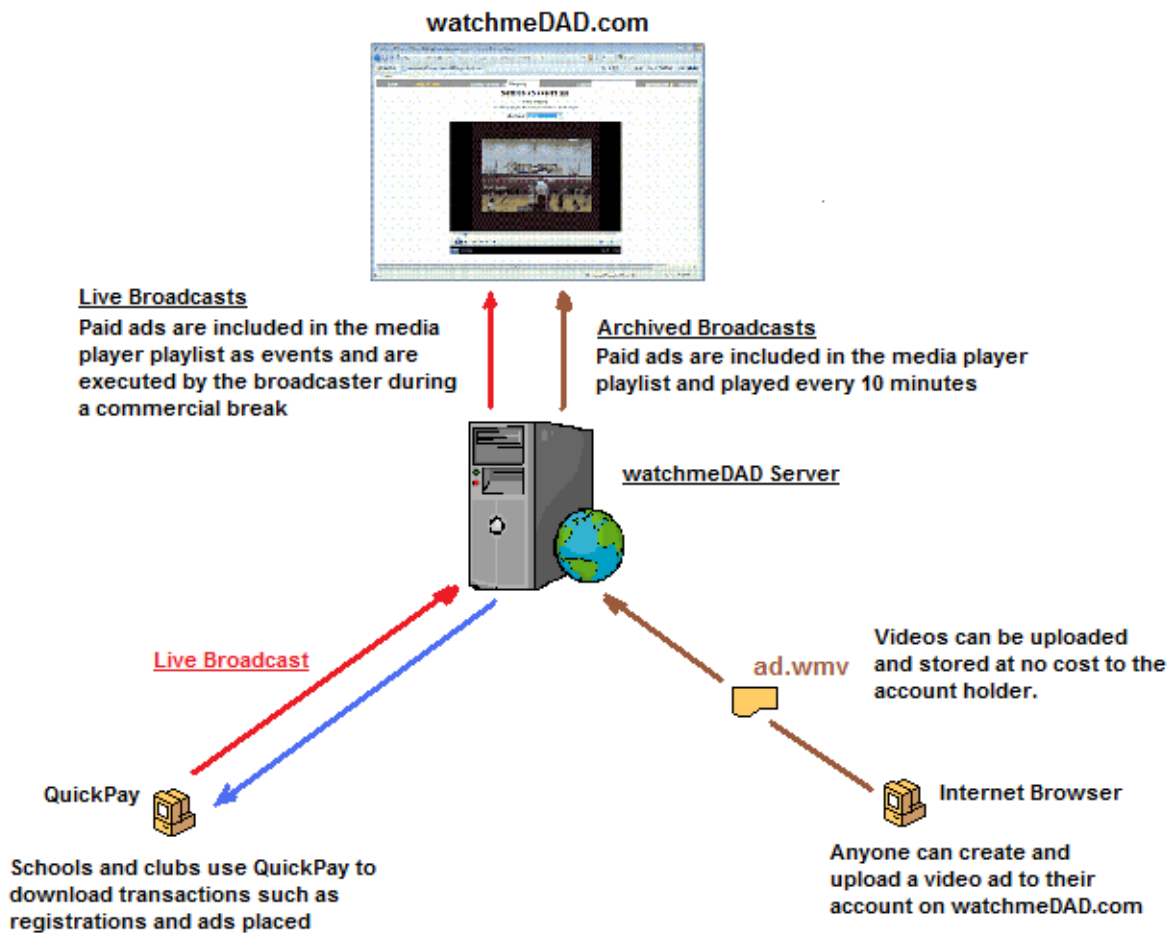
5. In the title bar of the campaign is a "New Ad" button, click on it.

The system will default to \$50 for each record, but you can increase or decrease that amount if you'd like. That \$50 buys you 500 impressions or viewings. It is maintained in an escrow account until it is used. Each time your ad is shown it is logged in the servers database and once a week an invoice is generated for your campaign debiting your escrow account for impressions logged. If your 500 impressions are viewed before the campaign is up the ad is pulled. If your campaign is up before 500

impressions are reached you will be refunded the difference. For example if your ad was only shown 300 times but the campaign had expired you will be refunded for the 200 unseen impressions, which is \$20. Impressions are charged at a rate of 10 cents per viewing.

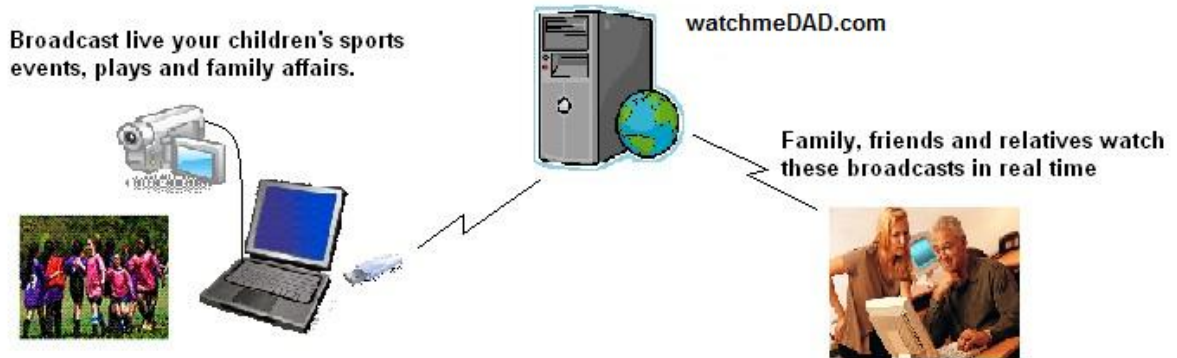
Paid Ad Campaigns							
INVOICE: 5629		CAMPAIGN: 1 - WestSide			PAID		
Start Date: 2009-10-21 - End Date: 2009-10-30							
Date	Memo	Area	Type	Qty	Rate	Amount	
2009-10-30	POD Commercial	76107	CPI	500	0.10	50.00	
						Bank Charges:	\$ 2.00
						Invoice Amount:	\$ 52.00
						Check Amt:	\$ 52.00
Pull Campaign				Print Invoice			

Below is an illustration of the data flow for ads on watchmeDAD.com.



2 Live Broadcasts

Broadcasting an event simply means just that. You are going to take a video camera plugged into your computer which has an Internet connection and broadcast a live streaming video to our Media Server and people are going to watch the event on watchmeDAD.Com as it is actually taking place.



When you are finished broadcasting you will archive the broadcast to a user defined folder. As soon as the archive is complete anyone can go to your event and watch the archived broadcast as often as they would like. And everytime they do they will see an ad every 10 minutes. This ad revenue is shared between us.

The beautiful part about broadcasting is that it is earning you money which will give you the resources to improve the experience, and we will be there to help. Our job is to improve the software and give you better tools. The more broadcasts you do the easier it will be and the better you'll get at improving the viewers experience.

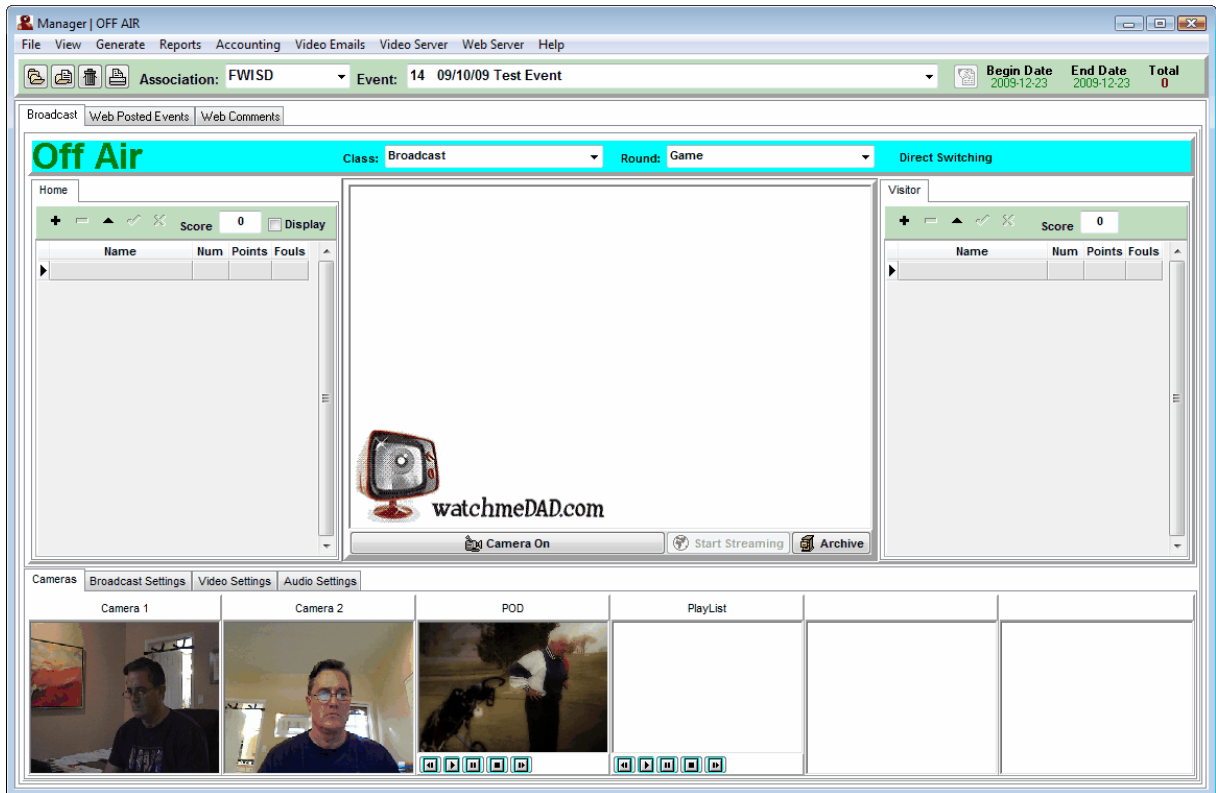
2.1 Setting up Video

Before you can start broadcasting you need to have QuickPay and Windows Media Encoder installed on your computer and a Publishing Point setup on our media server. During installation you will have the opportunity to request a publishing point. Upon approval your publishing point will be created and you will be notified by email. As soon as you have received the email notifying you of the existence of your publishing point you will be ready to broadcast.

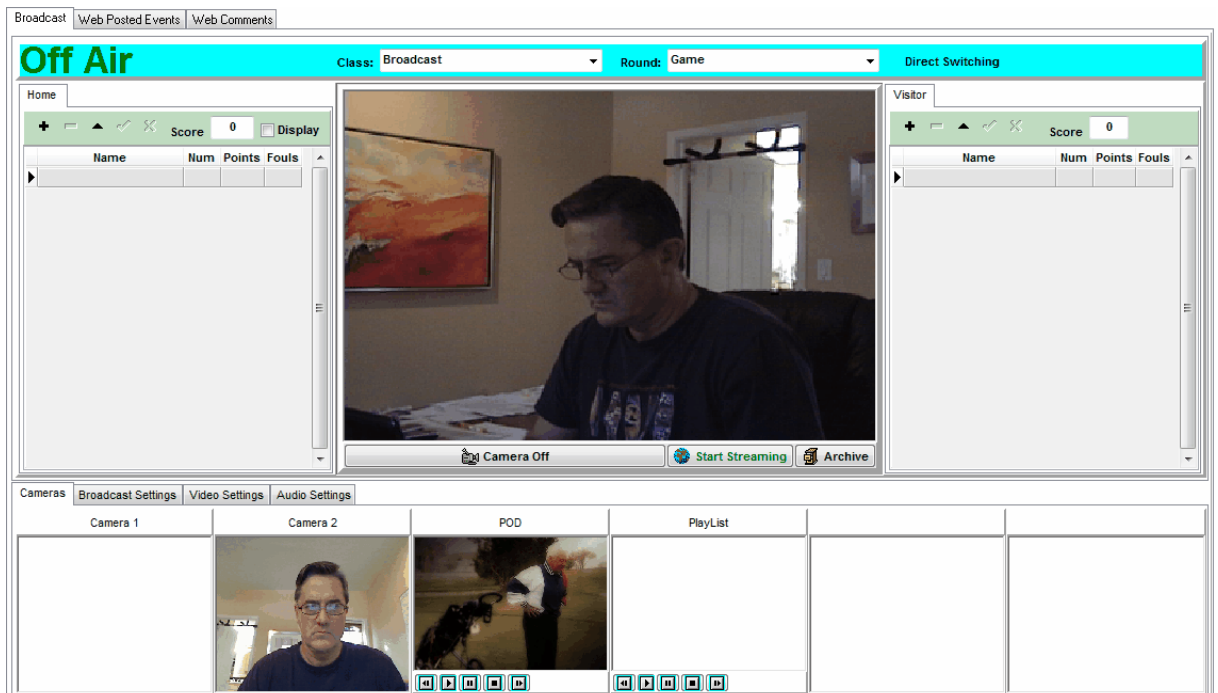
Now all you need to do is create an event and then post that event to watchmeDAD.com, unless you already did that during installation. Here are the steps needed to get started.



1. Double click on the desktop QuickPay icon.
2. Since during installation you setup and posted an event to watchmeDAD.com all you need to do now is click on the Broadcast Tab once Quickpay is open.



- All of your cameras and media sources will appear below the main broadcast screen, you can have over a hundred different media sources available to you, but only six sources at anyone time. Clicking the "Camera On" button will default to the first media source, which happens to be in this case a Sony MiniCam. To change your main view simply click on any of the 6 active screens below and the software will switch to that source automatically.

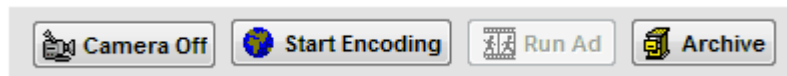


6. To start a broadcast that can be viewed on watchmeDAD.com simply click on the Start Streaming button. Within seconds QuickPay will contact our media server and establish a broadcast publishing session. Now anyone with access to the internet can see you by selecting your posted event.

As you can see, there really isn't a lot to this process. However, if you want to broadcast a football game then you're going to need some type of WiFi connection, probably an Internet 3G air card. You can get one from any of the more popular providers such as at&t, Verizon, Alltel and Sprint. At this time Sprint has the fastest cards on the market. Compared to the money you can make from advertising, the average cost for one of these air cards is \$50/mo making it well worth the expense.

2.2 Starting a Broadcast

Just before your broadcast is about to start, make sure your camera(s) are properly positioned. When all is ready click on the "Start Encoding" button.



As soon as QuickPay has established a connection to the media server the "Start Encoding" button will change to "Stop Encoding" and the "Run Ad" button will be enabled.

Then turn the camera to yourself or an announcer and announce the event and what's about to start happening. Be casual and take your time even take a minute to discuss the event with a friend or someone that everyone knows and get their opinion about the event. Once you've done that queue a commercial break. Don't leave the camera on you, instead put it on the contestants and the playing area so that when the broadcast returns to the live feed it doesn't catch you doing something embarrassing like picking your nose. If you have a head mike and you have a good clear audio feed then begin discussing the activities with the audience as though they're your friends watching from afar. Actually, if you think about it your audience will most likely consist of family, friends and relatives that you know well so don't be shy.

2.3 Archiving a Session

When you broadcast an event the session is being automatically saved on the watchmeDAD server in your root folder, which is your Producer ID prefixed by PID_. For example: PID_128. You'll also notice that this is your publishing point. Everytime you start encoding, a new .asf file is started, and it is closed as soon as you stop encoding. It's not unusual for you to have several .asf files during a single broadcast, and if you don't archive the files then they will just continue to accumulate in the root folder. These files will not be available for viewing later until you archive them. You can do this either by archiving your broadcast as you go or afterwards by using the Video Explorer. Archiving as you go is the easiest since any files in the root is automatically archived under the name you specify. When you archive a session QuickPay will prompt you for a description. A folder by that description name will be created under your event number on the server.

For example, your publishing point is PID_128 and the event number is 7 and you archived the first and second half of the football game you are broadcasting.

```
PID_128
  |__7
```

1st Half
 2nd Half

This allows people to watch either half of the game at a later time.

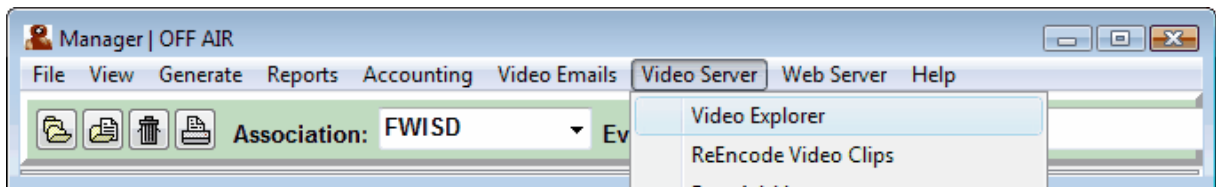
As soon as you finish with a session such as the 1st Half of a football game stop streaming. This will force the file on the server to close allowing you to archive that file. Actually, whenever you stop streaming QuickPay stops, starts and then stops again. This quick start and stop action causes the Media Server to release your main file while locking the small empty file. QuickPay won't archive small files of a specific size so even though the file is locked it won't impede QuickPay's archiving of the main file.

Now, with the streaming stopped the "Archive" button will be enabled allowing you to click on it. A dialog will open that will prompt you for a description of the archived session. As soon as you click on the OK button QuickPay will create a folder under the Event folder under that name and copy the files in the root folder into this new Archive folder. Once the software has finished archiving change the round to the "2nd Half" and start streaming again. If it's half time point the camera at the scoreboard or the middle of the field. Just before the 2nd Half begins stop and start streaming. This will close the Half Time file and create a new file for the 2nd Half. At the end of the game stop streaming and archive again. You can use the Video Explorer to view the files on the server and remove the half time file.

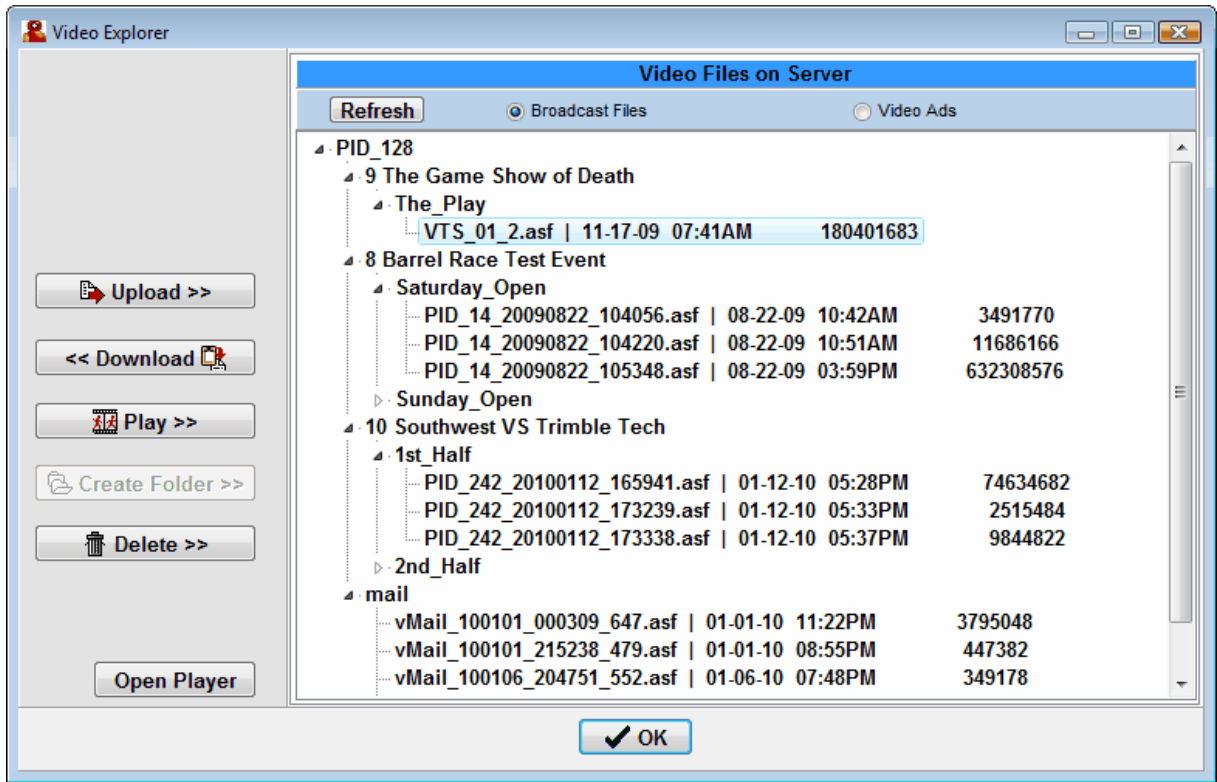
After the game, family, friends and relatives can visit your posted event on watchmeDAD.com and watch either the 1st or 2nd half of the game at their leisure.

2.4 Video Explorer

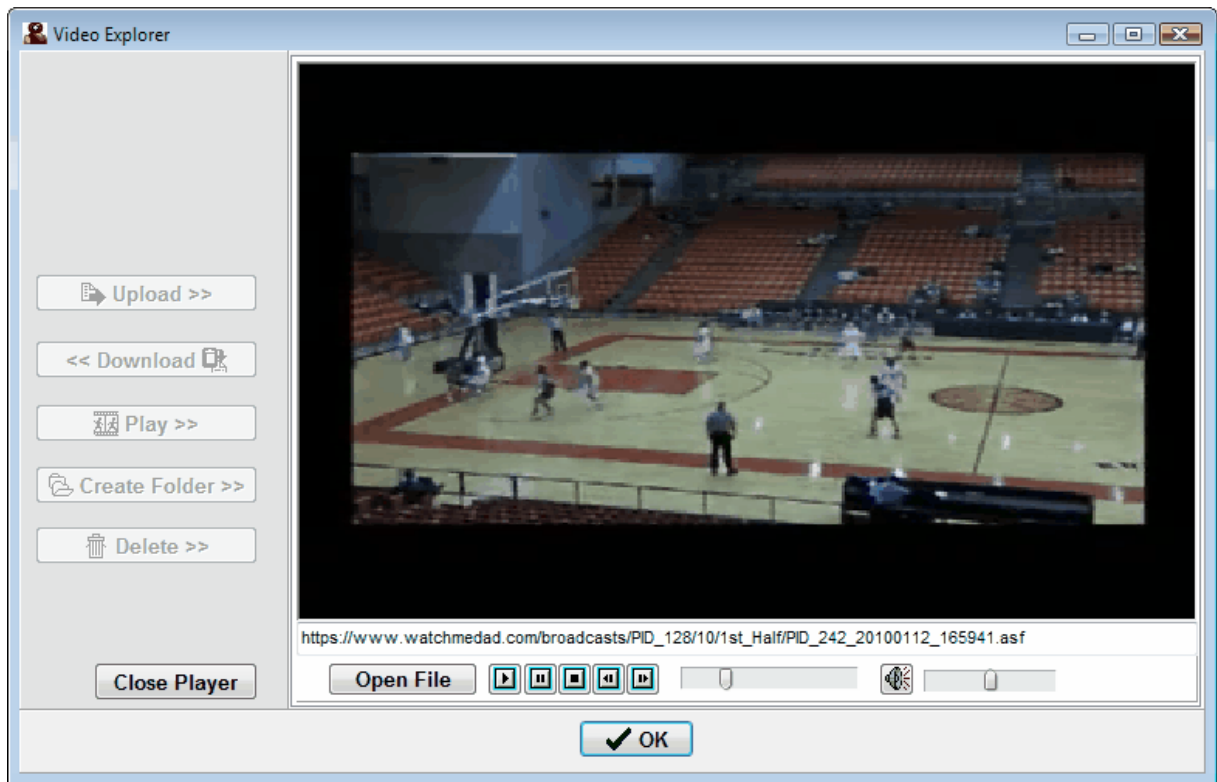
The Video Explorer is QuickPay's solution for uploading and managing video files on the watchmeDAD server. Using Video Explorer you can browse your own computer for a video file and then upload that file to the videoads folder residing on our server. This is useful in that you can take video files that you have created and uploaded and use for prerolls and disconnections. You can also create archive folders under any of your events and cut and paste .asf files on the root folder into these archive folders. You can access the Video Explorer under the Video Server menu.



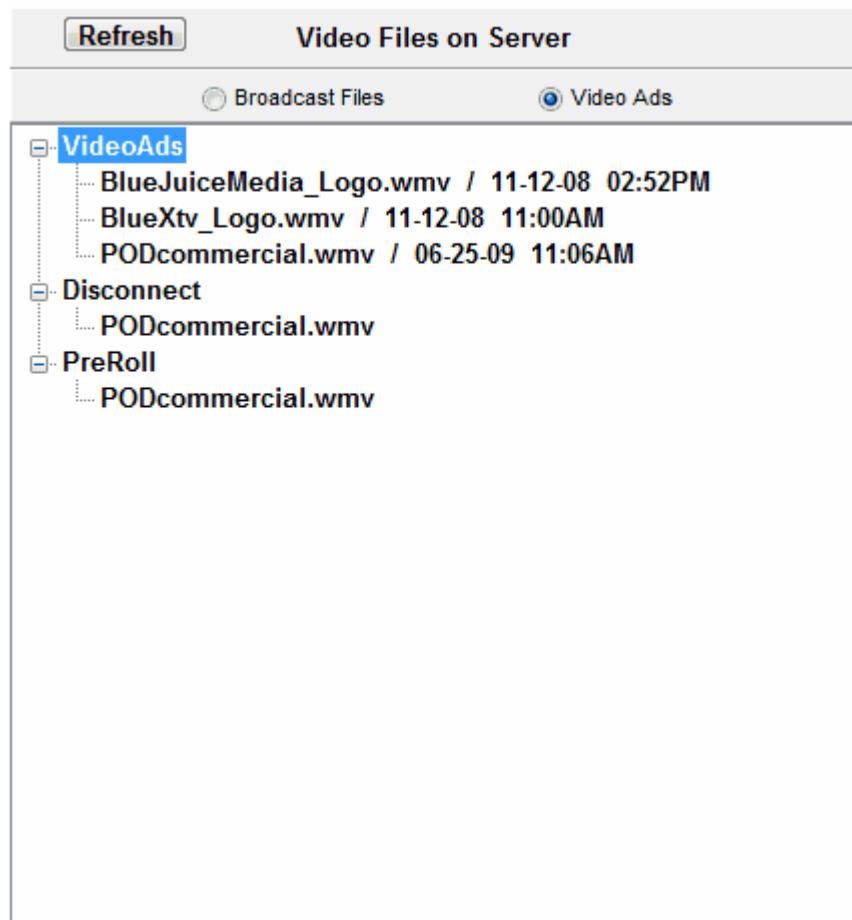
There are two different areas on the server, one for your broadcasts and the other for your video ad clips. Broadcast (.asf) files are automatically saved in the root folder under your publishing point. They will remain there until you move them into an archive folder under an event. You can do this manually or you can let the software do it when you archive a session. To do this manually all you need to do is drag and drop the file into any folder. Folders are created automatically for a round when you open the Explorer. Below are three events with different round names and their files. The Broadcast Files view also shows the mail folder where video emails are stored. Right click on any file or folder to see a menu of options you can perform.



To play a file select it and then click on the Play button. This will open the Player with the name and path of the file you selected below the player. If the file doesn't start playing then click on the Play button to start the video. You can also use the Player to play video's located on your local drive by clicking on the Open File button next to the player controls. This allows you to review video files before uploading or downloading.



The VideoAds folder contains video clips that that you have uploaded that can be ads or video collages of your school activities that you may use for PreRoll and Disconnect events. This is also the same folder that ad files uploaded through your watchmeDAD account are maintained. Copying a file or files to the PreRoll event folder will play whatever is in that folder when someone pulls up the event on watchmeDAD.com. Files placed in the Disconnect folder are played when someone watching an event live loses connection with the broadcast. Usually this is simply a notice of some sort telling you that the broadcast will resume shortly.



2.5 Ending a Broadcast

Once an event is over continue to broadcast to capture everyone's reaction to the outcome, then go to a commercial break. Upon returning from the break spend a few minutes discussing the outcome even getting the coaches or parents to comment on the game. This is always entertaining to anyone watching an event so don't miss this opportunity to capture this moment.

As soon as you're through and you have stopped streaming don't forget to archive your session.

3 Selling Ads

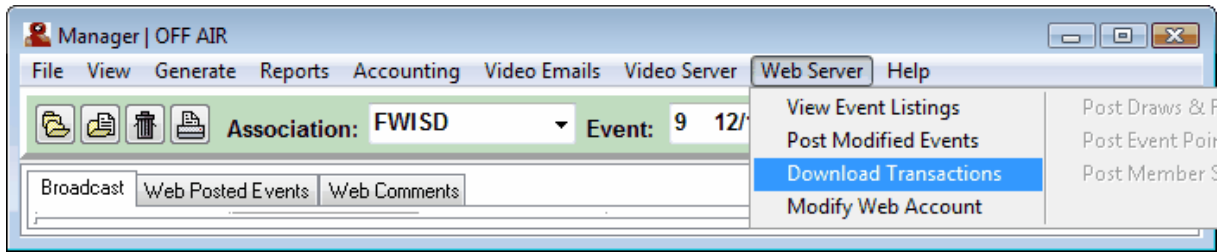
Selling ads is easy, just go into any event information record in QuickPay and check the Sell Online Ads option, set the Close Ads Date and click on the OK button. If you are already connected to the Internet QuickPay will automatically upload the change to the watchmeDAD server. This will cause watchmeDAD to display the "Place an Ad" button on your event main page just below the event name.

If you will notice the Close Ads Date is later than the Broadcast dates. You would think that the logical thing to do would be to have the Close Ads Date set a couple of days before the broadcast so you can review the ads before you air the broadcast. If all you were going to do was show ads during the live broadcast then that's the way you would do it, but if you'll recall, the broadcast is automatically archived on the watchmeDAD server and people will be viewing this broadcast for many more days, weeks and possibly months after the original broadcast date. That means ads will be shown in an automated fashion during any viewing for as long as the event is available for viewing. That also means you can download new ads, generate a new Ads Playlist and upload that playlist to the server whenever you want. So it would behoove you to put the Close Ads List out into the future at least as long as you want to service the event.

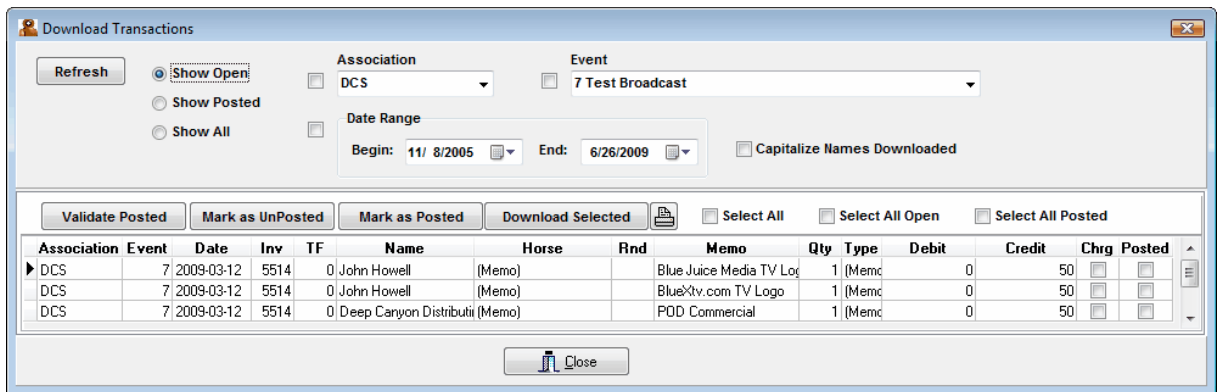
Even if you don't want to deal with selling and approving ads, the system still shows ads already placed on all archived content. So even if you don't sell ads you're still going to generate ad revenue on ads shown. The real advantage to selling your own ads is the money you could generate for ads shown during the live broadcast.

3.1 Downloading Ads

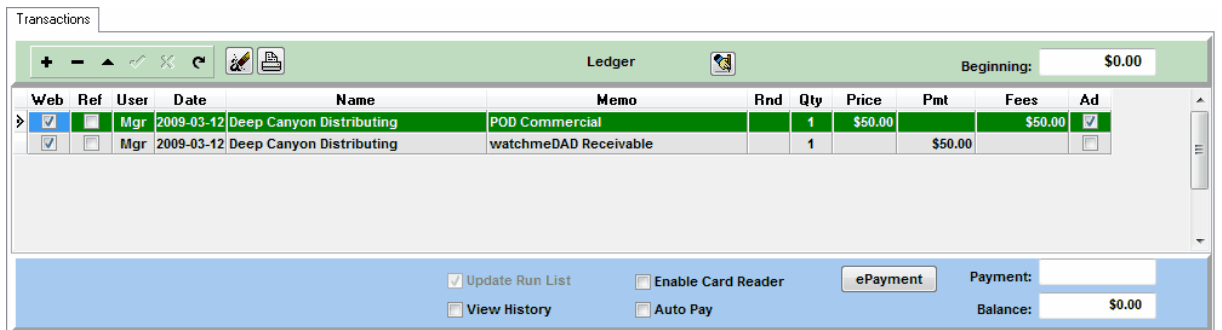
You may have sold ads for your event, but unless you check the server you will never know. The only way to do this is to click on the Download Transactions menu item.



This will open the Download Transactions screen. Below, you can see where I placed 3 commercials on my Test Broadcast. To download those transactions you must first select them by checking the Select All option, which will highlight all the records in the list and then click on the Download Selected button. This action will place these transactions in the General Journal and add the Ads to the Ads List.



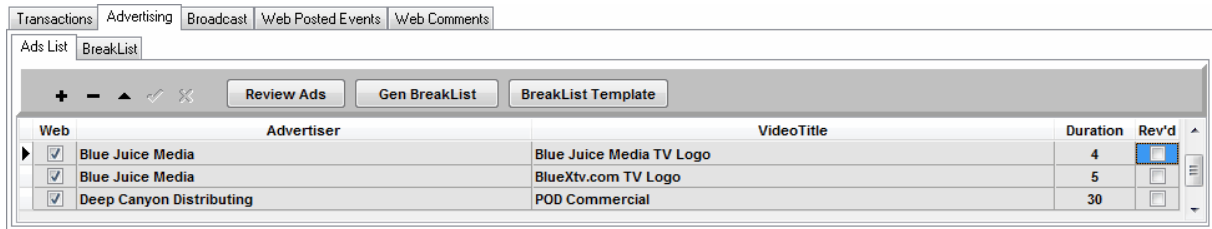
Here are the ads that were just downloaded. You'll notice that there is a \$150 Pmt that is charged to watchmeDAD Receivable. That money is actually in reserve similar to an Escrow account. As soon as any of these ads are shown on your event then the commission for each ad is released to you. Currently the producer shares in the ad revenue with watchmeDAD.Com 50/50. So if all 3 ads were shown today then the watchmeDAD backoffice processor would automatically generate a bank transfer to you for \$75, and you would have two more journal entries reflecting the accounting. watchmeDAD Receivable would be credited \$150, Cash would be debited \$75 and Ad Revenue would be debited \$75 reflecting our share in the transaction.



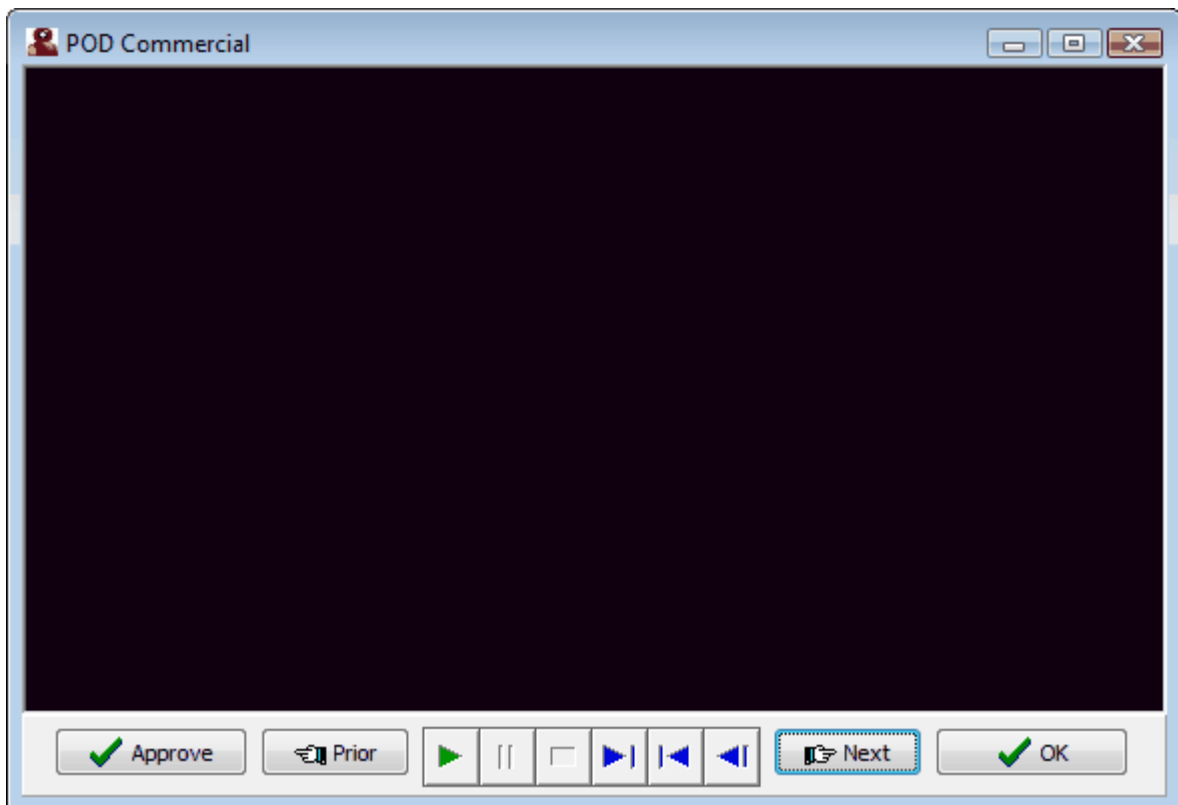
3.2 Reviewing Ads

Click on the Advertising Tab to find the Adslist of the ads we just downloaded from watchmeDAD. Our goal here is to review these ads before we build a BreakList. A Breaklist is a play list of commercials

that we can use to queue up for play during a live feed. We want to make sure that someone isn't trying to advertise anything we may not want our audience to see. For example, we wouldn't want someone's grandma to watch an ad for a porn shop just outside of town. You might get some phone calls if you do that. So it's important that you approve all ads before they're allowed to be played during your broadcast.



Before you start make sure the row pointer is on the first record in the Adslist. The Review Video process starts on whichever record you want to start with. Now, click on the "Review Videos" button to open the viewer. The first ad will begin playing. If after watching the Ad you approve of its content, then click on the Approve button. This will cause the "Rev'd" field in the Adslist for that record to be checked showing that you have reviewed the ad. Click on the Next button to move to the next ad, repeat this process until you have approved all of the ads. If you don't want to include an ad in the BreakList just make sure that the Rev field is unchecked.

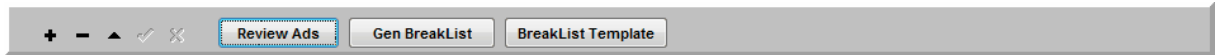


3.3 Generating the Breaklist

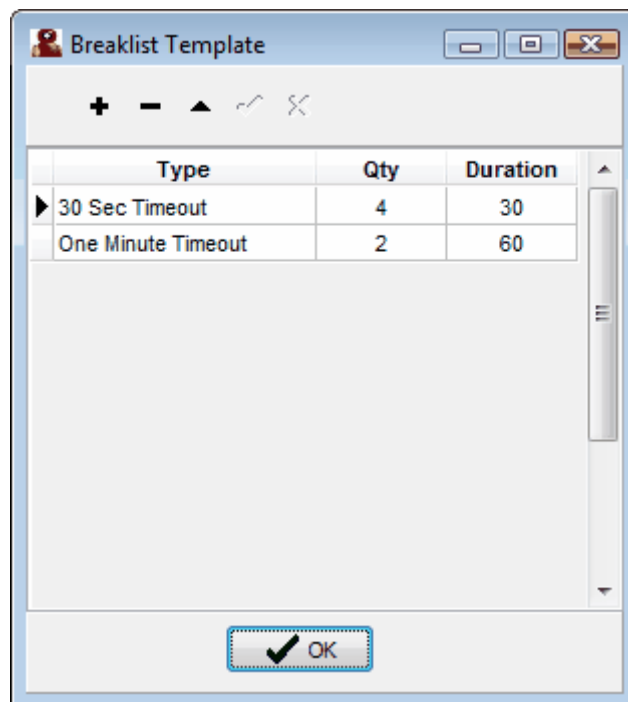
A Breaklist is a table of commercial breaks that are made up of one to many Ads depending on the duration of the commercial break and the duration of the ads that are in that break. The Breaklist has

nothing to do with the adslist used for generating ads used in the viewing of the archived broadcast. It's important that you understand that the Breaklist is specifically designed to help you build breaks for running commercials for live broadcasts.

For example, if you had a commercial break of 2 minutes for a timeout and you had 10 ads all of varying durations how would you determine which ads get played for that break. When you generate a BreakList the software builds that list for you and it does it based on how many breaks you will have for what duration. That information can be found by clicking on the "BreakList Template" button seen below.



Every App in QuickPay already comes with a default BreakList Template and if you need to you can modify that template anytime you want.



If the Template looks good and you have finished reviewing and approving all the ads you can now click on the "Gen BreakList" button which will create the commercial breaks that you will use to Queue Ads during a live broadcast. The process takes only a couple of seconds and when it is finished a new BreakList tab will appear which you will want to open. The number of commercial breaks for each type of break is based on the "Qty" value in the Template table. Since I only have 3 ads in my Adslist the software has to double up on a couple of them to fill the break. You can expand and edit any of the breaks by clicking on the + sign in the Duration field for any break. Remember, breaks don't have to always be filled with ads, there's nothing wrong with the broadcast returning to the live feed just before action is about to resume. In fact it is better that you do cut a break short so that the audience has a little time to understand what is about to happen. So always be conservative when it comes to running ads during a break.

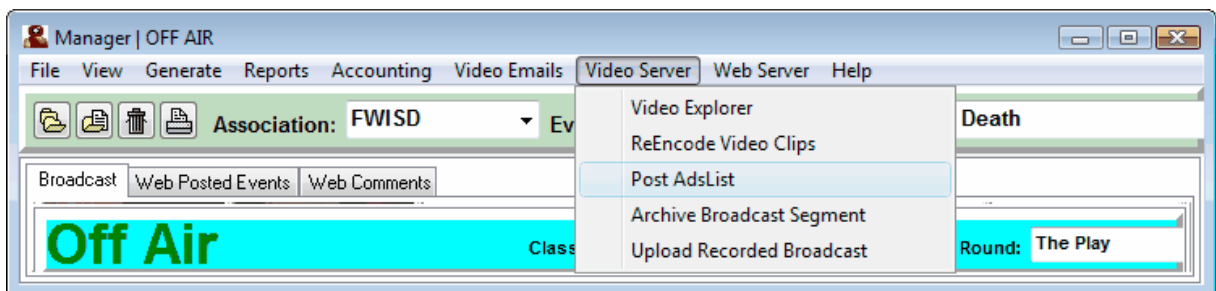
Ads List BreakList

Clear BreakList

Order	Type	Duration																								
1	30 Sec Timeout	+																								
2	30 Sec Timeout	+																								
3	30 Sec Timeout	+																								
4	30 Sec Timeout	+																								
5	One Minute Timeout	-																								
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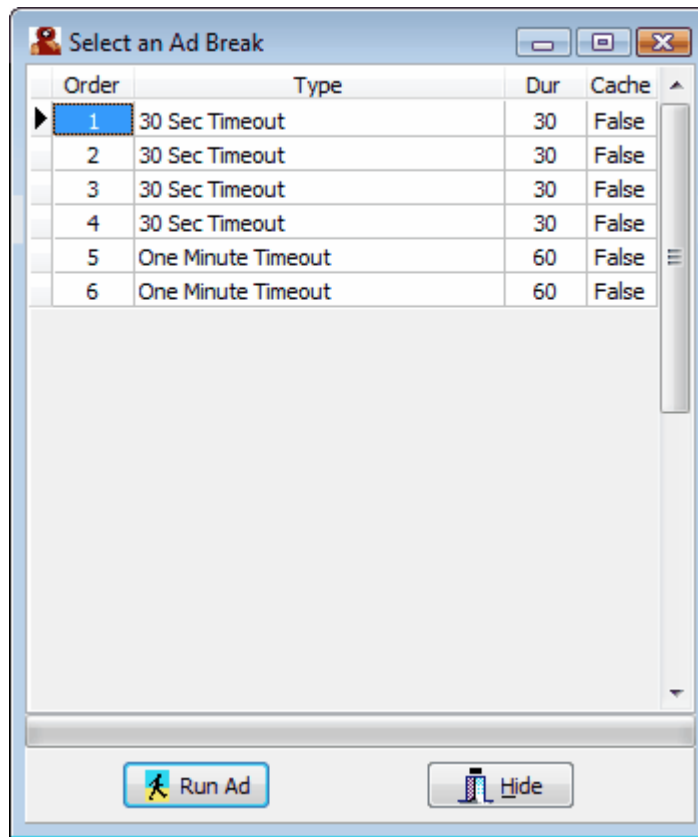
3.4 Posting the Adslist

Before you can Queue up an ad the Adslist needs to be posted to the watchmeDAD Server. You can do this by simply going to the Video Server menu in QuickPay and clicking on the Post Adslist menu option. The software will upload the adslist to the server. If you want you can do this anytime even during a broadcast, so you can see it's easy to correct problems even on the fly.

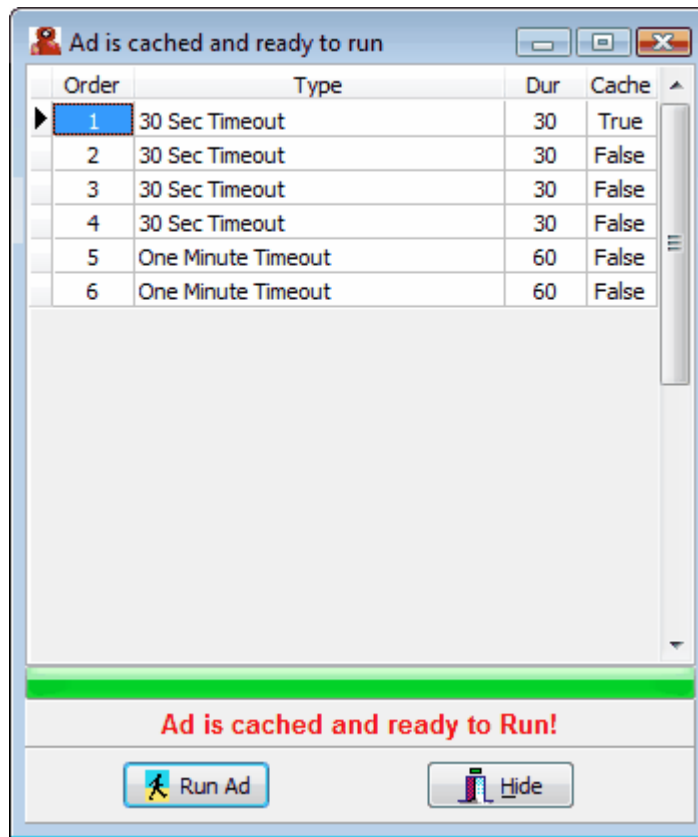


3.5 Running a live Ad

Running a commercial ad break is easy, all you have to do is click on the "Run Ad" button and QuickPay will display all of the breaks available to you. The current ad record is denoted by the marker next to the Order field. You can use your mouse pointer to select any break you want. But before you click on the "Run Ad" button it is advisable to cache the ad before running it. Caching allows the Media server to prepare the ad for delivery and makes for a smoother transition between switching from the live stream of your broadcast to the series of ads in the break.



Clicking on the Cache field will send an Open Event command to the server. As soon as the ad is cached a message will appear at the bottom of the break list telling you that the "Ad is cached and ready to Run." You can do this anytime before you run the ad. When the ad is cached you can run it or simply Hide the dialog window by clicking on the "Hide" button and then when your ready open the "Run Ad" window and click on the "Run Ad" button to start the ad break.



As soon as you do click on the "Run Ad" button the dialog window will disappear and you will see the "On Air" message replaced by a count down to zero from the number of seconds needed to run the break. You can tell when you're about to be live again by watching the counter count down to zero.



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