

Ad Network

Micropixel Media's advertising network: advertisers, campaigns, creative approvals, network screens at host businesses, host logins with their own capped airtime, automatic scheduling and proof-of-play reports.

`micropixel.venueos.jjjk.com.au//adnet`

Set Up the Network

Hosts, locations, screens and groups.

1. Add the host business

`Network` → `Hosts` → `+ New host`. A host is the business with a Micropixel screen on its premises. Set its category (Cafe, Gym, Retail...), contacts and agreement dates. Ads only run on a host's screens while its agreement is **Active** and inside its dates.

2. Add its location

`Network` → `Locations` → `+ New location`. Give it the street address, suburb and region (e.g. *Geelong West, Geelong*) — campaigns can target a region or suburb directly. Set `Operating hours` if ads should only run while the business is open.

3. Pair the screen

Power the Micropixel player on at the site. It shows a pairing code on the TV (e.g. MV9-TF2). Go to **Network** → **Add screens** , type the code, a name, the location and orientation, and click **Pair screen** . Every network screen belongs to Micropixel itself — never to another VenueOS venue.

The screenshot shows the 'Network' management interface in VenueOS. The left sidebar contains navigation links: Overview, Campaigns, Advertisers, Content, **Network** (selected), Reports, and Settings. The main content area is titled 'Network' and has tabs for Screens, Locations, Hosts, Groups, and **Add screens**. The 'Add screens' tab is active and contains two panels. The left panel, 'Pair a new screen', provides instructions and form fields for adding a new screen. The right panel, 'Already paired to Micropixel', shows a table of existing screens and an 'Add to network' button.

Pair a new screen

Power the player on at the host site. It shows a pairing code on the TV - type it in here. All its content then comes from the network.

Pairing code: MV9-TF2

Screen name: **Pako Espresso - Counter**

Location: **Decide later**

Orientation: **Detect**

Size (inches):

Pair screen

Already paired to Micropixel

Screens in the Micropixel signage engine that aren't in the network yet.

Put at location: **Decide later**

SCREEN	FORMAT	LAST SEEN	
Pako Back Bar	1920x1080 normal	just now	Add to network

Pairing a new screen by its on-screen code.

4. Switch advertising on

Open the screen, set **Status** to **active**, tick **Advertising on** and check the orientation (landscape or portrait — creatives only play on matching screens). Save. The right-hand panel shows exactly what the screen will play.

JKK ENTERTAINMENT
SOUND & LIGHTING

venueOS

AD NETWORK

Overview

Campaigns

Advertisers

Content

Network

Reports

Settings

← Back to Dashboard

Help & Docs

Logout

Network / Screens

Pako Counter 55in

offline active Remove from network

100%
UPTIME, 7 DAYS

956
CONFIRMED PLAYS, 7 DAYS

2
NETWORK ITEMS PER LOOP

7%
NETWORK AIRTIME NOW

Setup

Name

Pako Counter 55in

Location

Pako Espresso - Pakington St

Status

active

☒ Advertising on - network content plays on this screen (status must also be Active)

Orientation

landscape

Resolution

1920x1080

Screen size (inches)

55

Equipment owner

Network

Install date

dd/mm/yyyy

Asset tag

Blocked categories (comma separated)

adds to the host's own list

AIRTIME SPLIT OVERRIDE

Paid %

host/network default

Host %

Network %

OPERATING HOURS OVERRIDE

hours from

--:-- --

hours to

--:-- --

hours days

What it's playing now

Split 55% paid / 25% host / 20% network over a 300s loop. Unsold paid time goes to network content, then back to the venue's own content.

#	ITEM	TYPE	SECS
1	Nov video	paid	6
2	Nov open homes	paid	15
	Venue's own content	host	279

LAST 7 DAYS

DATE	CONFIRMED	INTERRUPTED
20 Oct 2026	255	7
21 Oct 2026	273	8
22 Oct 2026	234	6
23 Oct 2026	194	6

A network screen: setup on the left, what it's playing now on the right.

5. Make groups

Network → **Groups** for targeting sets like *Geelong CBD*, *Surf Coast*, *Cafés* or *Gyms*. Tick screens by hand, or give the group a **smart rule** (regions, suburbs, venue categories) and matching screens join by themselves — including new ones. A screen can be in as many groups as you like.

Network / Groups

Cafes

Save Delete

Name

Cafes

Kind

category

Description

SMART RULE (OPTIONAL) - SCREENS JOIN AUTOMATICALLY

Regions

Geelong, Surf Coast

Suburbs

Geelong West, Belmont

Venue categories

Cafe

A screen matches when its location matches every list you fill in. New screens join by themselves - no need to tick them.

SCREENS (A SCREEN CAN BE IN ANY NUMBER OF GROUPS)

☒ Pako Counter 55in

by rule

Pako Espresso - Pakington St

Geelong West

ads on

☒ Pako Window Portrait

by rule

Pako Espresso - Pakington St

Geelong West

ads on

A smart group: every café screen joins automatically.

Advertisers & Content

Customer profiles, uploads and approvals.

1. Add the advertiser

Advertisers → **+ New advertiser**: business name, category, contacts, billing reference and (optionally) the Xero contact ID. The category is what hosts can block (e.g. a café can block other cafés).

2. Upload a creative

Content → **+ Upload creative**. Images (JPG/PNG/WebP) or video (MP4/MOV/WebM, always played silent). Use 1920×1080 for landscape screens and 1080×1920 for portrait. Upload separate versions for each orientation — each screen automatically gets the one that fits.

The screenshot shows the 'Upload creative' form in the venueOS interface. On the left is a sidebar with navigation links: Overview, Campaigns, Advertisers, Content (highlighted), Network, Reports, and Settings. Below these are links for 'Back to Dashboard', 'Help & Docs', and 'Logout'. The main content area is titled 'Content' and 'Upload creative'. It contains several fields: 'Belongs to' (Advertiser: Geelong Real Estate), 'Name' (Spring open homes 15s), 'Duration (images, seconds)' (10), 'Orientation' (Detect from image), and a 'File' upload section with a 'Choose File' button and a 'No file chosen' message. There is a checkbox for 'Submit for approval straight away' and an 'Upload' button. On the right, there is a section titled 'Or use media already in the library' with a list of existing media items, each with a 'Use' button.

Uploading a creative for an advertiser.

3. Approval

Creatives go **Draft** → **Waiting for approval** → **Approved** (or Rejected, with a reason). Only administrators can approve. Only approved creatives ever play. An approved creative is **on air** while a live campaign uses it.

4. Switch off now

On any creative, **Switch off now** takes it off every screen within seconds, whatever its approval state.

Switch back on reverses it.

Host Logins & Host Content

Let a host put their own content on their screen - within limits.

1. Set the host's limits

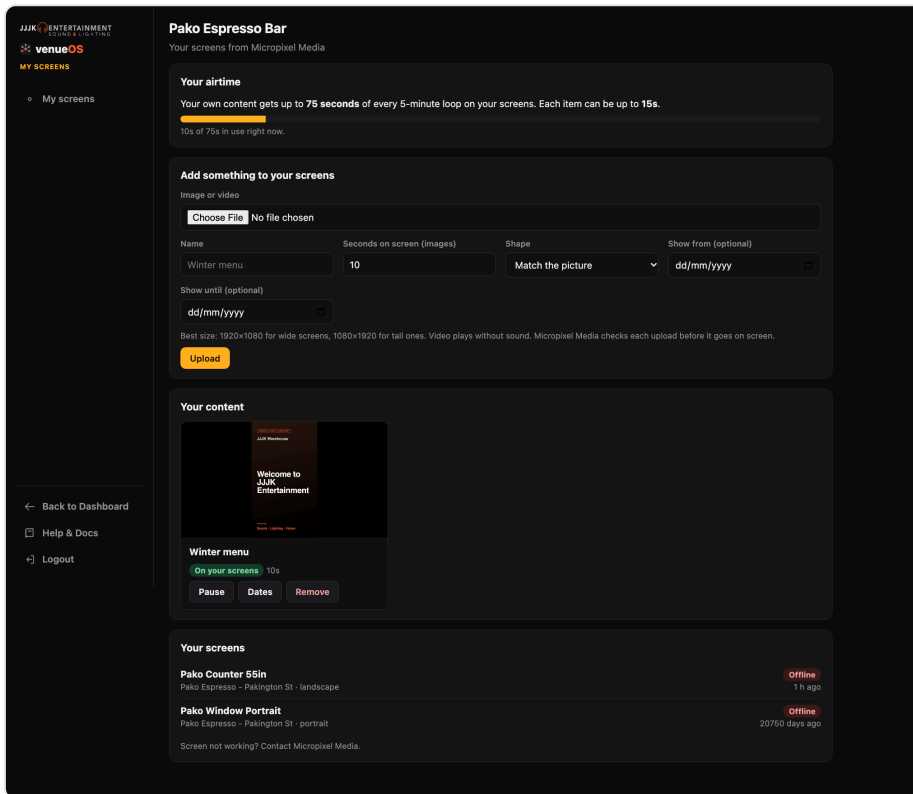
On the host, set the **Host %** of the airtime split (their share of every loop) and **Max length per item**. Tick *Approve this host's uploads automatically* if you trust them; otherwise uploads wait in **Content** → **Waiting for approval**.

2. Send a login invite

Under **Host logins**, enter their name and email and click **Send login invite**. They get an email to set a password. The login can only open the host page for **their own** business - no campaigns, advertisers, other hosts or Signage.

3. What the host sees

Their airtime (e.g. *up to 75 seconds of every 5-minute loop*), an upload box, their content with its status, and whether each of their screens is online. They can pause, date or remove their own items.



The host's own page.

4. Or upload it for them

In **Content** → **+ Upload creative**, choose *Host* as the owner. Approved host content plays only on that host's own screens, inside their Host %, with each item once per loop. Extra items take turns hour by hour.

Campaigns

Book airtime, target screens, run it.

1. Check availability first

Campaigns → Availability . Pick the dates, where (all screens, a group, location, region or category) and the ad length. It shows how much paid airtime is already booked on each screen and how many more plays fit — check this before you quote.

JJJK ENTERTAINMENT
SOUND & LIGHTING

venueOS

AD NETWORK

Overview

Campaigns

Advertisers

Content

Network

Reports

Settings

← Back to Dashboard

📄 Help & Docs

🚪 Logout

Campaigns

Live

Scheduled

Draft

Paused

Completed

Cancelled

All

Availability

+ New campaign

Check free paid airtime before you quote a booking. Uses the real scheduler for every day in the range (sampled if over a month).

From

To

Where

Ad length (s)

24/10/2026

20/11/2026

All screens

15

Check

2

MATCHING SCREENS

7%

PAID AIRTIME BOOKED

2

SCREENS WITH ROOM FOR A 15S AD

Every matching screen has room for a 15s ad on every day in this range.

SCREEN	LOCATION	FORMAT	PAID S/LOOP	BOOKED	FREE S/LOOP (WORST DAY)	MORE 15S PLAYS/LOOP	FULL DAYS
Pako Counter 55in	Pako Espresso - Pakington St Geelong West	landscape	165	13%	144		9
Pako Window Portrait	Pako Espresso - Pakington St Geelong West	portrait	165	0%	165		11

Free paid airtime per screen for the dates you're quoting.

2. New campaign

Campaigns → + New campaign. Choose the type: **Paid** (an advertiser), **Host promo** (complimentary content for a host) or **Network** (house, community or fallback content). Set the name and start and end dates.

The screenshot shows the 'Campaigns' interface for 'November Property Promotion'. The left sidebar contains navigation links: Overview, Campaigns (selected), Advertisers, Content, Network, Reports, and Settings. The main content area is divided into several sections:

- Check:** A warning message: '1 targeted screen(s) have no creative in their orientation'.
- Details:** Fields for Type (Paid), Advertiser (Geelong Real Estate), Campaign name (November Property Promotion), Start date (20/10/2026), End date (30/11/2026), Priority (1-10) (5), Plays per loop (2), and a checkbox for 'Allow this campaign past the per-advertiser airtime cap (exclusive / takeover bookings)'. There are also fields for Package (None), Booking ref, Campaign value (\$), and Notes.
- Targeting:** A dropdown for 'Region / suburb: Geelong West' and a section for 'Add' with a dropdown for 'All network screens' and an 'Add target' button.
- Creatives:** A table showing approved creatives. The table has columns: CREATIVE, FORMAT, STATUS, and ONLY FOR GROUP. Two creatives are listed: 'Nov video' (video - landscape - 6s) and 'Nov open homes' (image - landscape - 15s), both with 'approved' status and 'Any targeted' group.
- Where it plays now:** A table showing the current airtime for the campaign. The table has columns: SCREEN, LOCATION, PLAYS/LOOP, and AIRTIME. Two entries are shown: 'Pako Counter 55in' and 'Pako Window Portrait', both at 'Pako Espresso - Pakington St'. The first entry has 2 plays/loop and 7% airtime. The second entry has a note: '"November Property Promotion": no approved portrait creative'.

A campaign: details, targeting, creatives and where it's playing.

3. Use a package

Pick a **Package** and click **Apply package** to fill in its targets, campaign length, plays per loop and price. Set packages up in **Settings** → **Packages** (e.g. *Geelong-wide, 1 month, \$450*). You can still change anything afterwards.

4. Targeting

Add any mix of: all network screens, a group, a single screen, a location, a region or suburb, or a venue category. A screen matching any target is included.

5. Creatives

Tick the creatives to use. Use **Only for group** to play a different version in one group (e.g. a Surf Coast version).

6. Priority and plays per loop

Plays per loop is how often it appears in each screen's loop. When paid airtime is oversold, higher **Priority** campaigns get in first. Tick *Allow past the per-advertiser cap* only for exclusive or takeover bookings.

7. Daypart (optional)

Only play between set times on set days, in each screen's own timezone. For example, a breakfast offer 7–10am.

8. Validate & book

Validate & book checks for missing or unapproved creatives, bad dates, no matching screens and orientation gaps. Booked campaigns go live on their start date and stop after their end date by themselves.

9. Change it later

Pause / Resume, **Extend** (new end date), **Duplicate** (copies as a draft) and **Cancel**. Screens pick up changes within a minute.

10. Is it delivering?

Once live, the campaign shows **Delivery**: confirmed plays against roughly what it should have had for the time its screens were online. The Overview lists any live campaign under 80% for the last 7 days, so you can check its screens before the advertiser notices.

How Playback Works

The loop, the split and the venue's own content.

1. The airtime split

Each screen runs a loop (5 minutes by default) split between paid ads, the host's own content and network content — 55/25/20 by default. Change the default in **Settings**, or override it per host or per screen.

2. Never a blank screen

Unsold paid time goes to network content. The loop then simply repeats what's approved, so keep a house ad running on all screens.

3. Fair rotation

No single advertiser gets more than 40% of paid airtime (adjustable) unless a campaign allows it. The same advertiser never plays twice in a row when there's another option, and two advertisers in the same category (two real estate agents) are kept apart.

4. Device overrides

Blackout and screen commands from the Screen Engine still take priority. Zoned layouts and synced groups don't get ads.

5. Offline screens

Ad media is cached on the player like any other signage media, so ads keep playing without internet. Campaigns still stop on their end date. Plays are stored on the player and uploaded when it reconnects.

6. Competitors

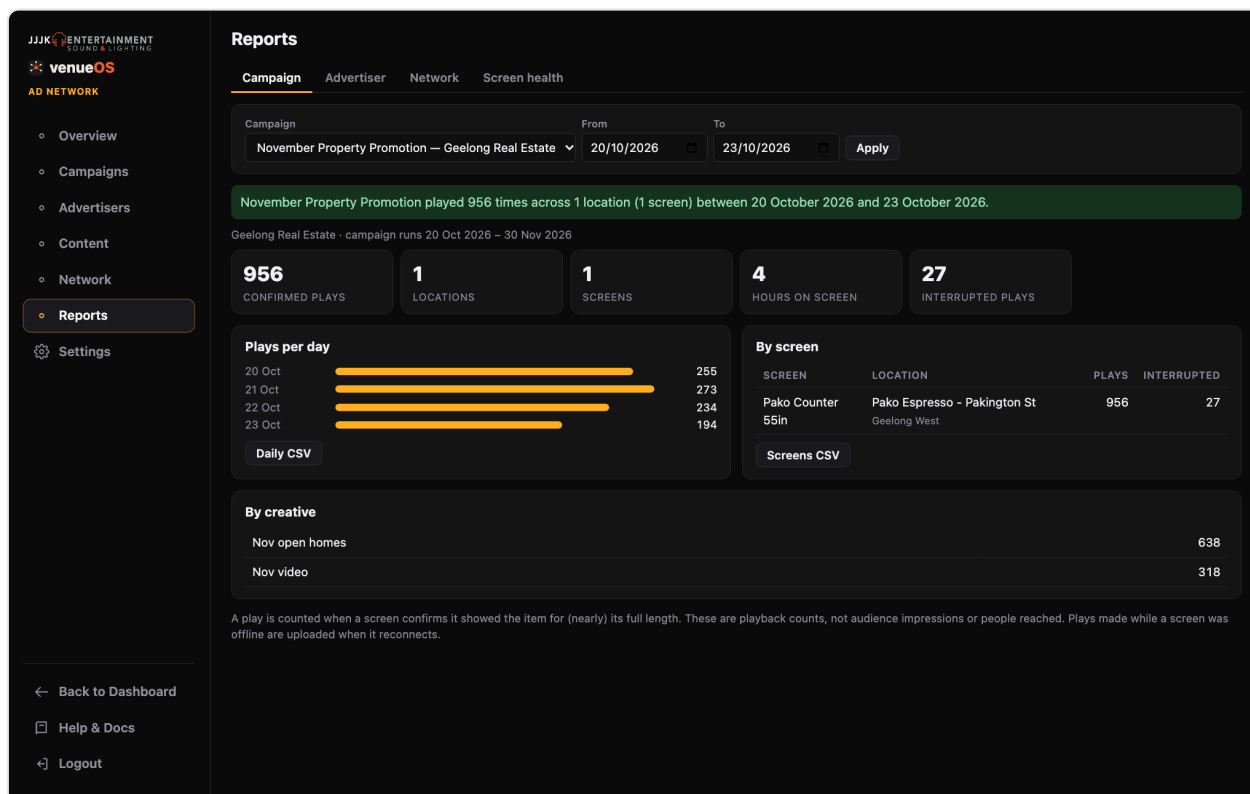
Hosts and screens can block advertiser categories. A host promo is never shown at another business in the same category, and other hosts' promos can only use part of the network time (50% by default, in **Settings**) so they can't crowd out paid or house content.

Reports & Proof of Play

What you tell advertisers.

1. Campaign report

Reports → **Campaign** gives the one-line summary for the advertiser (e.g. *played 8,450 times across 12 locations*), plus plays per day, by screen and by creative. Use **Daily CSV** and **Screens CSV** to export. Click **Download PDF for the advertiser** for a branded report you can email straight to them.



Campaign report with daily and per-screen breakdowns.

2. Advertiser report

Shows every campaign for one advertiser over a date range, with the same PDF download for their monthly report.

3. Screen health

Shows uptime and plays in the last 24 hours for each screen. It flags screens that are offline or should be carrying a live campaign but haven't confirmed any plays.

Social Posting

Schedule Facebook and Instagram posts from Ad Network.

1. Connect once

Social → **Connect**. Follow the one-off setup steps on that page: switch Instagram to a Business account linked to the Micropixel Facebook Page, create a free Meta app, paste its App ID and App Secret, then click **Connect with Facebook**.

2. Add a post

Upload an image (JPG or PNG - it's converted to JPEG for Instagram) or a reel (MP4, 9:16), write the caption, pick the date and time, and tick Facebook, Instagram or both. It's saved as a **Draft**.

3. Approve it

Nothing is published until you click **Approve** (or **Approve all dated drafts**). Approved posts go out at their time automatically. Editing an approved post sends it back to Draft.

4. If one fails

A failed post shows the reason from Facebook or Instagram and is never retried by itself. Check the Page, fix the problem, then click **Retry** - only the platform that failed is posted again.

Alerts & Settings

Offline emails, approval emails and the playback rules.

1. Turn on email alerts

Settings → **Playback rules** → **Email alerts to**. Add one or more addresses. You'll get an email when a screen with advertising on has been offline longer than the time you set (2 hours by default) — only inside its operating hours, so a café that's closed doesn't trigger one — and another when it's back.

Settings Save

Playback rules Packages Activity log

Loop length (seconds) 300 Max share of paid time for one advertiser (%) 40

DEFAULT AIRTIME SPLIT (HOSTS AND SCREENS CAN OVERRIDE)

Paid % 55 Host % 25 Network % 20

DEFAULT OPERATING HOURS (BLANK = WHENEVER THE SCREEN IS ON)

hours from hours to

hours days

☒ Sun ☒ Mon ☒ Tue ☒ Wed ☒ Thu ☒ Fri ☒ Sat

FAIRNESS

Max share of network time for other hosts' promos (%) 50

☒ Keep advertisers in the same category apart (no two real estate agents back to back)

ALERTS

Email alerts to (comma separated)

you@micropixel.media

Screen offline alert after (minutes)

120

Offline alerts only fire inside a screen's operating hours. The same address gets host uploads waiting for approval.

Every loop: paid campaigns fill the paid share by priority, round-robin between equal priorities, no advertiser over the cap above (unless a campaign allows it). Unsold paid time goes to network content, and the loop simply repeats what it has. Keep one always-on Network campaign (a Micropixel house ad) targeting all screens so a screen is never empty. Host uploads only play on their own screens, inside the Host %. The same advertiser never plays twice in a row when there's a choice.

Playback rules, fairness and alerts.

2. Host uploads to review

The same addresses get an email whenever a host uploads something that needs approval. The host gets an email when it's approved, or not approved with your reason.

3. Hosts see their numbers

A host's page shows how many times their content has played this month.

Good to know

- **Upload both orientations.** If the network has portrait screens, give each campaign a 9:16 version too, or those screens skip it.
- **Keep ads short.** 10-15 seconds works best in a 5-minute loop.
- **Check before you book.** The campaign's *Where it plays now* table previews every matching screen even before it's live.

Frequently asked questions

Does this touch our normal signage venues?

No. The ad network is Micropixel-only: its screens, media and players all belong to the Micropixel venue, and it runs on its own screen engine that normal signage updates never rebuild.

Can a host turn the ads off?

No. A host login can only manage their own content inside their share of the loop.

Can advertisers log in?

Not yet - an advertiser portal is planned. For now, send them the campaign report or its CSV.

Why isn't my ad playing on a screen?

Open the screen in Network. The *What it's playing now* panel lists the reasons, such as no approved creative in that orientation, a blocked category, an inactive host agreement or advertising switched off.

What plays if nothing is booked?

Whatever is approved - house ads, host content - just repeats. Keep one always-on Network campaign (a Micropixel house ad) targeting all screens so a screen is never empty.

Does it handle invoicing?

No. Packages, campaign value and billing references are for your records; invoicing stays in Xero for now.

Who can do what?

Micropixel administrators do everything. Micropixel staff manage advertisers, content and campaigns but can't approve, change screens or settings, or delete. Host logins only see their own host page.

Still stuck? Submit a ticket at help.jjjk.com.au