

EndFrame Guide

Endboards built from your schedule, promos assembled, named and delivered, in After Effects and Premiere Pro.

Version 1.9.35

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1 How EndFrame is laid out

EndFrame is one panel with two halves. Open it in After Effects and it builds endboards. Open it in Premiere Pro and it prepares sequences, adds the tail, and names and exports the delivery. Each half works on its own; if you run both, finished boards pass from one to the other.

TAB	WHERE	WHAT IT DOES
Endboards	After Effects	Reads your schedule, matches each title to its artwork and renders every board.
Create Sequence	Premiere Pro	Turns folders or bins of clips into one sequence per title, ordered and grouped week by week from your schedule.
Finish Sequences	Premiere Pro	Adds the tail to each promo: its endboard, the right ident and your closing bumper.
Export & Rename	Premiere Pro	Names every promo with your delivery naming, checks it, and sends the batch to Media Encoder.

2 Installing and opening

1. Install EndFrame.zxp with ZXP Installer or Anastasiy's Extension Manager. If that gives you an empty panel, use the installer in the zip instead (see README.txt).
2. Quit After Effects and Premiere Pro completely, then open them again.
3. Choose **Window, Extensions, EndFrame**.

When a new version is out, a line at the top of the panel says so, with a link to download it. Install it the same way; your settings and licence carry over.

3 Your licence

- **Trial.** EndFrame runs free for 7 days from the first time you open it, with both halves unlocked. After that the panel still opens, but rendering, creating and exporting stop until you add a licence.
- **Adding your key.** Click **Enter a licence key** at the top of the panel, paste the key from your purchase email and click **Activate**.
- **Internet.** EndFrame confirms your subscription with `backtime.tools` when it opens and every few hours while it is open. It keeps working for up to 7 days without a connection, and warns you before that runs out. It sends your key, an anonymous ID for the computer and which Adobe app is open; nothing about your projects or files.
- **Computers.** Each seat is one computer. To move a seat to a new computer, release the old one at `backtime.tools/seats`.
- **Cancelling.** Use the link in your purchase receipt. EndFrame keeps working until the end of the period you paid for.

4 Teaching EndFrame your template

EndFrame fills in your own After Effects endboard template. It needs to know once which layer holds what: the title, the date, the time, the poster.

1. On the **Endboards** tab, pick your template under **AEP template**.
2. Click **Set up a new template**, then **Read my template**.
3. Choose the comp under **Comp**. EndFrame proposes what each layer should be filled with and marks anything it is unsure about. Correct what it got wrong.
4. Click **Save this mapping**. The comp now appears among your board types, and stays there.

A layer can be filled from any column in your schedule, even one EndFrame has never seen, or with fixed text such as your time zone. Do this once per comp, for example once for 16:9 and once for 9:16.

5 Writing a schedule

The schedule is a CSV file, saved from Excel, Numbers or Google Sheets. EndFrame is flexible about how it is written: column names can vary, title lines above the table are skipped, and semicolons or tabs work as well as commas. These layouts are the clearest.

Dated boards (one row per broadcast)

```
DATE,TITLE,TIME
3-Oct-26,The Long Walk Home,8:30PM
10-Oct-26,Riverbend,9:00PM
```

A new title: premiere and showing boards together

```
Title,Premiere Date,Showing,Time
The Long Walk Home,10-Oct-26,Saturdays and Sundays,7:30PM
```

A regular slot and a repeat

```
TITLE,DAY 1,TIME 1,DAY 2,TIME 2
Riverbend,Saturdays,9:00PM,Tuesdays,1:00PM
```

Numbered list boards

```
Group,Title,Order,Item,Detail,Value
The Picks,NFL Week 3 Parlay of the Week,1,Los Angeles Rams,,-140
```

Rules that keep boards right

- **Dates** read best as 10-Oct-26. A date written as just the day ("5TH") takes its month from a heading line in the sheet or from the file name, for example OCTOBER_SCHEDULE.csv.
- **Times** read best as 7:30PM. A 24 hour time is printed as you typed it.
- **Days** are written in full, with "and" before the last one: "Saturdays and Sundays".
- **Days at the same time are one slot.** If a show airs Thursdays and Fridays at 8:30PM, write "Thursdays and Fridays" in one cell and it goes on one board. Only use DAY 2 and TIME 2 for a repeat at a different time.
- **Three or more days** are shortened on the board by themselves: MON, TUE, WED, THUR, FRI, SAT, SUN.
- **A run that starts on a date** can be written in a DATE column, or inside the days cell as "Saturdays and Sundays FROM 3RD".
- Put a cell that contains a comma inside double quotes.

6 Endboards, in After Effects

1. **Setup.** Pick your **Schedule CSV**, your **Posters** (a folder of key art, or one image), your **AEP template** and an **Output folder**. Choose the output module and format.
2. **Board type.** Choose **Premiere**, **Showing**, **Rerun** or **List Board**, and 16:9 or 9:16. Shift click to make several types from one schedule.
3. **Match & Preview.** EndFrame pairs every title with its poster and shows how sure it is. **Check art** opens a contact sheet so you can see the artwork before anything renders. Anything it is unsure of is held rather than rendered wrong.
4. **Run All.** Every board renders unattended, named after its title and type, for example The Long Walk Home_premiere_16x9.mov.

Bringing boards into Premiere Pro

Open the **Endboards** tab in Premiere Pro with the same schedule, and its button imports the finished boards into a bin. If some boards are not rendered yet, the button reads **Render 3 in After Effects**,

then import: After Effects renders the missing ones and Premiere Pro brings them all in.

Original Pack

For a new title, the **Original Pack** makes its premiere and showing boards in both sizes in one pass, from the premiere date and showing days in your schedule. Add the title's logo (a PNG with a transparent background) under **Title logo**, or leave it out and the title is set as text in your template's font. Logos of any canvas size come out at the same size.

7 Create Sequence, in Premiere Pro

1. Under **1. Schedule**, pick the same CSV. It is optional, but it orders titles by broadcast date and groups them week by week.
2. Under **3. Source**, point EndFrame at a folder with one subfolder per title, or at a bin with one sub bin per title, and choose the resolution.
3. Check the list under **4. Titles found**, then create the sequences, all at once or a week at a time.

2. Organize raw dump is an optional first step that sorts a flat folder of clips into one subfolder per title.

8 Finish Sequences

Adds the tail to every promo in one pass.

- **Endboards output:** the folder your boards rendered into.
- **Idents folder:** your channel idents. EndFrame picks the ident whose file name contains the promo's category, so a file called CHANNEL_DRAMA_IDENT.mov is used for DRAMA promos. Categories come from your delivery naming (section 9).
- **Closing bumper:** optional, added last.
- **Priority times:** which part of each element to use, and how the total length is rounded.

Each row can have its own category; the **Default category** applies to the rest.

9 Export & Rename and your delivery naming

EndFrame names every exported promo the way your broadcaster wants it. You set the naming up once; it is saved and used from then on.

Setting up your naming

1. On **Export & Rename**, under **Delivery naming**, click **Set up naming**.
2. **Name** it, for example "Channel promos".
3. Type the **Pattern**. Use the **Insert** buttons for the parts EndFrame fills in: **{TITLE}** the promo's title, **{SECS}** its length in seconds, and optionally **{CATEGORY}**. They must come in that order: category, title, seconds.
4. List your **Categories**, the channels or strands you deliver for, separated by commas.

5. Check the example under the fields, then click **Save naming**.

```
Name      Channel promos
Pattern    PROMO_{CATEGORY}_{TITLE}_{SECS} SECS
Categories DRAMA, MOVIES, KIDS
```

A 45 second DRAMA promo of "Riverbend" exports as
PROMO_DRAMA_RIVERBEND_45SECS.mp4

- Deliver for more than one client? Save a naming for each; a **Naming** menu appears so you can switch.
- **Edit** changes the one in use. Delete is inside the editor and asks you to confirm.
- Until you set up a naming, and whenever you pick the category **NONE**, a promo exports under its own sequence name.

Exporting

1. Choose the **Default category**, a Media Encoder **Preset** and where to **Export to**.
2. Click **Refresh** to list the sequences. Each row shows the name it will get. Correct a title in place if the sequence name was off, and change a row's category if it differs from the rest. Titles that do not match your schedule's spelling are flagged.
3. **Send to Media Encoder** queues the batch. **Copy names** copies the list of new names.

Checking before delivery

Pre-flight QC checks the mix before export and the files after it, against the delivery spec you pick: audio phase, loudness and peaks, duration and more, so a reject is caught before the file leaves you. It needs ffmpeg installed on the computer; the panel tells you if it is missing.

10 Where your settings live

Your saved template mappings, delivery namings, licence and per project choices are kept in one folder, so updates never touch them:

```
macOS    ~/Library/Application Support/EndFrame/
Windows  %APPDATA%\EndFrame\
```

To uninstall, delete the EndFrame extension folder (README.txt lists where it is). Delete the folder above as well to remove your settings.

11 Getting help

Email support@backtime.tools. Say which Adobe app and version you were in, what you clicked, and what the log line at the bottom of the panel said. Click it to open the full log.