



Digital File Delivery

(Overview)

July 2013

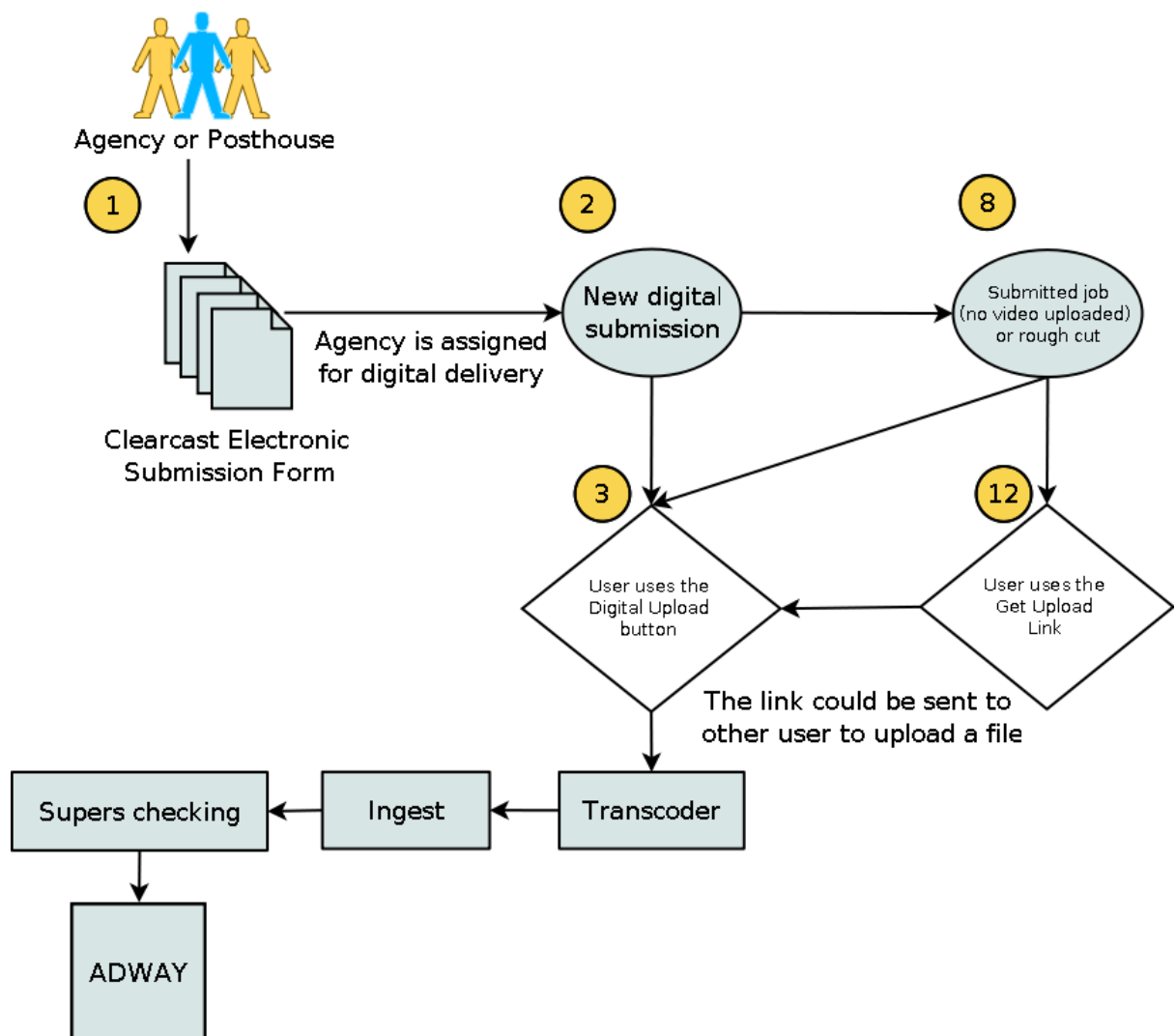
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1. Introduction

This document provides an overview of the online system that allows users to submit digital video files directly into Adway.

2. Submitting to the Clearcast



Steps

1. Agency user makes a VTR submission to the Clearcast by logging onto <http://adway.clearcast.co.uk> and placing the submission.
2. From the new submission screen, fill in the fields. If your agency is assigned for digital delivery, the Digital Upload button will be available. If SSL is enabled, the Secure Upload button will be available as well. If you don't want to upload a video during creation of the submission, click the Submit button. If you want to upload a file while creating a submission, follow the steps below:
3. Click the Digital Upload button to upload file via insecure http protocol. Otherwise click the Secure Upload button, if available, to upload file over secured https protocol.

4. Depending on the button clicked either Digital Upload or Secure Upload pop-up window will appear. Click the Digital Upload button and select the necessary file(s) from your network or hard drive. Please note: you can upload multiple files only for rough cut submissions. Click the Close button. The pop-up window will be closed.
5. The file you have uploaded will be displayed under the Digital File to Upload section on the Add New submission page.
6. Click the Submit button.
7. A confirmation email will be sent out to the user (agency) when the file is uploaded and ready to be used by the Clearcast.
8. If you need to upload video for an already created submission, follow the steps below. Please note only Clearcast user could upload video for submitted jobs.
9. Click the name of the necessary video submission. The video Details page appears with the Update Video section.
10. In the Update Video section you can click the Digital Upload button or Secure Upload button, if SSL is enabled, and upload a video as it was described in paragraphs 3-4.
11. Otherwise click the Get Upload link or Get Secure link, if SSL is enabled. The pop-up window with the link to an upload page will appear. You can copy the link to your clipboard by clicking the corresponding button and send it to a user that will upload a video.
12. Following the link the user will be forwarded to an upload page where they will be able to upload a video by clicking the Digital Upload button selecting necessary file from their computer.
13. A confirmation email will be sent out to the user (agency) when the file is uploaded and ready to be used by the Clearcast.



The most common problem in Digital Delivery is correct file naming.
File names cannot contain spaces or the characters \ < > : * ? " |
Each file must be uniquely named using the clock number replacing '/' with '-'

Notes:

- The clock number field is mandatory for the digital upload submission; the system will display an error message if the clock number field is blank or format is incorrect.
- If the file is not uploaded correctly, or the file cannot be processed, an email will be sent out to the user with instructions to re-upload the file.

3. Digital file specifications



Files not meeting the following specifications may incur delays in the approval process, due to time delays incurred by troubleshooting and resending.

All Digitally submitted files should be PAL at 25 frames per second and 720x576 resolution, in the following formats:

1. MPEG-2 @ 8Mbps (constant)
2. Quicktime Photo JPEG @ 75% Quality
3. Windows Media V9
4. Mpeg4 (H.264 Codec) @ 5Mbps

The video and audio content must be derived directly from the final edit master, so that they accurately represent the version of the submission to be broadcast.

For 16:9 material the video should be in full height anamorphic format (the same as that sent to the broadcaster). 4:3 material should be the normal full frame.

The files should have at least 10 seconds of clock.

The leader must indicate the identity of the succeeding advertisement.

In the case of rough cuts, the filename should match the designation of the commercial but should include any quotes.

Files must contain no more than one advertisement.

Recommended Settings for file formats

MPEG-4 Stream

Profile: Main

Level: 3.1

Number of B-Pictures: 2

Image size: 720x576

Aspect ratio: 16x9

Frame rate: 25 fps

Bit Rate: 5 Mb/s

Interlaced upper field first

Audio

Compression: AAC

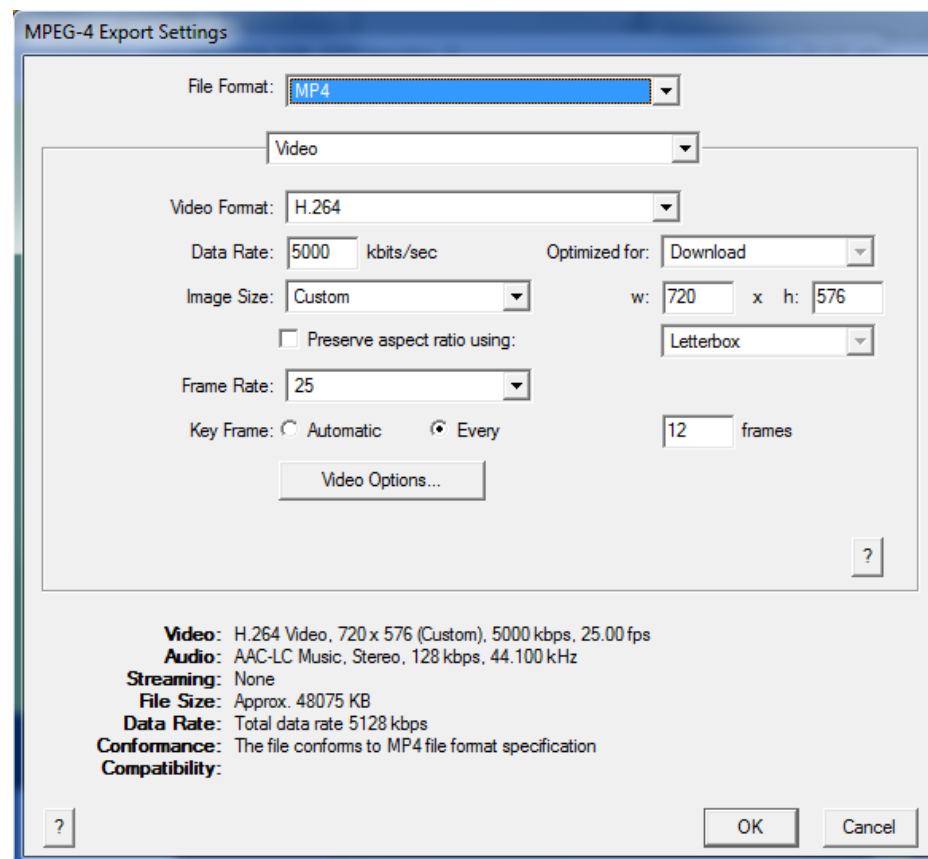
Bit/Sample: 16

Channels: Stereo

Sample Rate: 44.1 khz

Audio Bitrate: 128 kbps

MPEG-4 Export settings



MPEG-2

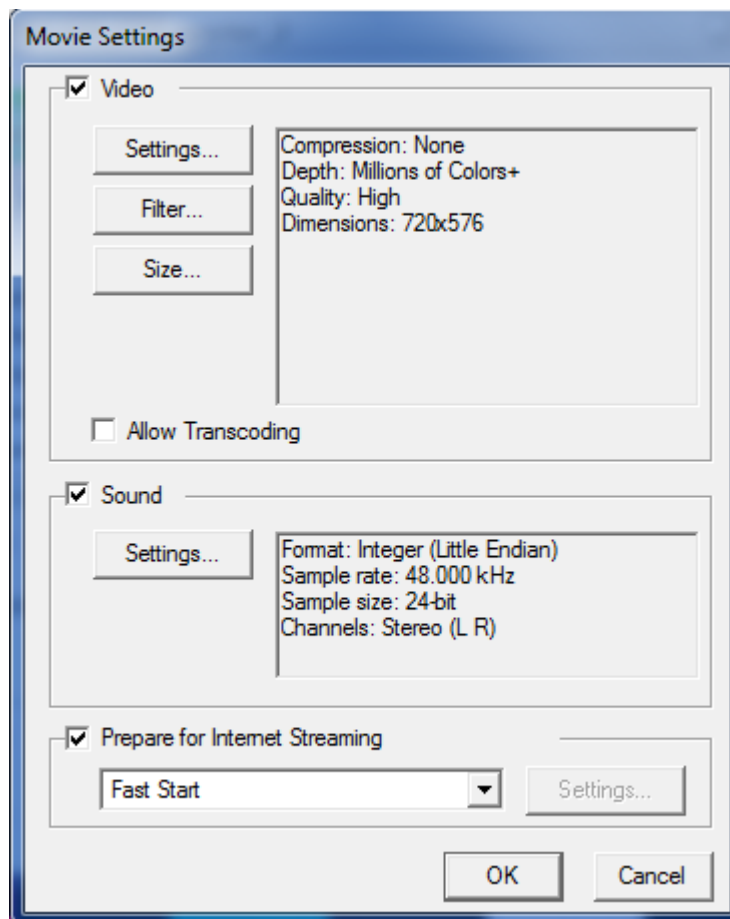
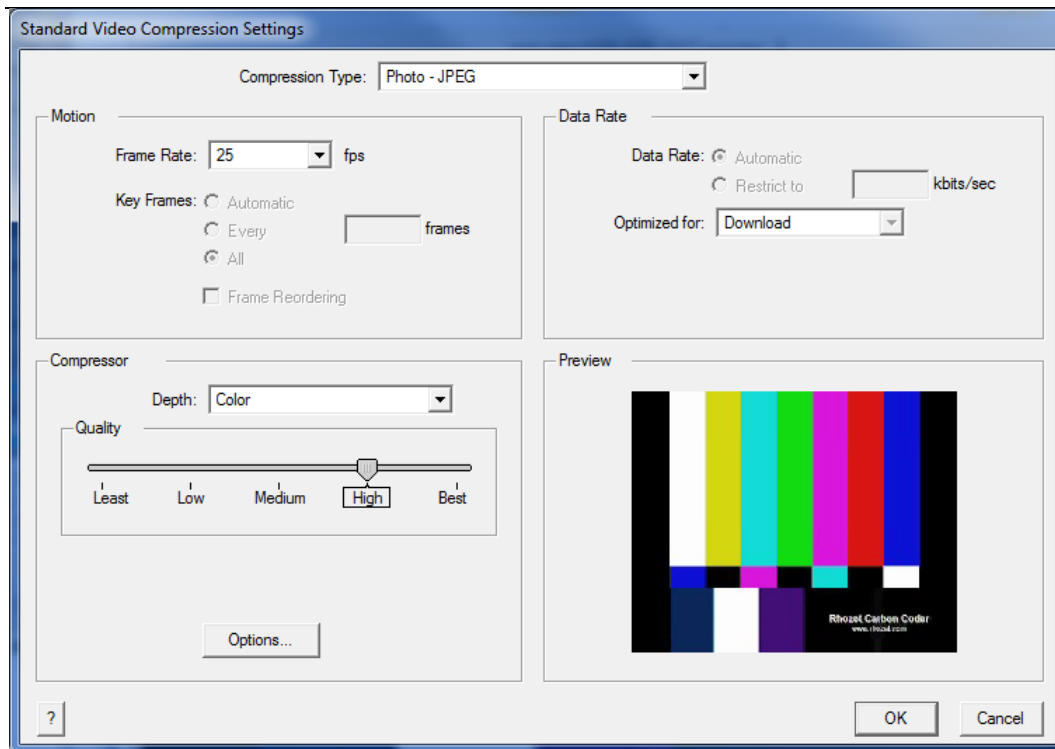
Framerate: PAL 25fps
Frame Size: 720 x 576
Bit Rate: 8 Mbp/s (constant)
Encoding technique: Constant Bit Rate (CBR)
Audio DeviceConformanceTemplate: L3
Video: DeviceConformanceTemplate: MP@ML
Field order: UPPER FIELD FIRST
Audio: 2ch 48 khz
File Name: <<clock number>>.mpg

Quicktime v6 and v6.5.2

CODEC: Photo JPEG
Quality: 75%
Frane Rate: 25 fps
Frame Size 720 x 576
Audio: 48 khz
Audio CODEC: Linear PCM (LPCM) Stereo
Audio settings:
Sample size:16 bit
Encoding order: Little Endian
File Name: <<clock number>>.mov

Quicktime v7 and above

CODEC: Photo JPEG
Quality: 75%
Frane Rate: 25 fps
Frame Size PAL 720 x 576
Audio: 48 khz
Audio CODEC: Linear PCM (LPCM) Stereo
Audio settings:
Sample size:16 bit
Encoding order: Little Endian
File Name: <<clock number>>.mov



Windows Media

Codec: Video v9, Audio v9.2 and above

Frame Rate: PAL 25 fps

Video Frame Count must equate to PAL 25 fps duration e.g 60seconds = 1500 frames

Frame Size: 720 x 576

Field Order: UPPER FIELD FIRST

Timecode: 25 frame per second 00:59:59:24 next code: 01:00:00:00

Timecode duration matches Sequence duration.

Bit Rate: 8 Mbp/s CBR (constant)

Audio: 16 bit 192 kbps Stereo 48 khz Stereo

Audio encoding: Constant Bit Rate (CBR)

File Name: <<clock number>>.wmv

4. FAQs

How can I be sure my submission is secure?

If enabled, the upload will be made over secure https protocol Secure Shell (SSH). SSH uses public-key cryptography to authenticate the remote computer and allow the remote computer to authenticate the user.

How do I upload multiple video files?

If your submission is rough cut you can upload multiple video files using the Digital Upload button by holding down CTRL key as you click on the file names.

For other video submissions you have to use the Make a copy button on the New Submission page to create similar submission and upload a file for each submission.

If you wish to upload 5 files, you will enter the details of the submission, digitally upload your video file and click the 'Make a copy' button. That will create the copy of your submission. Please note you will have to upload a file to every submission copy you create. This way you will have 5 submissions with identic data but different clock numbers and video files.

How will I know the file has been received and is in Adway?

A confirmation email will be sent out to the user when the file is received successfully.

What happens if the file doesn't get fully uploaded or is corrupted?

If the file is not uploaded correctly an email will be sent out to the user with instructions to re-upload the file.

Who do I contact if I have problems uploading video?

In the first instance, contact your ISP to ensure they are not experiencing problems. If problems still persist, please contact the Clearcast on the following email: Clearcast_operations@clearcast.co.uk