



VoD Commercials

Approval and Delivery – A guide

Commercial Delivery & Approval: One Pager

Creative Agency needs to upload commercial to **Clearcast** and instructions via **Caria**

- Clearcast gives us the required approvals
- When instructions are sent via Caria, copy begins to transcode automatically once delivered

VoD copy needs to be fully approved for **Linear** by Clearcast.

- Submit for Linear approval, **NOT VOD!**

Creatives have a choice of three delivery centres to supply commercials, they need to be delivered to **BOTH Sky UK/TV AND Sky Online**

- Submit to both at point of order
- Clickable campaigns can be supplied to Sky Online only

Copy and instructions need to be delivered **6 working days** prior to start of campaign

- Allows time for sales/campaign managers/ops to set live, and to fix technical issues

One Campaign is our new way to buy TV, combining live with On Demand as a single sales proposition.

Copy Delivery: Delivery Centres

- The agencies send commercials via one of these three Centres.

Adstream



- At Sky, we have two Video Libraries
- This means we have two destinations at each Delivery Centre;
 - SkyUK/SkyTV/SkyHD
 - Sky Online

Copy Delivery: Destinations/Video Libraries

Sky UK – Sent to M.A.M. (Media Asset Management)

- Any content we serve direct to the Sky Box
- TV VoD (Push and Pull VoD), Linear TV, Adsmart

Sky Online – Sent to H.V.L. (Honeycomb Video Library)

- Any content we serve to devices outside the Sky Box
- Sky Go, Demand 5, Sky Go Linear, Kids VoD, PC VoD, Advance
- This can include viewing on a big screen (X-Box, Ps4 devices)
- These can include a link to direct viewer to extra content



Copy Delivery: Why two Destinations

The majority of VoD campaigns will include impressions on the Sky box and OTT devices

Unless a campaign is exclusively on one, it makes sense to get in the habit of sending to both

Copy Approval: Why two Approvals?

We serve VoD content to big screen devices

As a consequence, we need to ensure linear viewing approval rules are adhered to

'Online' campaigns will serve to PS4/Xbox, which are viewed on a TV/ hence linear approval needed

OTT linear campaigns play over linear feeds, hence the approval



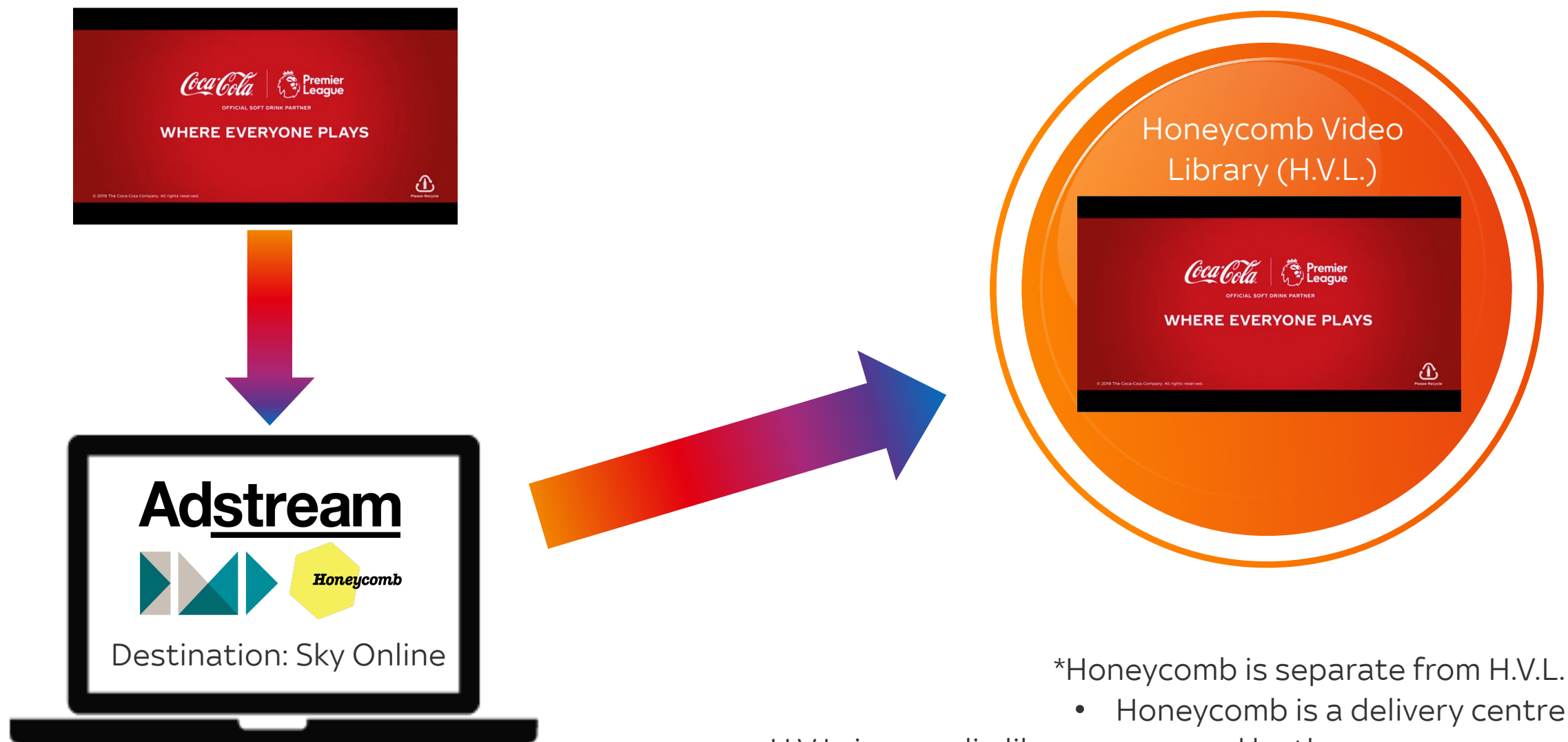
VOD Commercial Delivery

	Copy Delivery			Clearcast Approval	Copy Instructions (CARIA Destination)	Email	Tags	Deadline (Clear Working Days)
	Adstream: Extreme Reach	Peach: Honeycomb IMD	Clearcast Copy Library					
Linear TV	Sky HD	Sky UK	Sky TV UK	Full Linear	SKY > Sky Media UK	TrafficCopyRotations@sky.uk	n/a	2
AdSmart	Sky HD	Sky UK	Sky TV UK	Full Linear	n/a	AdsmartCopyRotations@sky.uk	n/a	6
All VoD & Big Screen VoD	Sky HD & Sky Online HD	Sky UK & Sky Online HD	Sky TV UK & Sky Online HD	Full Linear	Sky Media VoD > Sky All VoD, Sky Big Screen	VodCopyRotations@sky.uk	CARIA or OnlineTraffic@sky.uk	6
Clickable VoD	Sky Online HD	Sky Online HD	Sky Online HD	Full Linear	Sky Media VoD > Sky Clickable	VODCopyRotations@sky.uk	CARIA or OnlineTraffic@sky.uk	6
Kids VoD	Sky HD & Sky Online HD	Sky UK & Sky Online HD	Sky TV UK & Sky Online HD	Full Linear	Sky Media VoD > Kids VoD	VODCopyRotations@sky.uk	n/a	6
PC VOD	Sky Online HD	Sky Online HD	Sky Online HD	n/a	n/a	DL-digitalops@sky.uk	DL-digitalops@sky.uk	5
Advance	Sky Online HD	Sky Online HD	Sky Online HD	n/a	n/a	SkyAdvanceOps@sky.uk	SkyAdvanceOps@sky.uk	5
AVX	Sky Online HD	Sky Online HD	Sky Online HD	Full Linear	n/a	AVXsalesandops@skyglobal.onmicrosoft.	3 rd party impression trackers only to OnlineTraffic@sky.uk	6
One BARB Campaign Linear	Sky HD	Sky UK	Sky TV UK	Full Linear	SKY > Sky Media UK	TrafficCopyRotations@sky.uk	n/a	2
One BARB Campaign VOD	Sky HD & Sky Online HD	Sky UK & Sky Online HD	Sky TV UK & Sky Online HD	Full Linear	Sky Media VoD > Sky All VoD	VodCopyRotations@sky.uk	CARIA or OnlineTraffic@sky.uk	6
One Addressable Campaign Linear	Sky UK	Sky UK	Sky TV UK	Full Linear	n/a	AdsmartCopyRotations@sky.uk/ OneCampaignAddressableOps@sky.uk	n/a	6
One Addressable Campaign VOD	Sky HD & Sky Online HD	Sky UK & Sky Online HD	Sky TV UK & Sky Online HD	Full Linear	Sky Media VoD > Sky All VoD	VODCopyRotations@sky.uk	CARIA or OnlineTraffic@sky.uk	6
One Addressable Campaign Digital	Sky Online HD	Sky Online HD	Sky Online HD	n/a	n/a	DL-digitalops@sky.uk	DL-digitalops@sky.uk	5

Commercial Delivery: Simplified – Sky UK



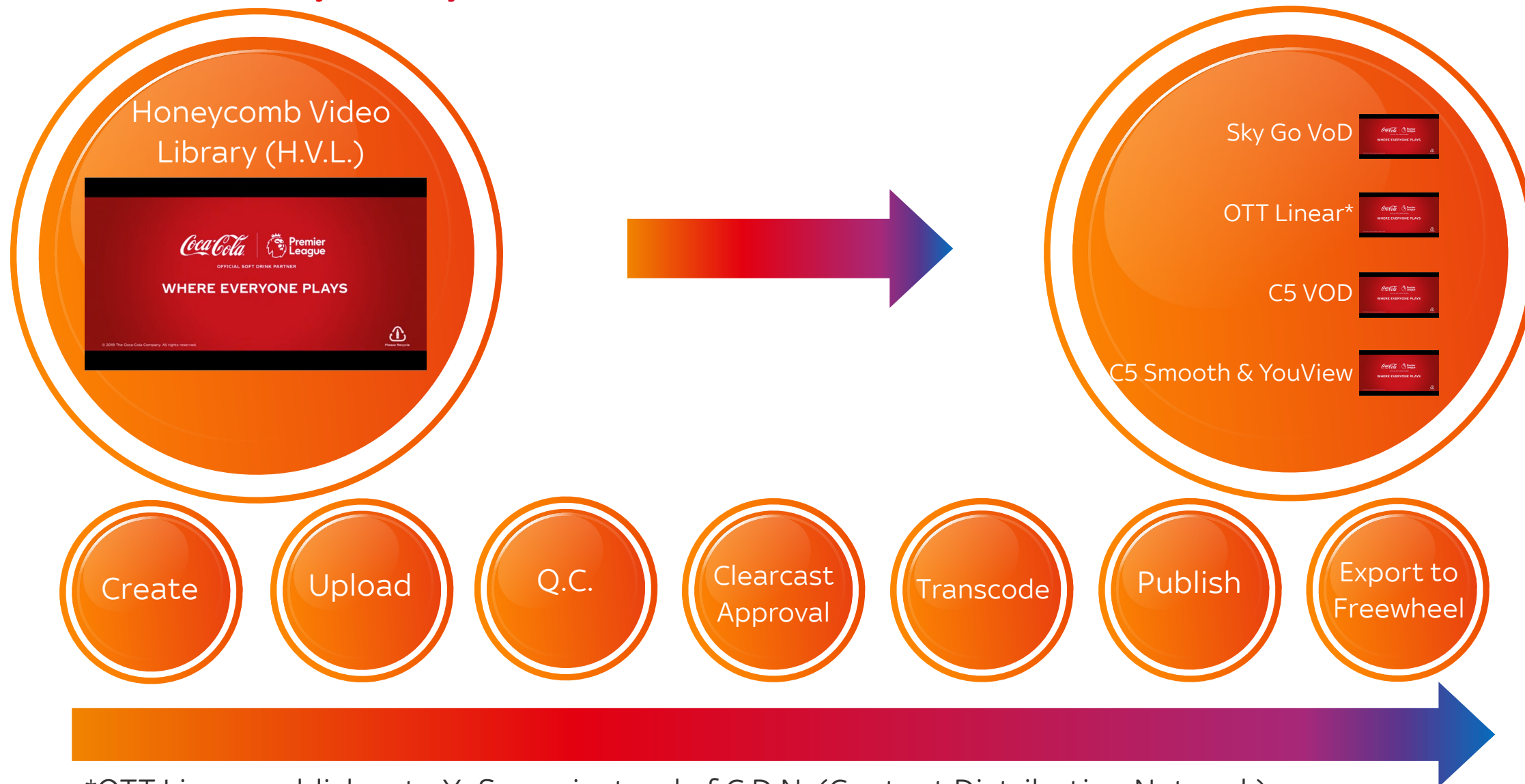
Commercial Delivery: Simplified – H.V.L.



*Honeycomb is separate from H.V.L.

- Honeycomb is a delivery centre
 - H.V.L. is a media library, managed by the same company
- (You could order a commercial for Sky UK in Honeycomb, but it will not appear in HVL unless sent to Sky Online)

VoD Delivery Simplified: H.V.L. Process



*OTT Linear publishes to YoSpace instead of C.D.N. (Content Distribution Network)

Direct Supply

We can accept a direct supply of commercials, providing the following caveats;

- The commercial is still fully approved in Copy Central
- The commercial campaign is for the Sky Go Linear 6 second proposition

Clock number in Copy Central and supplied **MUST MATCH**

- Clock must also be labelled in the file

Clock supplied in .mxf format (full specs on next slide)

- Specs must be exact for it to upload successfully
- Operations will send QC fail reports, but are not technical experts at uploading commercials.

We still require six working days to get the campaign live.

Direct Supply

Container	mxf
VIDEO	
Codec	AVC100
Profile Level	High 4:2:2 Intra@L4.1
Entropy	CAVLC
Bitrate mode	Constant or Constrained Variable
Target Bitrate	Governed by Codec
Display Aspect Ratio	16:09
Frame Rate Mode	Constant
Frame Rate (fps)	25
Key Frame Interval/GOP length	n/a
Resolution (WxH)	1920*1080
Pixel Ratio	01:01
Chroma Subsampling	04:02:02
Colour Space	YUV
Scan Type	Interlaced (MBAFF)
Field Order	Upper Field First (TFF)

Direct Supply

Container	mxf
AUDIO	
Format/Info	PCM
Format Profile	Little Endian
Bit Depth	24
Target Bit Rate (kbps)	Governed by bit depth
Bit Rate Mode	Constant
Channel(s)	2
Channel Positions	Stereo
Sampling Rate (KHz)	48

Direct Supply

File Layout

- Files must be TVC content only
- No pre or post roll such as clock/slate, bars, black, hold, freeze or audio tone is required

Video Levels

- Video levels must be in accordance with *ITU BT.709* and *EBU R103-2000* recommendations:
- Luma = Level 16-235 (not RGB 0-255 level), equivalent to 0% - 100% or 0mV - 700mV.
- Chrome = Level 16-240, equivalent to maximum 100% RGB.
- All content must be free of encoding artefacts, dropout, glitches, blocking, interlace issues or excessive aliasing and considered broadcast quality throughout

Audio Levels

- The Programme Loudness Level must be normalised to -23 LUFS (± 1 LU) and -1 dBTP max, according to *EBU R128* recommendation
- Audio should be free of any distortion, glitches or excessive sibilance and must be in phrase and in sync with the video throughout.