Sky Cinema

Spider-Man: Far From Home

sky | MEDIA

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
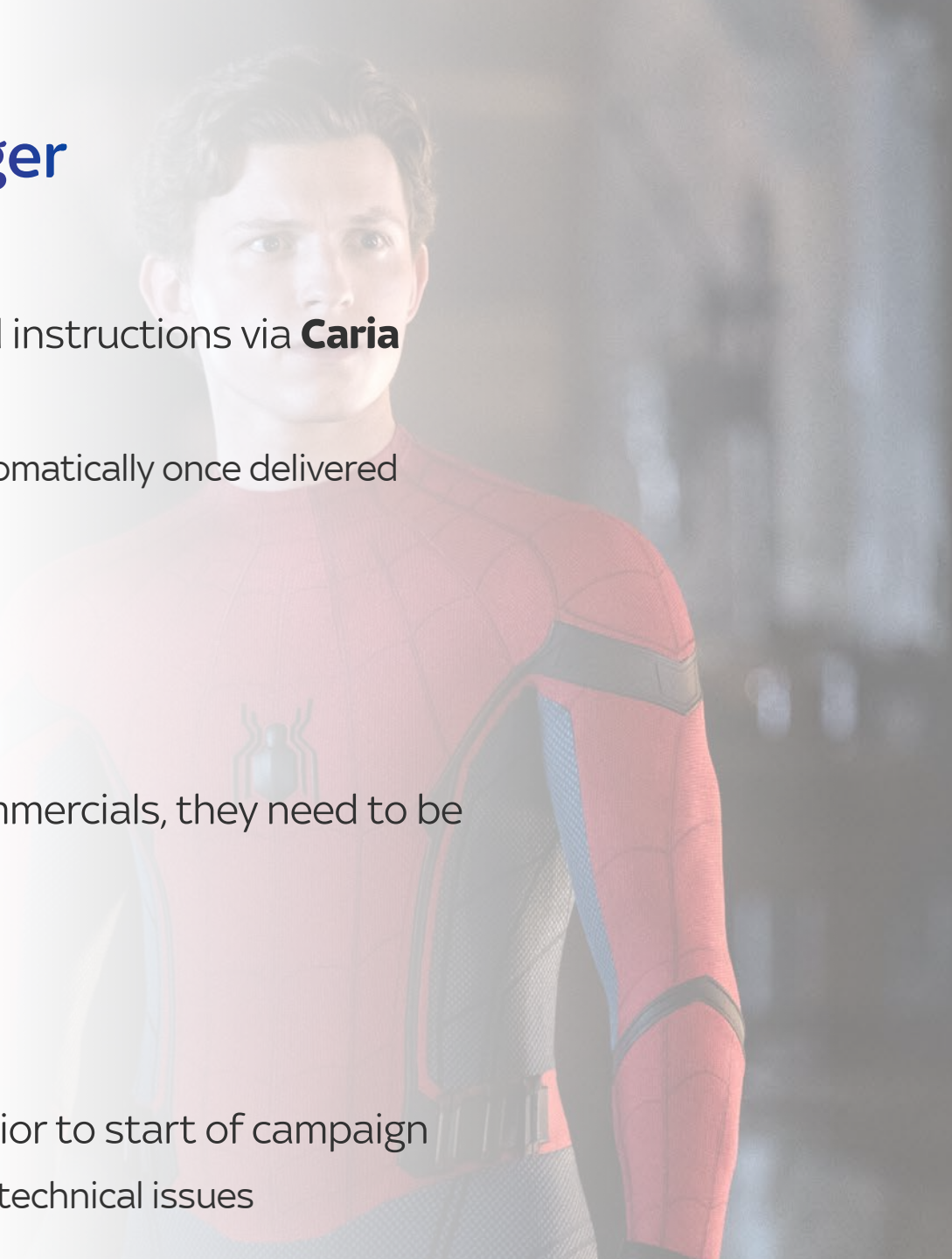
Copy Delivery: Delivery Centres

- The agencies send commercials via one of these three Centres.
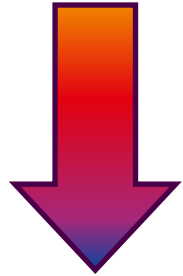
- At Sky, we have two Video Libraries

- 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		Tags	Deadline (clear working days)
	Adstream	Honeycomb	IMD		CARIA	Email		
Linear TV	Sky HD	Sky UK	Sky TV UK	Full Linear	Sky Media UK	TrafficCopyRotations@sky.uk	n/a	2
AdSmart	Sky HD	Sky UK	Sky TV UK	Full Linear	n/a	AdSmartCopyRotations@sky.uk & Sky Sales Person	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 All VOD, 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 Clickable	VODCopyRotations@sky.uk	CARIA or OnlineTraffic@sky.uk	6
Push VOD	Sky HD	Sky UK	Sky TV UK	Full Linear	Sky Media VOD Push VOD	VODCopyRotations@sky.uk	n/a	2
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	Sky Sales Person	Sky Sales Person	5
Advance	Sky Online HD	Sky Online HD	Sky Online HD	n/a	n/a	SkyAdvanceOps@Sky.uk & Sky Sales Person	SkyAdvanceOps@Sky.uk & Sky Sales Person	10

Commercial Delivery: Simplified – Sky UK

Commercial Delivery: Simplified – H.V.L.

Destination: Sky Online
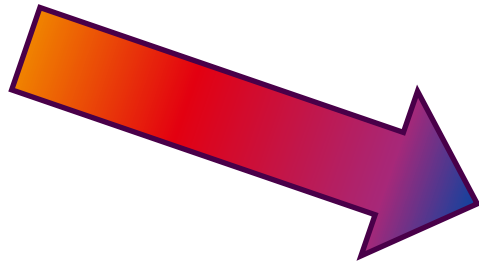
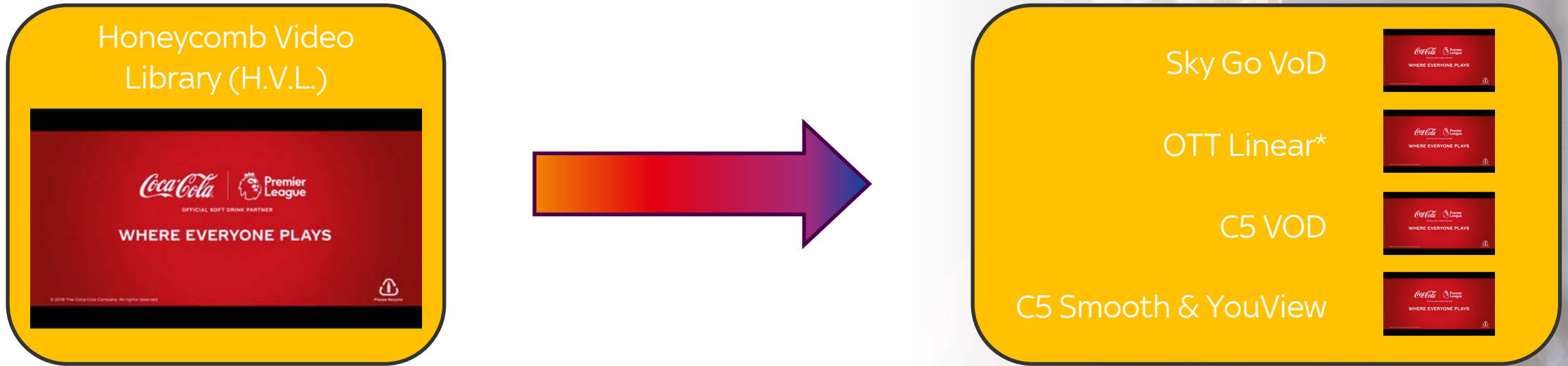**Honeycomb Video Library (H.V.L)***
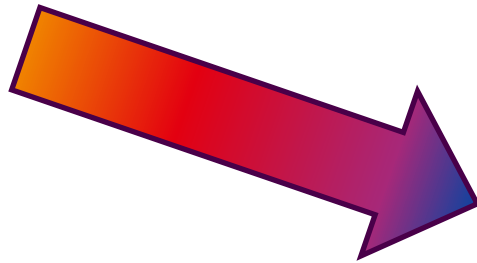
*Honeycomb is separate from H.V.L.
- Honeycomb is a delivery centre
- H.V.L. is a media library, managed by the same company

(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

Honeycomb Video Library (H.V.L.)

Sky Go VoD

OTT Linear*

C5 VOD

C5 Smooth & YouView

Create	Upload	Q.C.	Clearcast Approval	Transcode	Publish	Export to Freewheel

*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 .mp4 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.
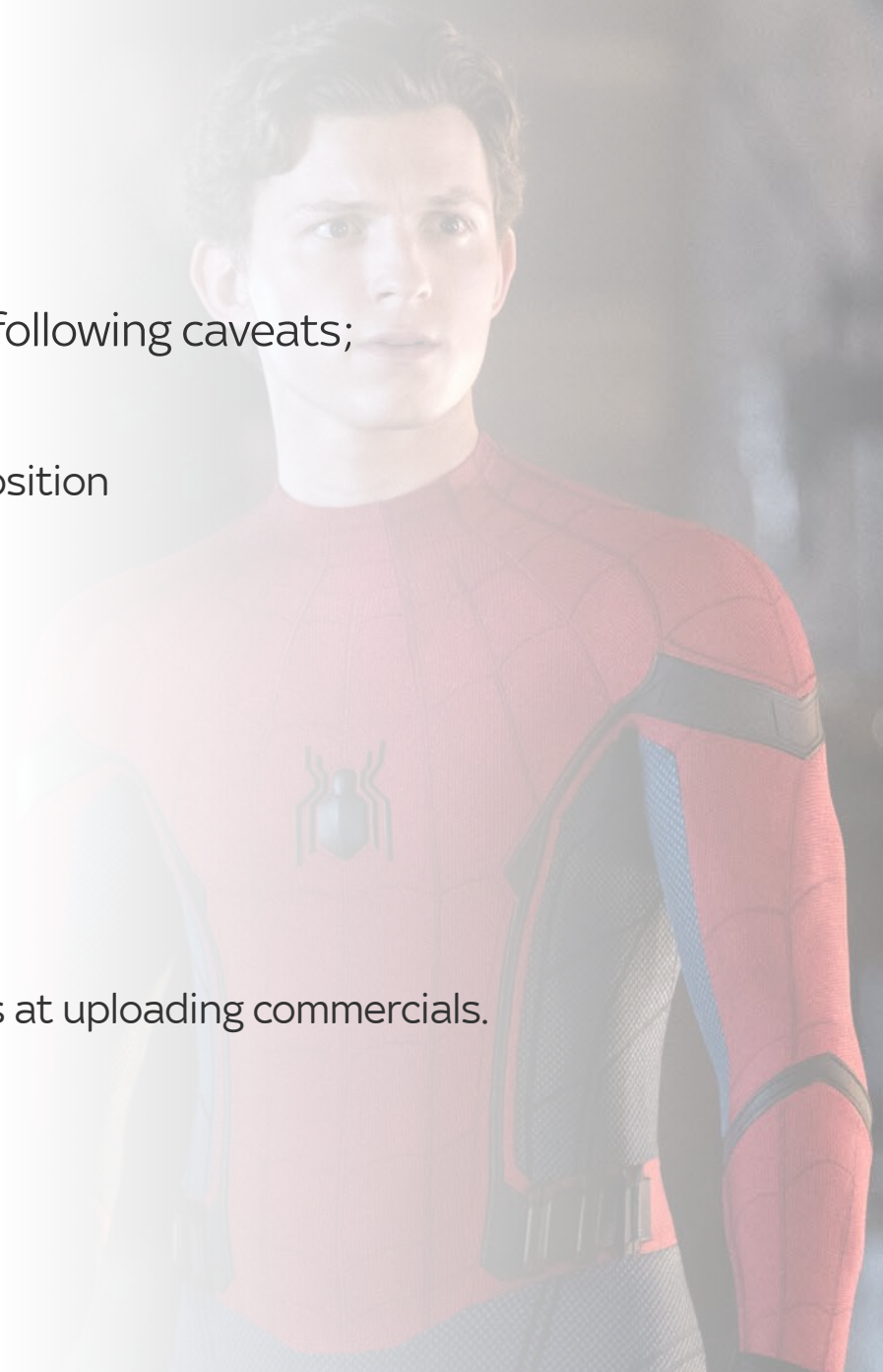
Direct Supply

Container	Mp4
VIDEO	
Codec	H.264 AVC
Format Profile	Main@3.1
Frame size	1280 x 720
Display Aspect Ratio	16:9
Frame Rate	25 fps
Interlacing	Progressive/De-Interlaced
Bitrate	7680 kbps (min)
Bitrate mode	CBR or Constrained Variable
Chroma Subsampling	4:2:0
Key frame interval/GOP length	10
Start timecode	n/a
AUDIO	
Format	AAC (LC)
Channels	2
Bitrate	320 kpbs (min)
Sample Rate	44.1 kHz
Bit Depth	n/a

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 (±1LU) 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.