



VIACOMCBS

30 October 2020

Network 10 broadcast advertising delivery guidelines

Network 10

A ViacomCBS Company



Network 10 material deadlines

Material deadlines are in place to ensure the 10 Traffic team have enough time for the important checks and processes involved in getting your commercials to air. Unforeseen circumstances and problems can arise at any time, so it is imperative that deadlines supplied to you by the Traffic team are adhered to.

There are three deadlines for the week prior to your activity going to air. They are:

- **Material instruction deadline:** The date by which you must advise the Traffic Team what key numbers you wish to run. Any time, date, channel or program restrictions should be included in the instructions.
- **CAD deadline** – the date by which you must have Free TV classify your commercials. Commercials cannot go to air without CAD approval.
- **Material delivery deadline** – the date by which the material for your commercials must be 'on hand' or delivered. There are many quality control and technical checks that need to be done before broadcast. Once material is fully on hand with Adstream or Peach IMD, it still takes time to be ingested on 10's servers.

The Traffic team will be in touch with you the week prior to your deadlines.

If you are unsure of the deadlines, unsure you can meet deadlines or require an extension for your week's activity, please enquire through the Traffic team using this email address CAT@Networkten.com.au.

Deadlines can change at any time due to public holidays, service provider outages and system updates.

Commercials missing CAD or material prevent the day's schedule from being downloaded. If deadlines are not met it can result in these spots being removed and subject to 'delete & charge'.

Revised material instructions, if after download, will be actioned from the next downloadable day. In any instance of a legal issue with the creative a D&C may need to be actioned if spots cannot be broadcast.

For any emergency out of hours issues you will need to contact it with your account manager or sales contacts who will escalate the enquiry accordingly. Use the styles on the home tab to automatically format your text.



Network 10 standard deadlines

There are many reasons that deadlines may be subject to change, however, wherever possible we work towards a standard weekly timeline.

Material Instructions deadline		
W/C	Due Date	Time
Activity Sunday to Saturday	Wednesday PRIOR	17:00

CAD Approval & material delivery deadline		
W/C	Due Date	Time
Activity Sunday to Saturday	Thursday PRIOR	17:00

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At the beginning of the work week you will be contacted by the Traffic team for the next week's activity (commencing Sunday).

Please be aware the above deadlines are prone to change at any time. It is important that you reach out and discuss the week's deadlines with Traffic and advise in advance if you think you may not be able to meet them. If you have late revisions or expect delays with material delivery this should be mentioned to your Traffic contact.

Late bookings, cancellation requests or any change to your booking will need to be directed to Sales as well as including Traffic on any correspondence. Please allow a suitable time period for any changes to be actioned.

Network 10 material instructions

Material instructions or 'MIs' is the communication you send through to the Traffic team to confirm what key numbers you wish to run, along with any other information impacting your campaign booking.

Material instructions are generally due **5pm Wednesday**, the week before your activity commences. They should cover the week's schedule starting Sunday, ending Saturday.

Material instructions must contain the following:

- Client name
- Product name
- Key numbers
- Duration of commercials
- Markets where the commercial can run (Sydney, Melbourne, Brisbane, Perth, Adelaide only)
- Rotation or percentages (e.g. TVCKEY1 75% TVCKEY 25%)
- Start and end dates
- Time or program restrictions if applicable (e.g. TVCKEY1 must end at midnight)
- CAD information (if CAD approved please include CAD number)
- Delivery method (Adstream, Peach or if material is already on hand)



- Paid/bonus instructions – if you have a separate key for bonus activity please advise

Your material instructions should not include spot moves, duration or product changes and requests regarding prices. This must be directed to your sales contacts.

If you have any further requests, would like pre-times or other confirmations please include this in your material instruction correspondence.

Network 10 material delivery

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Material must be delivered to 10 by our service providers who perform technical checks to ensure your commercial is broadcast quality. Please ensure you are contacting them directly regarding the upload and delivery of your material.

10 (Sydney) must be indicated on your dub form along with the appropriate delivery service to ensure your commercials are available or 'on hand' by deadline. Commercials are delivered to 10, even if the activity is on 10 Peach or 10 Bold.

Both Adstream and Peach can be used to deliver material for 10 activity.

Adstream Retention Policy

Commercials uploaded to Adstream are not stored on their servers indefinitely.

Commercials are available to Network 10 for 12 months from their original upload date.

Please be aware, the 12 months is not measured from the broadcast date but the upload date. If the client wishes to run this key number again, they need to contact Adstream, pay a fee and it will once again be available to ingest on 10's servers. This process cannot be performed by Network 10 – the client should contact Adstream.

There are three types of delivery options for clients to upload their creative to Adstream:

- **Next Day** = Delivery by 11am the next day
- **Express** = Delivery within 3 hours
- **Red Hot** = Delivery begins as soon as item ingested

Adstream to once again make it available for broadcast. Peach does hold material indefinitely however it is best to check if a large amount of time has lapsed.

The service provider contact details are:

Adstream

<https://www.adstream.com/au/documentation/tv/broadcast-despatch-form/>

helptv@adstream.com.au

1800 23 03 02

PEACH



VIACOMCBS

www.peachvideo.com

support.anz@peachvideo.com

1300 664 882

10 holds material on our servers for 13 months from the last broadcast date. If you have repeat material, please advise in advance so we can check that it is still available for broadcast.

CAD delivery

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All commercials scheduled for broadcast must have classification approval (CAD) which is issued by ClearAds Free TV Australia.

ClearAds Free TV is the industry body representing all of Australia's commercial free-to-air television broadcasters. They provide a classification service for television commercials following the industry codes of practice which ensures the material is suitable for broadcast and which zone it can be shown in. It is important that you provide ClearAds Free TV with the correct date & time that your commercial is on air. This will be needed to ensure you have the key number on the correct service to get the commercial to air.

10 BOLD

10 Peach

10 SHAKE

10 play

10 All Access

Any changes to existing commercials, even minor changes such as a change of address or phone number, must be resubmitted to ClearAds and you will be given a new CAD number. We will not accept a revised commercial without a new CAD number. The key number for the material you deliver to 10 must match what you have provided ClearAds Free TV.

10 speaks

For further information, please contact ClearAds:

ClearAds

www.clearads.com.au

[Hello@clearads.com.au](mailto>Hello@clearads.com.au)

02 8968 7200

www.freetv.com.au

Traffic guidelines for ViacomCBS

Traffic Schedule Deadlines

- Nickelodeon, Nickelodeon Jr, MTV, MTV Classic, CMT, Club MTV and MTV Hits schedule downloads are 2 days prior to telecast
- Thursday and Friday are “schedule double download days” as shown in the below table.
- Below are our schedule deadlines, as well as the material instructions, CAD / Viacom approval & material deadlines.
- Club MTV, MTV Hits, Nick Jr & Nickelodeon are all played out from Amsterdam.
- MTV Classic is played out from the United Kingdom
- CMT is played out from New York City
- These deadlines differ to our Network 10 Free to Air (FTA) channels. All times are in **AEST (Australian Eastern Standard Time)** and align to Queensland. Download days / times are subject to change
- Except for substantiated legal reasons, in which case, a 4-hour notice is needed, all change requests will be made to the next available TX schedule.

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WORK DAY	TX SCHEDULE DAY FOR VIACOM	DOWNLOAD DEADLINE	MATERIAL INSTRUCTIONS	CAD / VIACOM APPROVAL & MATERIAL
Monday	Wednesday	Monday 1pm	Wednesday prior	Thursday 3pm
Tuesday	Thursday	Tuesday 1pm	Wednesday prior	Friday 3pm
Wednesday	Friday	Wednesday 1pm	Wednesday prior	Monday 3pm
Thursday (Double Day)	Saturday	Thursday 10am	Wednesday prior	Tuesday 3pm
Thursday	Sunday	Thursday 1pm	Thursday Prior	Tuesday 3pm
Friday (Double Day)	Monday	Friday 10am	Thursday Prior	Wednesday 3pm
Friday	Tuesday	Friday 1pm	Thursday Prior	Wednesday 3pm

Material instructions - communications

As with our Network 10 free-to-air (FTA) channels, all material instructions are to be sent to the Commercial Allocations Team at CAT@networkten.com.au.

Please ensure you have your Network 10 Sales Executive CC'd on any material instructions sent to the Commercial Allocations Team.

TVC Creative Upload

Clients to upload TVCs via AdStream or Peach IMD and send to Network 10,

From **Monday October 26, 2020**, if a client has bookings on Network 10 platforms **and/or**

Viacom channels, the client **ONLY** needs to send to the Network 10 destination on Adstream or Peach IMD.

Nickelodeon Approval

All TVC's due to air on the Nickelodeon channels need to be approved by Network 10 prior to broadcast. In the event a TVC is not approved, an alternative TVC will need to be instructed and is subject to the same approval process.