Spot Submission
Quick Reference Guide

NEW YORK INTERCONNECT

Spot Submission Quick Reference Guide

	CREATE YOUR SPOT	UPLOAD YOUR SPOT
	Use these universal specs for all spot submissions (same specs for all).	*Upload spots using respective services below.*
NYI news12 SPECTRUM NEWS SPECTRUM NOTICIAS NYITraffic@nyinterconnect.com		
altice NYINational@nyinterconnect.com		
Charter COMMUNICATIONS DL-REACH-NYI-SOFTOPS@charter.com		
effectv A COMCAST COMPANY Effectv_NewYork_Ad-Copy@comcast.com		
Addressable, TV360 & Streaming addressableops@nyinterconnect.com		

Please include **NYITraffic@nyinterconnect.com** and **NYINational@nyinterconnect.com** on all correspondence to ensure facilitation.

Universal Commercial Spot Specs

These universal video specs can be used *for creating all commercial spots*, no matter the destination.

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Universal Commercial Spot Specs

Video Platform

Linear

HD

File Format

Mpeg-2 @ 29.97 fps

Transport Stream

Resolutions

NTSC (16:9) – 1920x1080

Chroma 4:2:2

Interlaced-Top Field First

Video Bit Rate

45 Mbps – CBR – I Frame only

Profile: HIGH@HIGH

Profile: 4:2:2@HIGH is not acceptable.

Multiplex Bit Rate (CBR/Constant Bit Rate)

47 Mbps

Audio Bit Rate

AC3: Dolby Digital Stereo 2/0

Stereo = 192K

Other

eTV: (PID:1770)

200K

PMT Order	Pid Value	Required Components
Video	481	X
Ac3	482	X
EISS	1668	

EISS & EBIF Pid Values are requested values but not required to be those numbers. There is no impact to playout operations if these are different.

Please Note:

**Highly recommend Closed GOP
**Optional – Closed Caption will be allowed to pass thru when it is embedded in the commercial ad.
On Mpeg-2 Only
Closed Captioning Embedded EIA-708. Ec=xact duration required

Addressable, TV360 & Streaming Instructions

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Addressable, TV360 & Streaming Instructions

Addressable and TV360

- Spots should be sent 3 business days prior to air; additional 48 hours for political/sensitive.
- Spots follow linear process. Send to Sys Code 1000 via Yangaroo.
- Traffic instructions: send to addressableops@nyinterconnect.com
- NAB form needed for political
- Standard reporting provided. Custom asks must be communicated/cleared before order is accepted.
- Household counts 48 hours in most cases. Custom or first party ingest up to 5 business days.

Streaming

- Spots should be sent 3 business days prior to air; additional 48 hours for political/sensitive material.
- Physical copies can be sent to sys code 1000 via Yangaroo.
- Instructions/tags: send to addressableops@nyinterconnect.com
- NAB form needed for political.
- Third party credentials/reports must be shared with NYI.
- Standard reporting provided. Custom asks must be communicated/cleared before order is accepted.
- VPAID not supported
- Household counts provided only for streaming addressable.

Yangaroo

Use Yangaroo to send:
- *all NYI spots to **syscode 1000***
- *all Altice spots to **syscode 3131***

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Quick Reference Guide

Creating a Delivery Order

Quick Reference Guide: Creating a Delivery Order

Support: orders@yangaroo.com

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Contents

What's New

Yangaroo is continuously working to improve DMDS and make the upload and delivery process easier for you. Now, DMDS will walk you through creating your delivery order, step-by-step. Turn to page 5 for more information. Based on your feedback, you can optionally send traffic instructions or another document with your video. You can even include notes without attaching a document. See page 8 for an overview of sending traffic.

Quick Reference Guide: Creating a Delivery Order

Uploading a Spot

1. Log in to your account at dmds.me/cms.

    Please Note a4 Advertising no longer accepts SD content.

2. In the Media Manager – click on **Upload Media** to begin.

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Quick Reference Guide: Creating a Delivery Order

3. Fill in the required fields for each file.
   - **Title:** A brief description of the spot
   - **Brand:** The brand of the spot
   - **AD-ID:** A short, unique code to identify the spot

Ad-ID/ISCI Specifications

   - Only Alpha-Numeric characters are allowed (A-Z, 0-9)
   - ALL upper case
   - NO spaces or dashes
   - HD Files: Between 2 & 12 characters
   - HD Files: Last character MUST BE an H

4. Click Upload.

5. After your uploads complete you will see your new upload listed in your Media Manager. The spot will be QC'd by our team and once the results are available you will receive an automatic email.

6. You can now continue delivering your spots to a4 Advertising with the steps in the section "Creating a Delivery Order".

October 1, 2022

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Quick Reference Guide: Creating a Delivery Order

Creating a Delivery Order

1. Log in to your account at dmds.me/cms.

2. Click the **Manage** button that will enable a drop down menu and select **Create Order**.

3. In the pop up window, fill in the two required fields and click **Create Order.**
   - **Order Name:** Enter anything that will identify this delivery order to you. Ex.: "Bob's Autos May 4 2022".
   - **Brand:** The name of the brand or of the advertiser of the spots being sent. If you are a production house, this is usually the name of your client.
   - **Traffic:** The traffic option is not required but an option if you wish to send traffic along with your commercial.

Quick Reference Guide: Creating a Delivery Order

4. Next you will be presented with the order screen to add your Spot and A4 syscodes to the delivery
      *If you do not know which A4 syscode to deliver to, please consult with your sales rep to confirm

5. Add your media and destinations by searching on the left and right side accordingly and click Add to add to your delivery. Your added media and destinations will appear in the middle of the screen.

6. To add any Traffic Instructions, click Attach in Group 1 and select Traffic to upload your document.

7. Once you are ready to send, click on Send Order, followed by Send Now

Getting Help

1. **Live Chat:** When a customer service representative is online, chat live with Yangaroo for help with your upload and delivery order
2. **Phone:** Call Yangaroo Ad Support at +1 (866) 992-9902
3. **Email:** Email Yangaroo Ad Support at orders@yangaroo.com

OneSpot.tv

Use OneSpot to send all Charter/Spectrum spots

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OneSpot.tv

Exciting enhancements to our video uploading process

Spectrum Reach's new OneSpot.tv offers enhanced functionality and ease of use

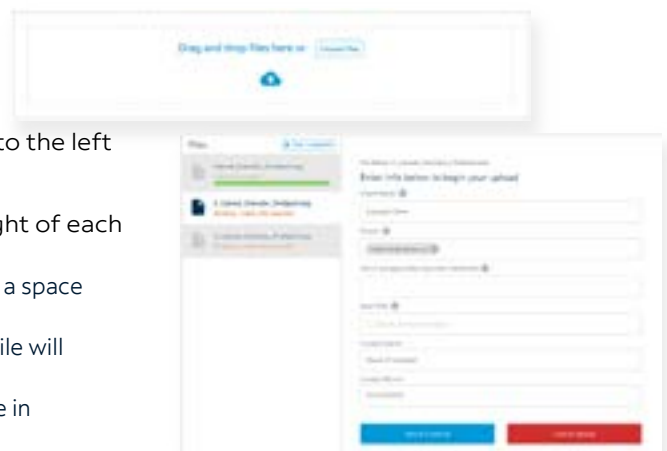|	
New User Registration and New User Profile	• Existing Onespot.TV users will need to re-register their account on the new site the first time they sign in. If the client registers with the same email address from the old site their legacy upload history will be available within 24 hours.
	• If they are also Spectrum Reach Client Portal users, they can login with their client portal credentials.
New User Experience	• New layout for easier navigation and creative upload
	• Unlimited creative selection for upload
	• Faster upload speeds using cloud-based technology
	• Several bugs removed, resulting in an improved user experience
Aspera Plugin No Longer Needed	• User will not need to download or install any new software
	• Uploads will now take place by simply using a web browser

Upload Instructions

• OneSpot.tv accepts the following file types. (.mp4, .mov, .mpg, .avi, .m4v, .mpeg)
• Special characters (! @ # $ % & ' ? + = ; : " ,) and spaces ( ) are not allowed in the file name.
• Please replace special characters and blank spaces with underscores (_) prior to upload.
• Please ensure all files to be uploaded are stored locally on your computer and not on an external hard drive or USB storage device.

1. To start uploading, you can either "Drag and drop" the files you would like to upload into the box below, or click "Choose Files" to navigate to them.

2. Once you have selected that the file it will populate to the left in a status of "Pending - video info required"

3. You will need to fill in all of the information on the right of each file and click "Save & Continue".
   • Multiple emails can be added to the emails box by using a space in between them
   • Once you click "Save and continue", the upload of that file will begin and the upload status will be displayed.
   • If you have selected multiple files to upload, the next file in queue will be automatically selected.

4. To see a list of successfully completed uploads, click on "Uploader History" at the top of the page.

Spectrum REACH

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Comcast AdDelivery Lite

*Use AdDelivery Lite to send all Effectv spots to **syscode 6500***

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COMCAST TECHNOLOGY SOLUTIONS
SPOTLIGHT UPLOAD STEPS

Comcast Technology Solution's Spotlight product is a free self-registering product so upload to Comcast hubs is a couple quick steps:

1. Register your email at: https://login.comcastaddeliverylite.com

2. Once registered you will immediately be able to upload using this Comcast Technology Solutions Product.

3. SUBMIT SPOTS: Enter in the appropriate metadata for the fields that present themselves; client name, agency name, etc.

4. UPLOAD SPOTS: Browse for your spot and upload. (Please use the audio and video specifications that can be found here. Please note, you'll need to log in to the ad delivery support portal to view.)

5. After you SUBMIT, scroll down to view the "Active Submits" section. This section details several process steps as it works through delivery. You can continue to upload more spots while others are uploading.

6. VIEW MEDIA: Click the VIEW tab page to see account history that records delivered media.

7. Once delivery is complete, you will receive an automated notification from noreply@comcastaddeliverylite.com that the Comcast hub you selected has received the content. If your spot was rejected, you will receive a rejection notification detailing the issue.

8. Any issues or questions, please reach out to our Support Engineers for this product: 1-855-858-1942. Addelivery_support@cable.comcast.com

COMCAST
TECHNOLOGY SOLUTIONS

For questions on spots, contact Comcast Technology Solutions
Customer Support at 855-858-1942

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