

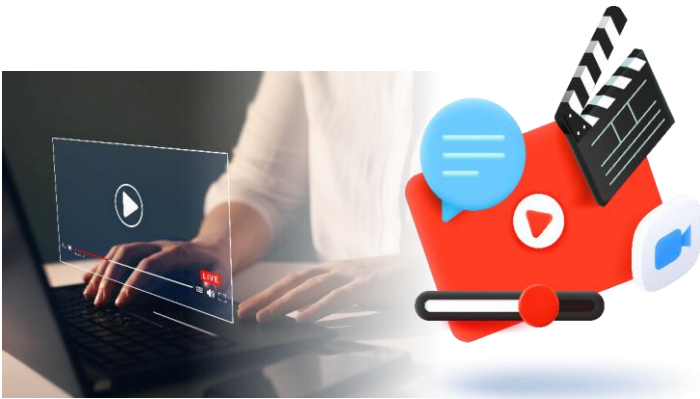
TRANSFER TVN MEDIA

UPLOAD VIDEO CONTENT TO YOUR ONLINE CAMPAIGN



TRANSFER TVN MEDIA

AGENDA



Presentation of the TRANSFER TVN MEDIA solution

Presentation of the user guide

Technical Specifications

Useful links and information

TRANSFER TVN MEDIA

A new process for uploading VIDEO advertising files for online campaigns

FROM NOVEMBER 2023, THE TRANSMISSION OF VIDEO MATERIALS FOR THE ONLINE CAMPAIGN WILL BE CARRIED OUT USING THE TRANSFER TVN APPLICATION: <https://transfer.tvnmedia.pl> - ANALOGOUS TO THE PROCESS OF SENDING SPOTS TO TV CAMPAIGNS

FROM FEBRUARY 12th, 2024 - ALL VIDEO MATERIALS FOR THE CAMPAIGN WILL BE ACCEPTED EXCLUSIVELY VIA THE TVN MEDIA TRANSFER PLATFORM

IN ORDER TO UPLOAD MATERIALS, IT IS NECESSARY TO OWN AN ACCOUNT OR USE THE SERVICES OF INTERMEDIARY COMPANIES THAT HAVE AN ACCOUNT.
EXISTING TV CAMPAIGN ACCOUNTS ALSO WORK FOR DIGITAL CAMPAIGNS

THE PROCESS DOES NOT APPLY TO:

MATERIALS FOR DISPLAY, PROGRAMMATIC, YOUTUBE CAMPAIGNS, AS WELL AS EMISSION AND MEASUREMENT CODES – THE METHOD OF DELIVERY REMAINS UNCHANGED

Validation on the transfer side of TVN MEDIA

Only spots of equal length will be allowed to be broadcast.

Spots with uneven frame rates will be rejected by the system according to the specifications rules.

Free transfer

The transfer for spots marked as Internet is free of charge.

IMPORTANT INFORMATION FOR PARTNERS WHO HAVE AN ACCOUNT WITH TRANSFER TVN:

TRANSFER TVN MEDIA

IN ORDER TO USE THE TVN TRANSFER APPLICATION, IT IS REQUIRED TO HAVE AN ACCOUNT AT [TVN TRANSFER APPLICATION](#).

Representatives of entities that have been using the application so far and have an account of their company:

It is possible to have and use only one account

Within the account, the owner can create sub-accounts for employees/teams on their own.

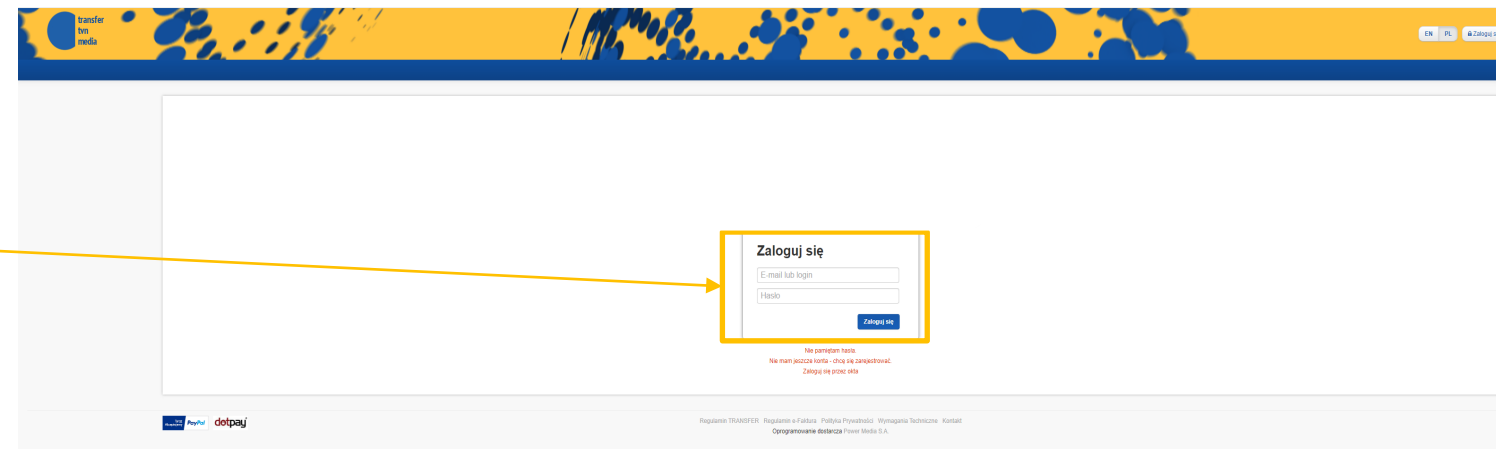
Interested parties should contact the account/company administrator in their organization for access.

DOES YOUR ORGANIZATION ALREADY HAVE AN ACCOUNT IN THE TRANSFER TVN APP?

> get in touch with your admin

Are you having a hard time finding out the owner of your company's account?

> contact your account manager at TVN and they will provide you with the information you need



YOU CAN LOG IN ALREADY? >> Go to slide 9

IMPORTANT INFORMATION FOR PARTNERS WHO DO NOT HAVE AN ACCOUNT WITH TRANSFER TVN:



[aplikacja](#)
[regulamin](#)
[pomoc](#)

TRANSFER TVN MEDIA

IN ORDER TO USE THE TVN TRANSFER APPLICATION, REGISTRATION AND ACCOUNT CREATION ARE REQUIRED
[LINK TRANSFER TVN.](#)

The screenshot shows the login page of the Transfer TVN Media application. At the top left is the logo, and at the top right are language options (EN, PL) and a 'Zaloguj się' button. The main content area features a login form titled 'Zaloguj się' with fields for 'E-mail lub login' and 'Hasło', and a 'Zaloguj się' button. Below the form, there is a link: 'Nie pamiętam hasła. Nie mam jeszcze konta - chcę się zarejestrować. Zaloguj się przez otka'. A yellow box on the left contains the text: '#1 It is necessary to own an account. On your first visit, click: "I don't have an account yet – I want to register"'. A yellow arrow points from this box to the registration link on the login page.

Register for the TRANSFER TVN MEDIA - <https://transfer.tvnmedia.pl> service



IMPORTANT INFORMATION FOR PARTNERS WHO DO NOT HAVE AN ACCOUNT WITH TRANSFER TVN:

TRANSFER TVN MEDIA

A new process for uploading VIDEO advertising files for online campaigns



Rejestracja firmy

Dane firmy

Nazwa firmy

Adres

Kod pocztowy

Miejscowość

Kraj

NIP

Numer REGON

Numer KRS

Dane użytkownika

* E-mail / login

* Imię

* Nazwisko

* Telefon kontaktowy

* Hasło

* Powtórz hasło

Dane osoby zajmującej się fakturami

Takie same jak dane użytkownika.

* Imię

* Nazwisko

* E-mail

* Telefon kontaktowy

Dane osoby kontaktowej

Takie same jak dane użytkownika.

#2 CREATE AN ACCOUNT

TO DO THIS, PROVIDE:


1. COMPANY DETAILS
2. LOGIN INFORMATION
3. USER DATA

IMPORTANT INFORMATION FOR PARTNERS WHO DO NOT HAVE AN ACCOUNT WITH TRANSFER TVN:

TRANSFER TVN MEDIA

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Zgody

- Oświadczam, że dokładnie zapoznałem się z treścią niniejszego [regulaminu](#), akceptuję go w całości i bez żadnych zastrzeżeń, i zobowiązuję się do jego przestrzegania.
- Oświadczam, że jestem płatnikiem VAT.
- Wyrażam zgodę na udostępnianie faktur w formie elektronicznej tzw. „e-faktura” oraz akceptuję „Regulamin stosowania faktur elektronicznych dla usług związanych z serwisem TRANSFER TVN MEDIA” 
- Zgadzam się na korzystanie z usług świadczonych drogą elektroniczną.
- Oświadczam, że podane w formularzu rejestracyjnym dane są prawdziwe.
- Oświadczam, że jestem upoważniony do zaciągania zobowiązań w imieniu firmy.

Zarejestruj się

#3

GIVE THE NECESSARY CONSENTS

REGISTER BY CLICKING ON THE BUTTON AT THE BOTTOM OF THE FORM

IMPORTANT INFORMATION FOR PARTNERS WHO DO NOT HAVE AN ACCOUNT WITH TRANSFER TVN:

TRANSFER TVN MEDIA

A new process for uploading VIDEO advertising files for online campaigns

#4

Once the form has been filled out correctly, a confirmation screen is presented.

→ Email verification.

After creating a company account, the system sends a message to the user's e-mail address with a request to confirm the registration by using the link provided.

After successful verification of the e-mail address, the user and company account is still inactive – it is waiting for approval by an employee on the part of the system operator. Until then, the user cannot log in to the system.

→ Account Activation

From the moment the company data is checked, and the account is activated by the system operator, the customer can log in to the system using the username and password that he provided when creating the account.

IMPORTANT INFORMATION FOR PARTNERS WHO DO NOT HAVE AN ACCOUNT WITH TRANSFER TVN:

TRANSFER TVN MEDIA

A new process for uploading VIDEO advertising files for online campaigns

#5 THE NEXT TIME YOU VISIT, LOG IN TO YOUR ACCOUNT

At the application website, a non-logged-in user sees a screen with a login form and links to the option of password recovery and creating an account.

Zaloguj się

E-mail lub login

Hasło

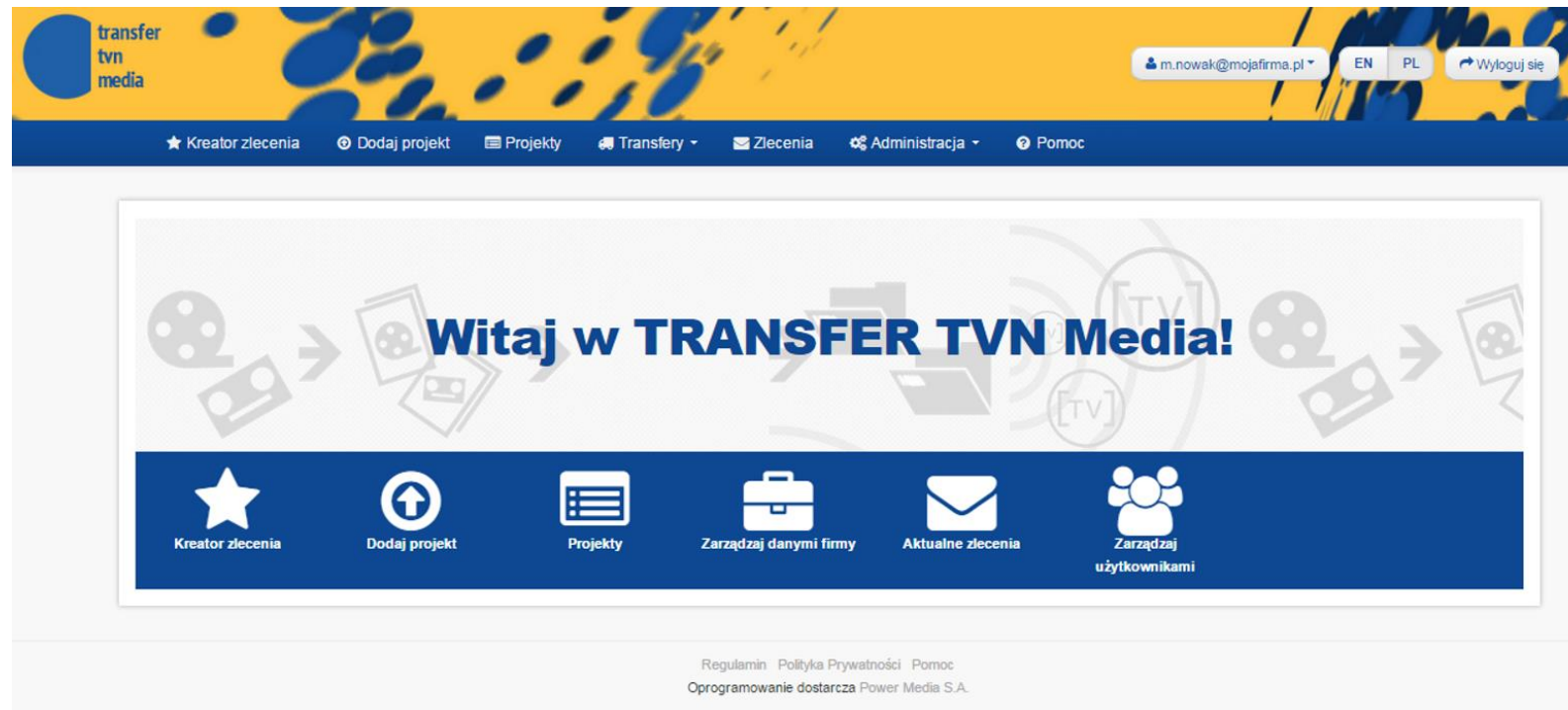
[Zaloguj się](#)

[Nie pamiętam hasła.](#)
[Nie mam jeszcze konta - chcę się zarejestrować.](#)
[Zaloguj się przez okta](#)

ORDER CREATOR

HOME PAGE

After logging in to the system, The user is presented with the home page, which contains the application menu.



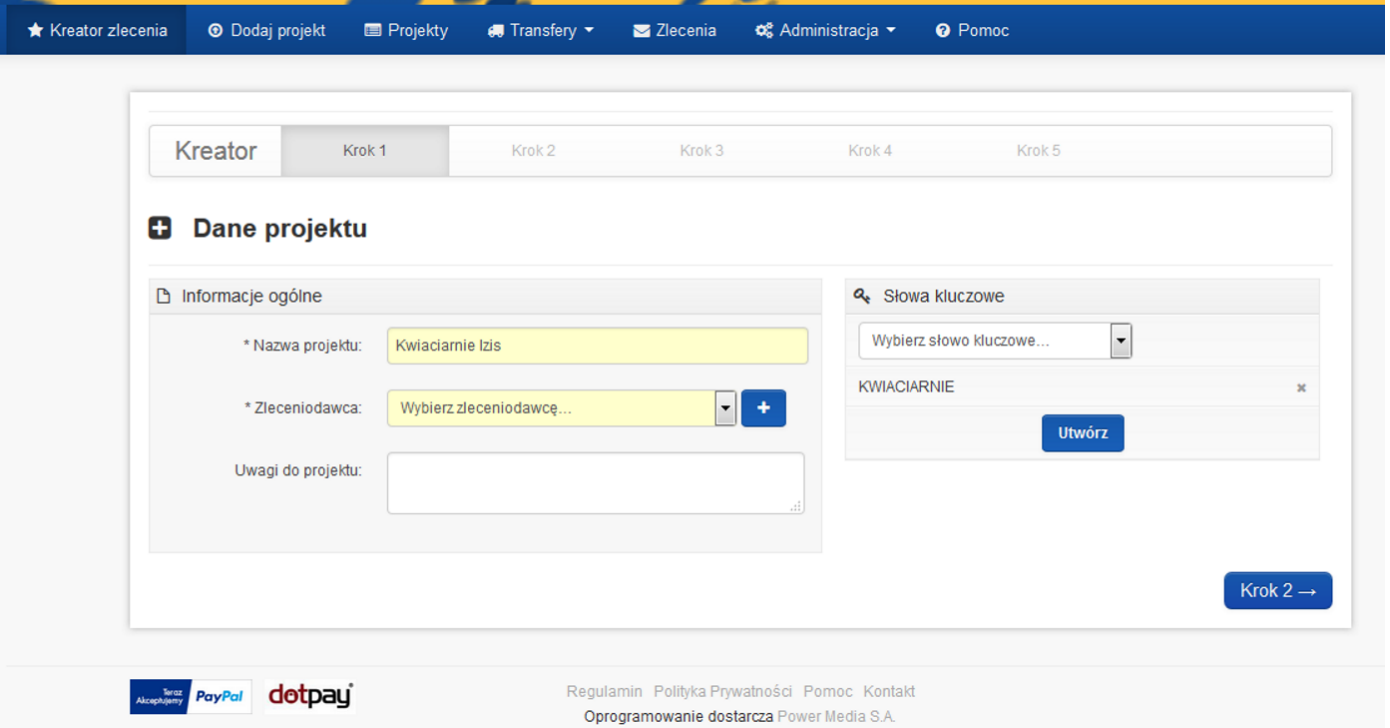
ORDER CREATOR

STEPS

The "Order Creator" helps you easily go through the process of uploading and ordering the delivery of advertising material. It guides the user through several steps in which it instructs them on the next steps to be performed.

Step 1 – Create a project

- In the first step of the wizard, a project is created.
- Provide the chosen name of the project, the name of the client, and optional notes and keywords.



The screenshot shows the 'Kreator zlecenia' (Order Creator) interface. The top navigation bar includes: ★ Kreator zlecenia, ⌚ Dodaj projekt, 📁 Projekty, 🗨️ Transfery, ✉️ Zlecenia, ⚙️ Administracja, and ? Pomoc. The main content area is titled 'Kreator' and shows a progress bar with five steps: Krok 1 (active), Krok 2, Krok 3, Krok 4, and Krok 5. Below the progress bar is a section for '+ Dane projektu' (Project Data). This section is divided into two main areas: 'Informacje ogólne' (General Information) and 'Słowa kluczowe' (Keywords). In 'Informacje ogólne', there are three fields: '* Nazwa projektu:' with the value 'Kwiaciarnie Izis', '* Zleceniodawca:' with a dropdown menu showing 'Wybierz zleceniodawcę...' and a '+' button, and 'Uwagi do projektu:' with a text area. In 'Słowa kluczowe', there is a dropdown menu showing 'Wybierz słowo kluczowe...' and a list of keywords with 'KWIACIARNIE' selected. A blue 'Utwórz' (Create) button is located at the bottom right of the keywords section. At the bottom right of the main content area, there is a blue button labeled 'Krok 2 →'. The footer contains logos for 'Bezpieczny Akceptujemy PayPal' and 'dotpay', along with links for 'Regulamin', 'Polityka Prywatności', 'Pomoc', and 'Kontakt'. It also states 'Oprogramowanie dostarcza Power Media S.A.'

ORDER CREATOR

STEPS

The "Order Creator" helps you easily go through the process of uploading and ordering the delivery of advertising material. It guides the user through several steps in which it instructs them on the next steps to be performed.

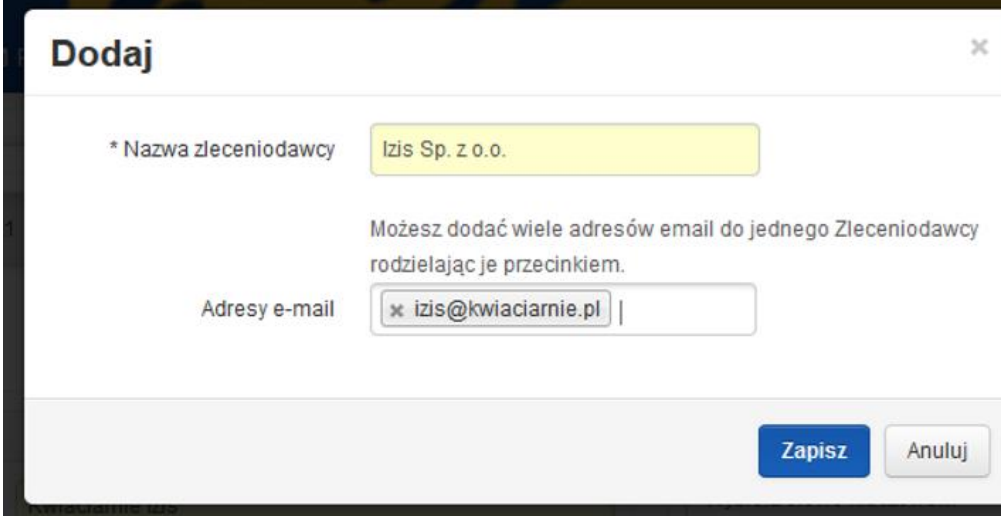
Step 1 – Create a project

c) When adding a requester, there are two ways to do this:

- Add a new principal
- Select a client that exists in the "Dictionary of Principals"

Then a window will appear with fields for filling in the data →

The E-mail addresses window allows you to enter an unlimited number of addresses for sending statuses with uploaded material



Dodaj

* Nazwa zleceniodawcy

Możesz dodać wiele adresów email do jednego Zleceniodawcy dzieląc je przecinkiem.

Adresy e-mail

Zapisz Anuluj

ORDER CREATOR

STEPS

Step 2 – Adding files and completing imprints

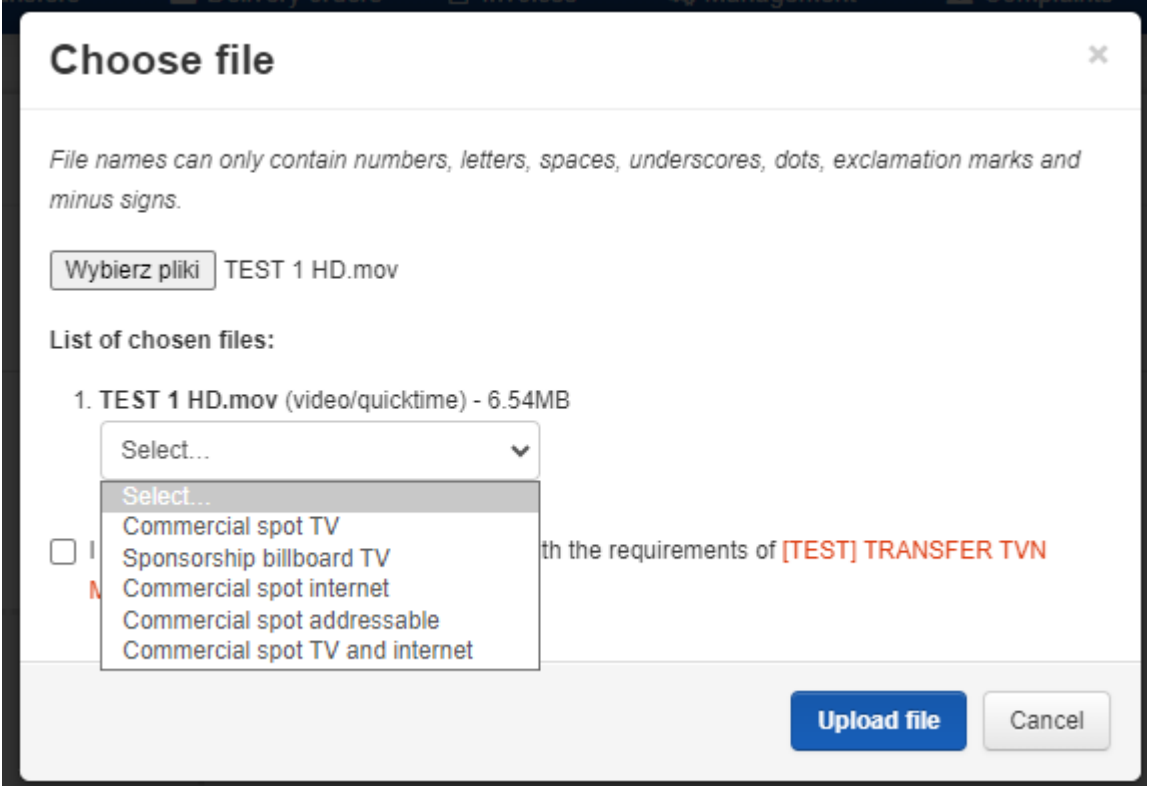
- a) In the second step of the wizard, the user uploads files to the project and fills in their imprints →
- b) The file you upload should meet the technical requirements for each type of material
https://transfer.tvnmedia.pl/pl/wymagania_techiczne.pdf.
- c) Files that do not meet the requirements are deleted from the system immediately after they are uploaded.

IMPORTANT!

THE "R" FILE TYPE CAN BE USED ON THE INTERNET FOR ONLINE CAMPAIGNS

THERE IS NO NEED TO RE-UPLOAD THE MATERIAL AS AN INTERNET TYPE.

Files with extra milliseconds will be discarded automatically



Choose file

File names can only contain numbers, letters, spaces, underscores, dots, exclamation marks and minus signs.

Wybierz pliki TEST 1 HD.mov

List of chosen files:

1. TEST 1 HD.mov (video/quicktime) - 6.54MB

Select...
Select...
Commercial spot TV
Sponsorship billboard TV
Commercial spot internet
Commercial spot addressable
Commercial spot TV and internet

with the requirements of [TEST] TRANSFER TVN

Upload file Cancel

ORDER CREATOR

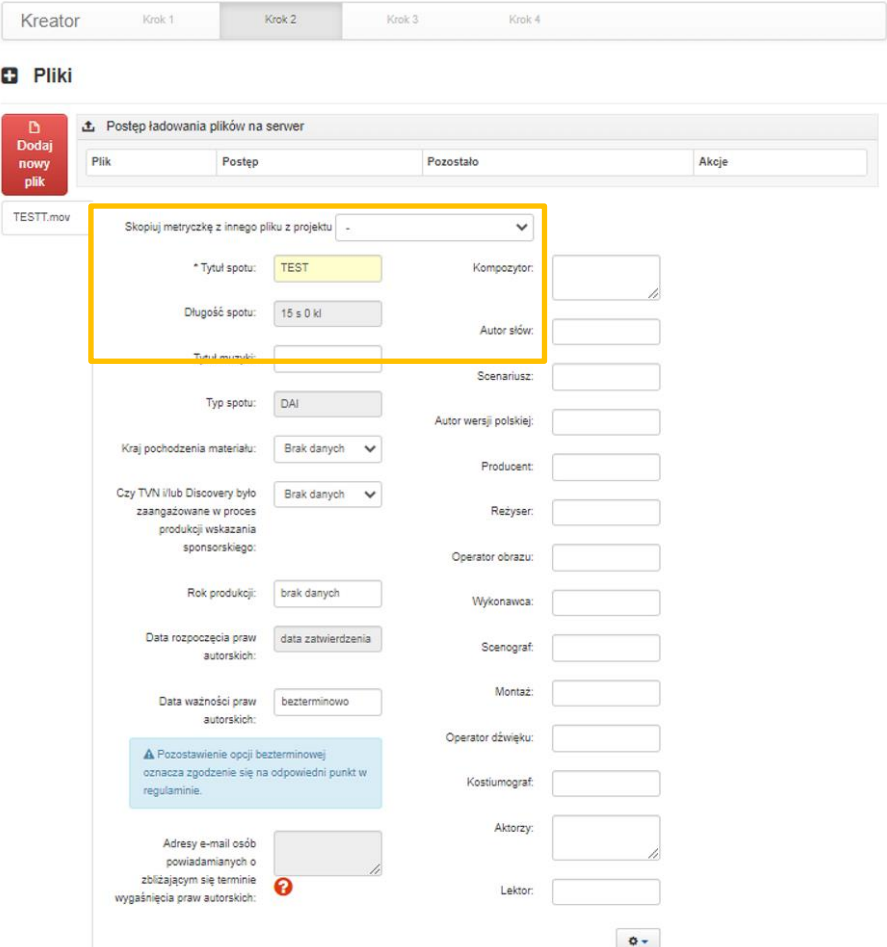
STEPS

Step 2 – Adding files and completing imprints

- d) When uploading a file, the user can track the progress of the process on an ongoing basis, while filling in the data of the metric.
- e) It is possible to add multiple materials in sequence.

IMPORTANT!

**THE "R" FILE TYPE CAN BE USED ON THE INTERNET FOR ONLINE CAMPAIGNS
THERE IS NO NEED TO RE-UPLOAD THE MATERIAL AS AN INTERNET TYPE.
Files with extra milliseconds will be discarded automatically**



Kreator Krok 1 **Krok 2** Krok 3 Krok 4

Pliki

Postęp ładowania plików na server

Plik	Postęp	Pozostało	Akcje
TESTT.mov			

Skopij metryczkę z innego pliku z projektu -

* Tytuł spotu: TEST Kompozytor:

Długość spotu: 15 s 0 kl Autor słów:

Typ spotu: DAI Scenariusz:

Kraj pochodzenia materiału: Brak danych Autor wersji polskiej:

Czy TVN i/lub Discovery było zaangażowane w proces produkcji wskazania sponsorskiego: Brak danych Producent:

Rok produkcji: brak danych Reżyser:

Data rozpoczęcia praw autorskich: data zatwierdzenia Operator obrazu:

Data ważności praw autorskich: bezterminowo Wykonawca:

Scenograf:

Montaż:

Operator dźwięku:

Kostiumograf:

Aktorzy:

Lektor:

Adresy e-mail osób powiadamianych o zbliżającym się terminie wygaśnięcia praw autorskich:

⚠ Pozostawienie opcji bezterminowej oznacza zgodzenie się na odpowiedni punkt w regulaminie.

ORDER CREATOR

STEPS

Step 2 – Adding files and completing imprints

f) For Internet files, a "ZAIKS" imprint is required

Required fields:

- fields of exploitation of TV/online and Poland/Abroad
- the title of the music
- year of production
- composer
- scenario
- author of the Polish version
- producer

IMPORTANT!

PREVIOUSLY FILLED IN IMPRINT FOR "R,, TYPE FILE,
REMAINS IN EFFECT FOR ONLINE EMISSION.

New File Certificate

<p>* Advertisement title: <input style="width: 90%;" type="text"/> <small>* Field required.</small></p> <p>Duration: <input style="width: 90%;" type="text" value="10 s 0 fr"/></p> <p>* Music title: <input style="width: 90%;" type="text"/></p> <p>Material type: <input style="width: 90%;" type="text" value="Internet"/></p> <p>Material's country of origin: <input style="width: 90%;" type="text" value="No data"/></p> <p>Was TVN and/or Discovery involved in the process of production: <input style="width: 90%;" type="text" value="No data"/></p> <p>* Production year: <input style="width: 90%;" type="text"/></p> <p>Copyright start date: <input style="width: 90%;" type="text" value="date of acceptance"/></p> <p>Copyright expiry date: <input style="width: 90%;" type="text" value="indefinitely"/></p> <p style="font-size: small; background-color: #e0f0ff; padding: 2px;">▲ Leaving the option 'indefinitely' signifies accepting the corresponding terms of service.</p> <p>E-mail addresses of people to be notified about approaching copyright expiry date: <input style="width: 90%;" type="text"/></p> <p>Field of operation: <input type="checkbox"/> * TV Poland <input type="checkbox"/> * Online Poland <input type="checkbox"/> * TV International <input type="checkbox"/> * Online International</p> <p>Comments on the material (for operator): <input style="width: 90%;" type="text"/></p>	<p>* Composer/Lyricist: <input style="width: 90%;" type="text"/></p> <p>Copywriter: <input style="width: 90%;" type="text"/></p> <p>* Screenplay: <input style="width: 90%;" type="text"/></p> <p>* Author of polish version: <input style="width: 90%;" type="text"/></p> <p>* Producer: <input style="width: 90%;" type="text"/></p> <p>Director: <input style="width: 90%;" type="text"/></p> <p>Director of photography: <input style="width: 90%;" type="text"/></p> <p>Performer/s: <input style="width: 90%;" type="text"/></p> <p>Scenographer: <input style="width: 90%;" type="text"/></p> <p>Film editor: <input style="width: 90%;" type="text"/></p> <p>Sound operator: <input style="width: 90%;" type="text"/></p> <p>Costume designer: <input style="width: 90%;" type="text"/></p> <p>Cast: <input style="width: 90%;" type="text"/></p> <p>Lector: <input style="width: 90%;" type="text"/></p>
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ORDER CREATOR

STEPS

IMPORTANT!

Files with extra milliseconds will be discarded automatically

Step 3 – Selecting files to broadcast

In the third step, you need to select those from the uploaded materials that are intended for broadcasting.

Kreator Krok 1 Krok 2 **Krok 3** Krok 4

+ Wybór plików do wysyłki

<input checked="" type="checkbox"/>		Tytuł spotu: TEST Nazwa pliku: TESTT.mov Długość spotu: 15 s 0 kl
-------------------------------------	--	---

← Krok 2 Krok 4 →

Only materials that meet basic technical criteria are visible in the list and have the correct completion of the imprint.

ORDER CREATOR

STEPS

On the summary screen, you should verify the choices you have made before. If necessary, you can go back to the earlier steps of the wizard.

Step 4 – Summary

On the summary screen, you should verify the choices you have made before. If necessary, you can go back to the earlier steps of the wizard.

The system allows you to provide additional e-mail addresses (e.g. of the end customer), to which notifications are then sent about the order being made and about future updates of its status - by default, this field is filled in with the e-mail address of the customer (if such an address was provided).

Kreator

Krok 1 Krok 2 Krok 3 **Krok 4**

Podsumowanie

Wybrane pliki:

Wybrana plik: TESTT.mov

Płatność:

Cena netto: 0.00 zł
Cena brutto: 0.00 zł

Opcje zlecenia:

Wyślij potwierdzenie na adres e-mail:
testyz_dai@gmail.com

Uwagi do zlecenia:

← Krok 3 Zalwierz

ORDER CREATOR

STEPS

After clicking on the SUBMIT button, you will be presented with a page with the details of the order.

Step 5 – Order Summary

An e-mail is sent to the e-mail address provided during registration with a notification about the status of the order.

THE UNIQUE NAME OF THE FILE IS VISIBLE IN THE SYSTEM (order history) AND SENT TO THE E-MAIL.

YOU CAN NOW INFORM THE SALESPERSON AND THE TRAFFIC DEPARTMENT WHICH FILE IS PART OF A GIVEN CAMPAIGN

REMARK

UPLOADING A SPOT TO THE SYSTEM DOES NOT MEAN THAT THERE IS AN IMMEDIATE POSSIBILITY OF BROADCASTING. SPOTS MUST BE SUBJECT TO SUBSTANTIVE PRE-APPROVAL THE SPOTS ARE POSSIBLE ON WORKING DAYS UNTIL 3:30 P.M. AFTER BEING APPROVED BY TRAFFIC TV & TRAFFIC DIGITAL, THE FILE IS TRANSFERRED TO THE SYSTEM AND CAN BE USED

Zlecenie: 0000107941-367	
Identyfikator zlecenia	0000107941-367
Status zlecenia	Zlecone
Status HFSS zlecenia	Niewymagane
Numer faktury	
Cena netto	0.00 zł
Cena brutto	0.00 zł
Pliki	1234567_Sequence_30_1_ramka_____.mp4 / Spot 1 testowy
Uwagi do zlecenia	
Historia zlecenia	
2023-11-24 15:40:52	Oplacone Identyfikator transakcji: FREE-0000107941-367
2023-11-24 15:40:52	Zlecone Nadany numer zlecenia: 0000107941-367

PROJECTS

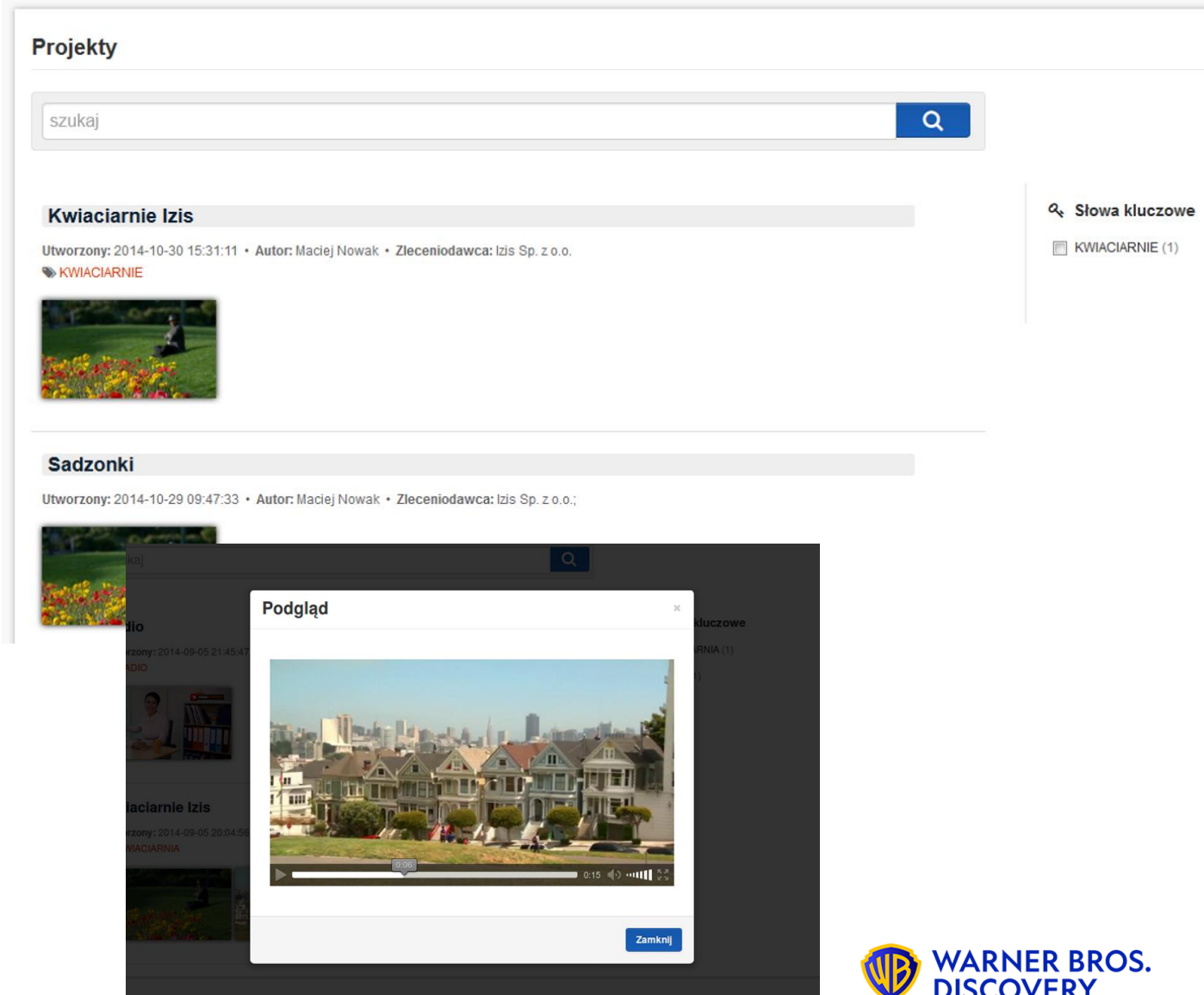
Access to Your Materials

Step 6 – list of projects


a)
The system provides a list of all projects created by any user within the client's company.

On the list of projects, there is a search engine and the ability to filter by selected keywords.

Clicking on any of the clips starts playing the preview version.



Projekty

szukaj 


Kwiaciarnie Izis

Utworzony: 2014-10-30 15:31:11 • Autor: Maciej Nowak • Zleceniodawca: Izis Sp. z o.o.
KWACIARNIE

Sadzonki

Utworzony: 2014-10-29 09:47:33 • Autor: Maciej Nowak • Zleceniodawca: Izis Sp. z o.o.;

Podgląd

0:09 0:15 

Zamknij

Słowa kluczowe

KWACIARNIE (1)

PROJECTS

Access to Your Materials

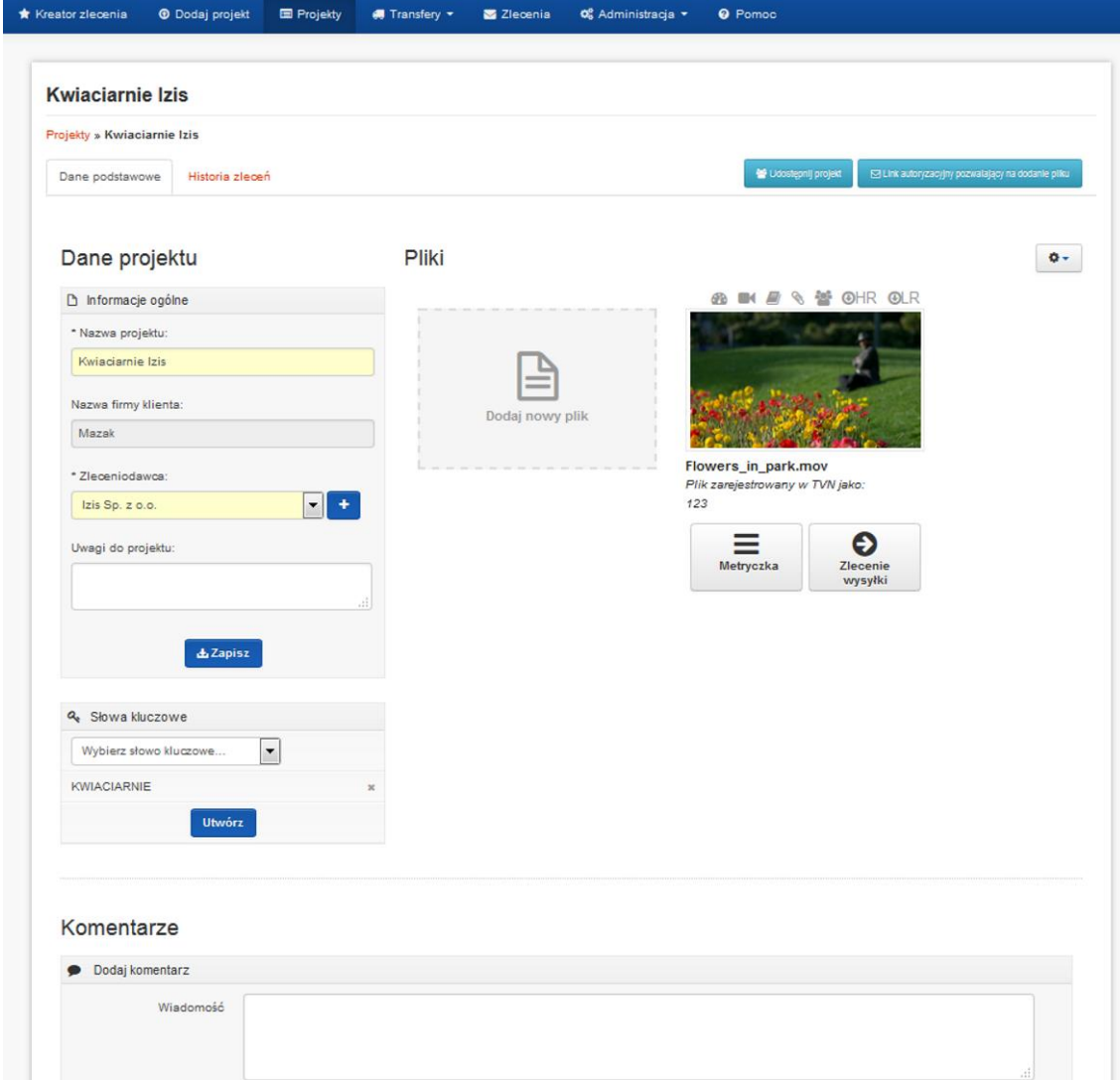
Step 6 – Design & Materials Details

b)

Clicking on the title of the project opens the page with its details.

It contains, among other things, general information about the project, a list of materials with the possibility of sending more, a history of comments and a history of orders.

From the level of the material view, there is access to a number of function buttons.



The screenshot shows the 'Kwiaciarnie Izis' project details page. The navigation bar at the top includes: Kreator zleceń, Dodaj projekt, Projekty, Transfery, Zlecenia, Administracja, and Pomoc. The page title is 'Kwiaciarnie Izis' with a breadcrumb 'Projekty > Kwiaciarnie Izis'. There are two tabs: 'Dane podstawowe' (selected) and 'Historia zleceń'. Action buttons include 'Udostępni projekt' and 'Link autoryzacyjny pozwalający na dodanie pliku'. The main content is split into two columns: 'Dane projektu' and 'Pliki'. 'Dane projektu' includes: 'Informacje ogólne' with fields for 'Nazwa projektu' (Kwiaciarnie Izis), 'Nazwa firmy klienta' (Mazak), and 'Zlecniodawca' (Izis Sp. z o.o.); a 'Uwagi do projektu' field; a 'Zapisz' button; and 'Słowa kluczowe' with a dropdown menu and 'Utwórz' button. 'Pliki' shows a 'Dodaj nowy plik' button and a video file 'Flowers_in_park.mov' with a 'Zlecenie wysyłki' button. A 'Komentarze' section at the bottom has a 'Dodaj komentarz' field and a 'Wiadomość' field.



PROJECTS

TECHNICAL FIX

Step 7 – Making corrections

In the event that the material submitted by the customer does not meet the technical or substantive requirements necessary for broadcasting, the system operator may allow the uploading and re-ordering, at no additional charge, of a corrected version of the material prepared by the customer.

In this case, the customer is notified by e-mail, the material that needs to be corrected is clearly marked and described in the design view, and the customer has the option to send a new version of the file free of charge and send it back to the system operator for verification.

PROJECTS

TECHNICAL REQUIREMENTS NOT MET

Technical errors in the files appear in the form of a red triangle **"unmet expectations,,**

When you click on it, you get a detailed description of the technical errors

Remark! Error read for the Internet Format section (whole seconds)

Important!

Before uploading the material, you can read its technical parameters using the tool:

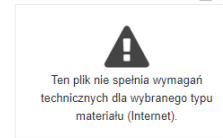
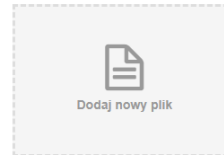
Media Info: <https://mediaarea.net/en/MediaInfo>

And compare them with TVN's technical specifications

Postęp ładowania plików na serwer

Plik	Postęp	Pozostało	Akcje
Test2.mp4	poprawnie zapisano plik na serwerze	przesłany	Widzimyj ✕ Anuluj
test.mp4	poprawnie zapisano plik na serwerze	plik nie spełnia wymagań technicznych	Widzimyj ✕ Anuluj

Pliki



test.mp4



Niespełnione wymagania techniczne

Format "Internet (całe sekundy)":

- Czas trwania mieć część ułamkową mniejsza niż **0.04s** (jest: **30.040**).
- Czas trwania wideo mieć część ułamkową mniejsza niż **0.04s** (jest: **30.040**).
- Czas trwania audio mieć część ułamkową mniejsza niż **0.04s** (jest: **30.040**).
- Jeden z poniższych warunków musi być spełniony:
 - Źródło, czas trwania audio musi się równać **brak** (jest: **30.080**).
 - Wszystkie z poniższych warunków muszą być spełnione:
 - Źródło, czas trwania audio mieć część ułamkową mniejsza niż **0.04s** (jest: **30.080**).
 - Źródło, czas trwania audio musi się równać (z dokładnością do 40ms) **30.040 (Czas trwania audio)** (jest: **30.080**).

Zamknij

PROJECTS

ORDER STATUS

Order statuses appearing at each stage:

Status zlecenia	Opis
Commissioned	Set after the assignment is created (in the last step of the wizard or on the project page).
under review	The order has been registered by TVN and is in the process of verification.
rejected by TVN	At least one of the files to which the order relates has been rejected by the TVN Media Advertising Office.
rejected by channel	One or more of the files in question has been rejected by one or more channels.
accepted by TVN	All files to which the order relates have been accepted by the TVN Media Advertising Office.

Files that are the subject of a shipping order are processed independently - in the order details you can find information about the status of each of them:

File Status	Description
under review	The file has been accepted into the system, but still needs to be verified.
rejected by TVN	The file was rejected by the TVN Media Advertising Office.
rejected by channel	The file was rejected by one or more of the channels affected by the order.
Accepted	The file has been accepted by the TVN Media Advertising Office.

If you have any problems with the service, please contact the Customer Service Office of TVN Media Sp. z o.o., open Mon.-Fri. 9:00 a.m. – 5:00 p.m., email: bok@transfer.tvnmedia.pl

TECHNICAL SPECIFICATIONS OF ADVERTISING MATERIALS

Files are accepted only through Transfer TVN Media <https://transfer.tvnmedia.pl>

LINEAR TV Type A (Addressable TV/HBB TV)

ONLINE Type I (Internet+DAI OTT)

video			
CONTAINER	MXF OP-1a or MOV (Quicktime)	MXF OP-1a or MOV (Quicktime)	MP4
CODEC	XDCAM HD422	XDCAM HD422	mp4, H.264 / AVC
STREAM	50 Mb/s (CBR)	50 Mb/s (CBR)	=> 10 mbit/s
DISPLAY SPEED	25 Frames/s (fps)	25 Frames/s (fps)	25 Frames/s (fps)
COLOR SUBSAMPLING	4:2:2	4:2:2	
IMAGE RESOLUTION (PIXELS)	1920x1080	1920x1080	1920x1080
ASPECT RATIO	16:9	16:9	16:9
SCAN TYPE	interlaced	interlaced	progressive or interlaced/top pole first
COLOR SPACE	EBU R103	EBU R103	EBU R103
audio			
TRACK ARRANGEMENT	2 (stereo) EBU R48: 2a	2 (stereo) EBU R48: 2a	2 (stereo) EBU R48: 2a
VOLUME	- 23LUFS (EBU R128 oraz ITU BS.1770-2)	- 23LUFS (EBU R128 oraz ITU BS.1770-2)	-23LUFS (EBU R128/ITU BS.1770-2)
FORMAT	PCM	PCM	AAC
SAMPLING RATE	48 kHz	48 kHz	48 kHz
SAMPLING RESOLUTION	16 lub 24 bit	16 lub 24 bit	
BITRATE AUDIO			at least 160kbit/s
Profile			High/Main
5 SECOND INTERVALS REQUIRED	YES	NO NOTE - If the spot is not a multiple of 5 sec., it will not be able to be used in DAI OTT	
VIDEO AND AUDIO IN A SINGLE FILE	YES	YES	YES
REQUIRED FULL-FRAME SPOTS	YES	YES	YES

SUMMARY

PLATFORM TRANSFER TVN MEDIA PLATFORM:

- 1. 24h/online availability**
- 2. Streamline creative management**
monitoring and reporting, copyright deadlines, archiving materials and orders.
- 3. Elimination of the risk of unauthorized use of the submitted materials.**
- 4. Minimizing errors when commissioning materials for broadcasting**
Automatic registration with validation and assignment of an identification number will be tantamount to technical approval for broadcasting

IMPORTANT ORGANIZATIONAL INFORMATION:

Uploading a file to the app does not mean that the file can be immediately used to broadcast a campaign. The spot must undergo substantive pre-approval, which is possible on working days until 3:30 p.m.

After approval by traffic teams, it is possible to use the file in the campaign broadcast.

Before uploading the material, you can read its technical parameters using the tool:

Media Info: <https://mediaarea.net/en/MediaInfo> and compare them with TVN's technical specifications

PLATFORM USER MANUAL

Instructions on how to use the platform can be found [here](#)

It is also available on the platform in the HELP tab

CONTACT

If you have any problems with the service, please contact the Customer Service Office of TVN Media Sp. z o.o., open Mon.-Fri. 9:00 a.m. – 5:00 p.m., email: bok@transfer.tvnmedia.pl or a account manager on the side of TVN Media.



Thank you for your attention.

<https://transfer.tvnmedia.pl>

