

TRANSFER TVN MEDIA

UPLOAD VIDEO CONTENT TO YOUR ONLINE CAMPAIGN



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

**THE PROCESS DOES NOT APPLY TO:
MATERIALS FOR DISPLAY, PROGRAMMATIC, YT 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 - LINK TO THE 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.

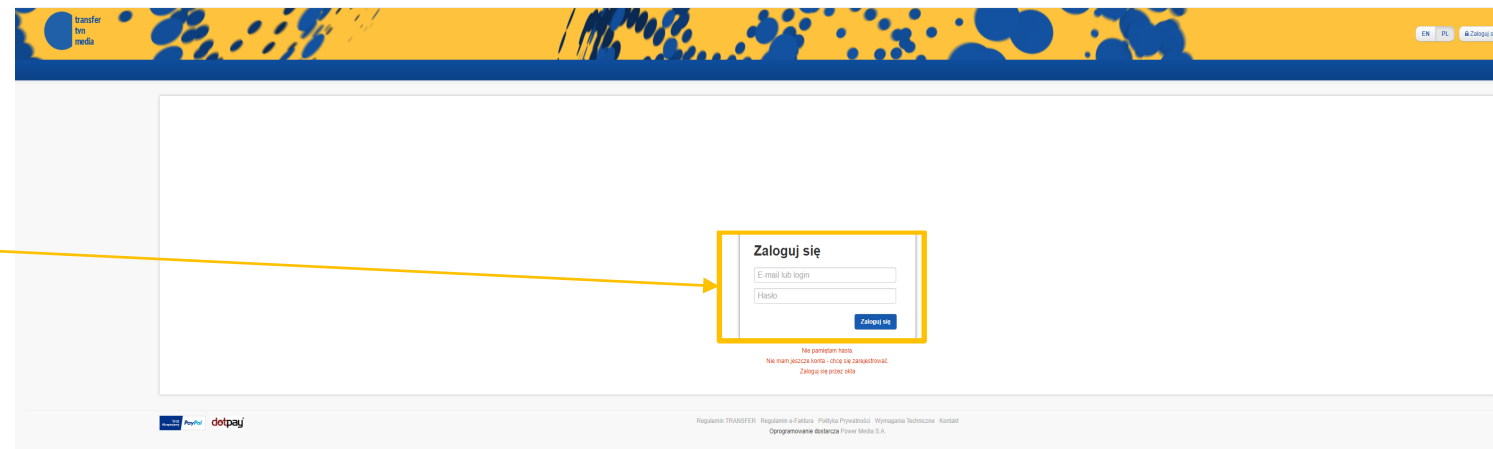
Interested parties should contact the account/company administrator in their organization for access.

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



CAN YOU LOG IN? >> Go to slide 9

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

TRANSFER TVN MEDIA

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

The screenshot shows the Transfer TVN Media website interface. At the top, there is a yellow header bar with the 'transfer tvn media' logo on the left and language selection ('EN', 'PL') and a 'Zaloguj się' button on the right. The main content area is white. On the left, a yellow-bordered box contains the text: '#1 It is necessary to have 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 a login form titled 'Zaloguj się'. The form has two input fields: 'E-mail lub login' and 'Hasło', followed by a 'Zaloguj się' button. Below the button, there is a red text link: 'Nie pamiętam hasła. Nie mam jeszcze konta - chcę się zarejestrować. Zaloguj się przez okna'.

#1
It is necessary to have an account
On your first visit, click: "I don't have an account yet – I want to register"

Zaloguj się

E-mail lub login

Hasło

Zaloguj się

Nie pamiętam hasła.
Nie mam jeszcze konta - chcę się zarejestrować.
Zaloguj się przez okna

transfer tvn media

EN PL Zaloguj się

Warner Bros. Discovery
PayPal dotpay


Regulamin TRANSFER Regulamin e-Faktura Polityka Prywatności Wymagania Techniczne Kontakt
Oprogramowanie dostarcza Power Media S.A.

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

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

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ENPLZaloguj się

Rejestracja firmy

Dane firmy

Nazwa firmy

Adres

Kod pocztowy

Miejscowość

KrajPolska

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


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

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

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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.

**#3
GIVE THE NECESSARY
CONSENTS**

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

[Zarejestruj się](#)



[Regulamin TRANSFER](#) [Regulamin e-Faktura](#) [Polityka Prywatności](#) [Wymagania Techniczne](#) [Kontakt](#)

Operowanie dostarcza Power Media S.A.

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

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

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#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.

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

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

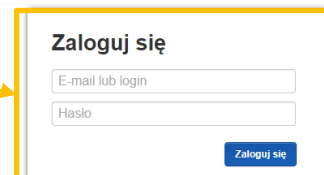
TRANSFER TVN MEDIA

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#5

THE NEXT TIME YOU VISIT, LOG IN TO YOUR ACCOUNT

After entering 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

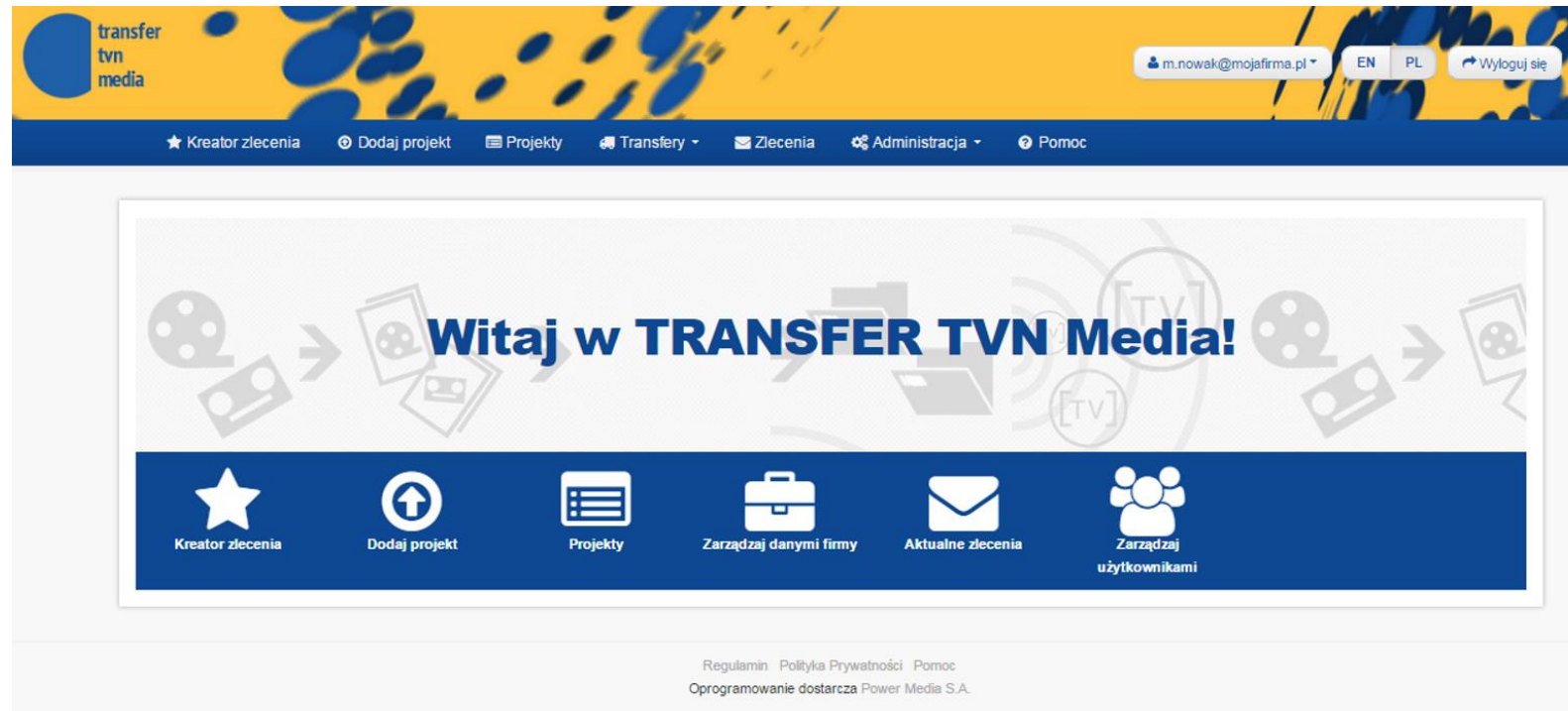
Nie pamiętam hasła.
Nie mam jeszcze konta - chcę się zarejestrować.
Zaloguj się przez okna

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

ORDER CREATOR

HOME PAGE

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



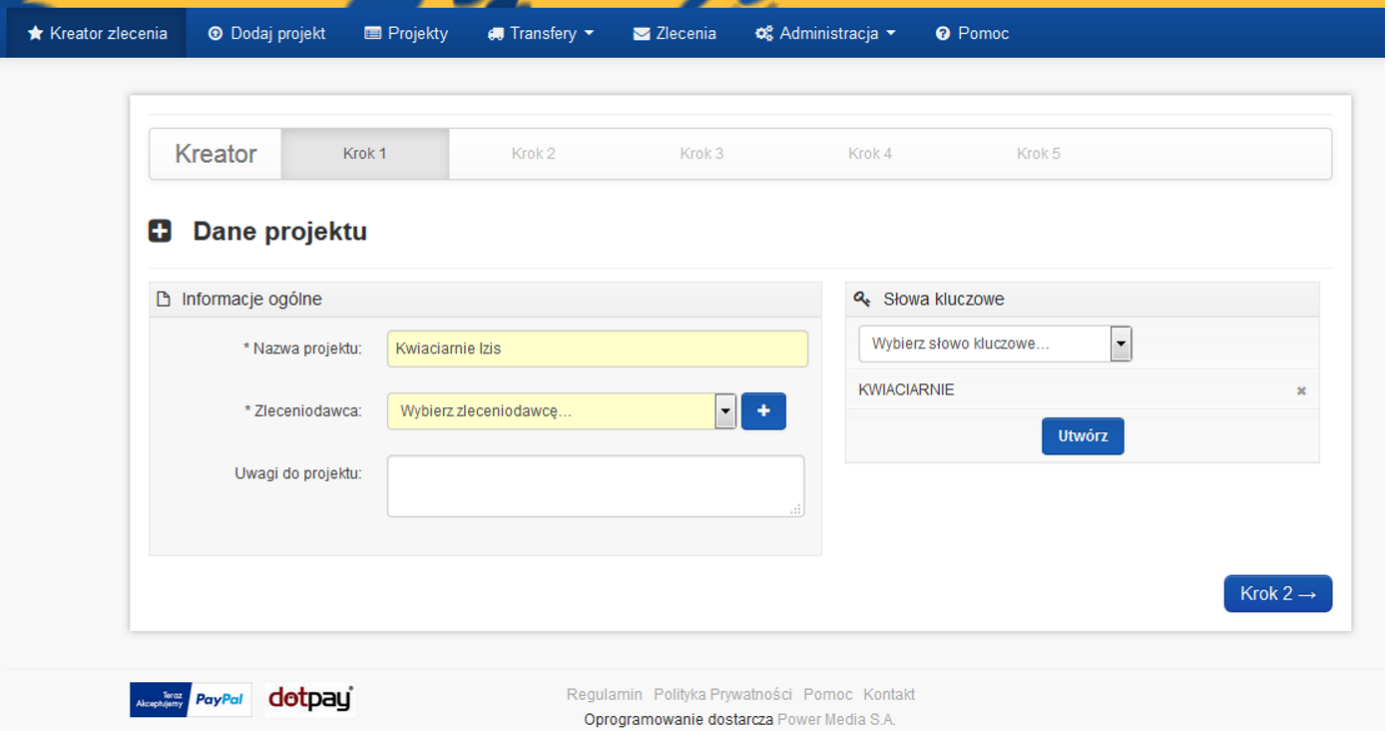
ORDER CREATOR

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' interface with a navigation bar at the top containing links: ★ Kreator zlecenia, ⚙ Dodaj projekt, 📅 Projekty, 💬 Transfery, ✉ Zlecenia, ⚙ Administracja, and ? Pomoc. Below the navigation bar is a progress indicator with five steps: Kreator, Krok 1 (active), Krok 2, Krok 3, Krok 4, and Krok 5. The main content area is titled '+ Dane projektu' and is divided into two columns. The left column, 'Informacje ogólne', contains fields for '* Nazwa projektu:' (filled with 'Kwiaciarnie Izis'), '* Zleceniodawca:' (a dropdown menu with 'Wybierz zleceniodawcę...' and a '+' button), and 'Uwagi do projektu:' (a text area). The right column, 'Słowa kluczowe', contains a dropdown menu 'Wybierz słowo kluczowe...' and a text area with 'KWIACIARNIE' and a '+' button. A blue 'Utwórz' button is located at the bottom right of the 'Słowa kluczowe' section. A blue button labeled 'Krok 2 →' is at the bottom right of the main content area. The footer contains logos for 'Branża 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.

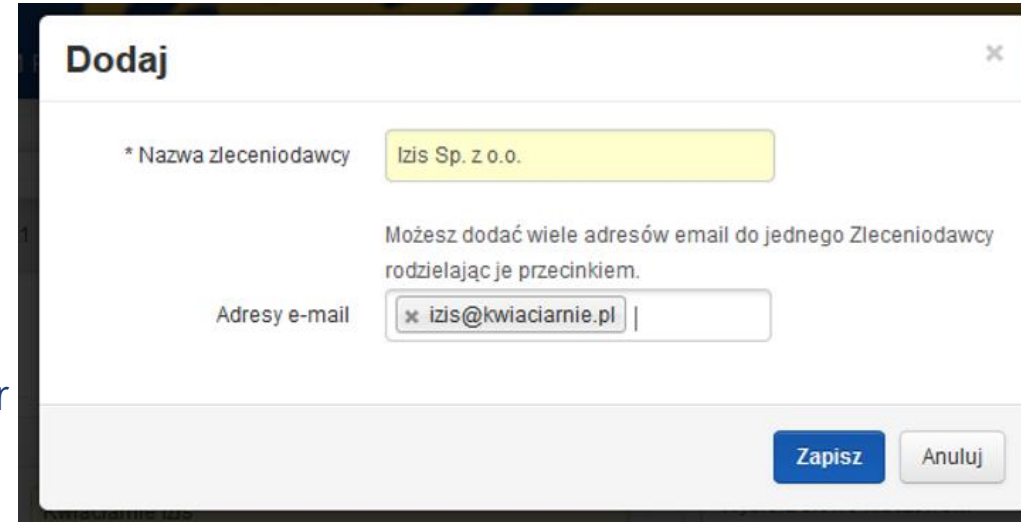
Step 1 – Create a project

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



KROKI KREATORA

Files with extra milliseconds will be discarded automatically

- 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_tekniczne.pdf.
- c) Files that do not meet the requirements are deleted from the system immediately after they are uploaded.



ORDER CREATOR

STEPS

IMPORTANT!

Files with extra milliseconds will be discarded automatically

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.

Kreator Krok 1 Krok 2 Krok 3 Krok 4

+ Pliki

Postęp ładowania plików na server

Plik	Postęp	Pozostało	Akcje	
TESTT.mov	<div>Skopij metryczkę z innego pliku z projektu -</div> <div>* Tytuł spotu: TEST</div> <div>Długość spotu: 15 s 0 kl</div> <div>Tytuł muzyczny:</div> <div>Typ spotu: DAI</div> <div>Kraj pochodzenia materiału: Brak danych</div> <div>Czy TVN i/lub Discovery było zaangażowane w proces produkcji wskazania sponsorskiego: Brak danych</div> <div>Rok produkcji: brak danych</div> <div>Data rozpoczęcia praw autorskich: data zatwierdzenia</div> <div>Data ważności praw autorskich: bezterminowo</div> <div>Adresy e-mail osób powiadamianych o zbliżającym się terminie wygaśnięcia praw autorskich: ?</div>	<div>Kompozytor:</div> <div>Autor słów:</div> <div>Scenariusz:</div> <div>Autor wersji polskiej:</div> <div>Producent:</div> <div>Reżyser:</div> <div>Operator obrazu:</div> <div>Wykonawca:</div> <div>Scenograf:</div> <div>Montaż:</div> <div>Operator dźwięku:</div> <div>Kostiumograf:</div> <div>Aktorzy:</div> <div>Lektor:</div>		

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

ORDER CREATOR

KROKI KREATORA

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"/>		<p>Tytuł spotu: TEST Nazwa pliku: TESTT.mov Długość spotu: 15 s 0 kl</p>
-------------------------------------	--	--

← 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

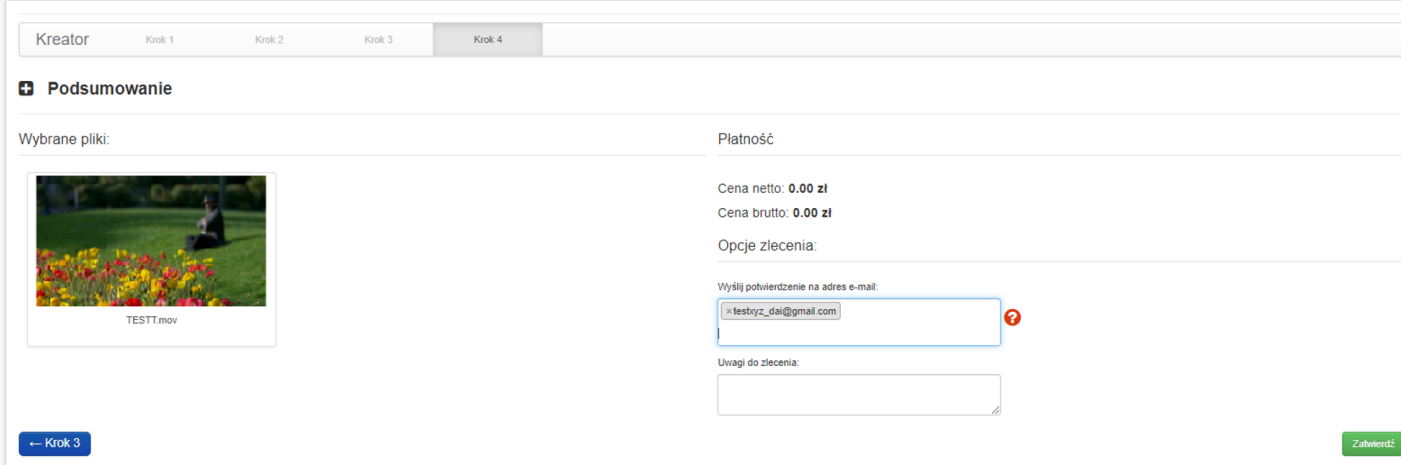
STEPS

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).



ORDER CREATOR

KROKI KREATORA

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	I234567_Sequence_30_1_ramka_____.mp4 / Spot 1 testowy	
Uwagi do zlecenia		
Historia zlecenia		
2023-11-24 15:40:52	Opłacone	Identyfikator transakcji: FREE-0000107941-367
2023-11-24 15:40:52	Zlecone	Nadany numer zlecenia: 0000107941-367

PROJECTS

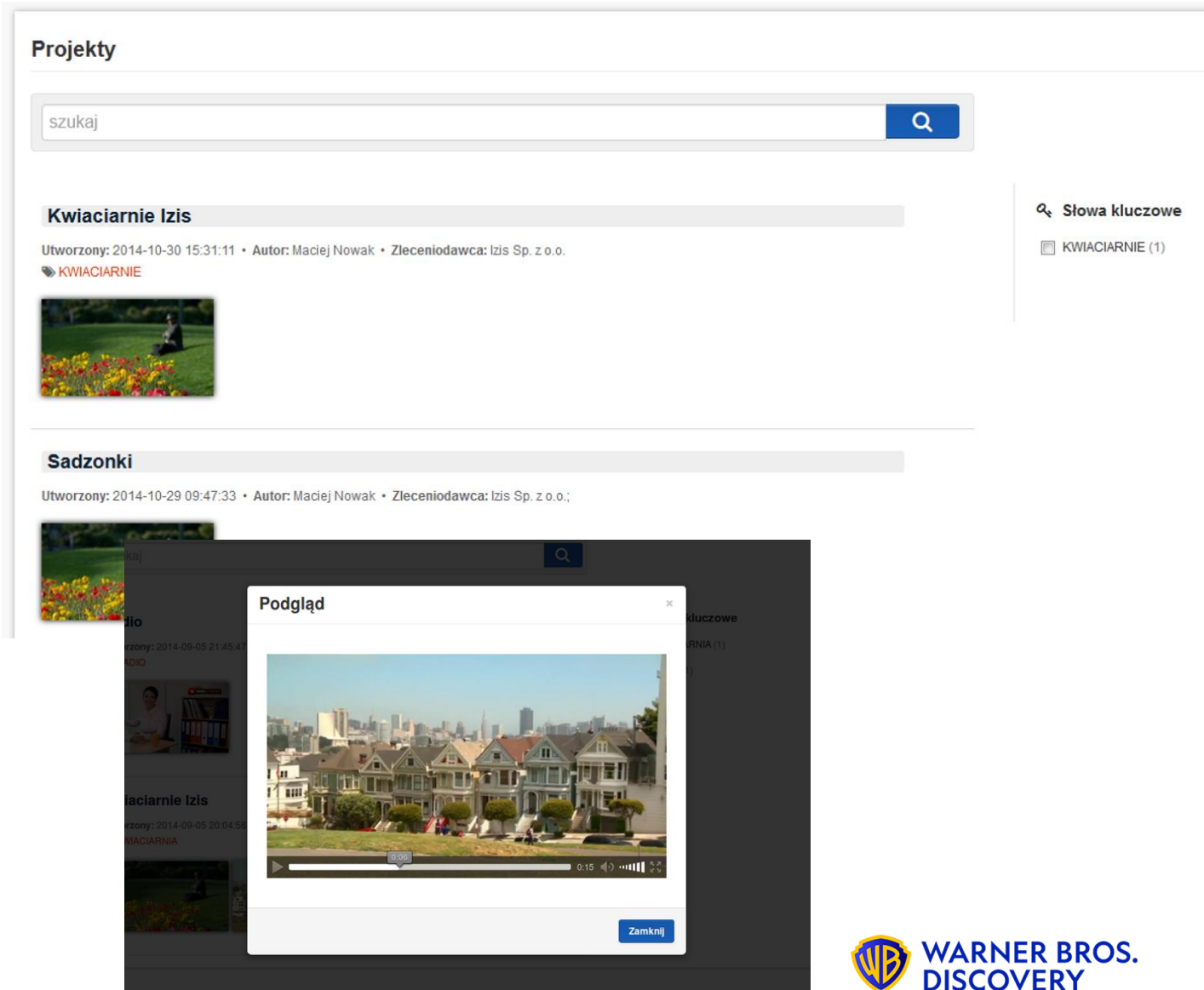
Access to Your Materials

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

Access to Your Materials

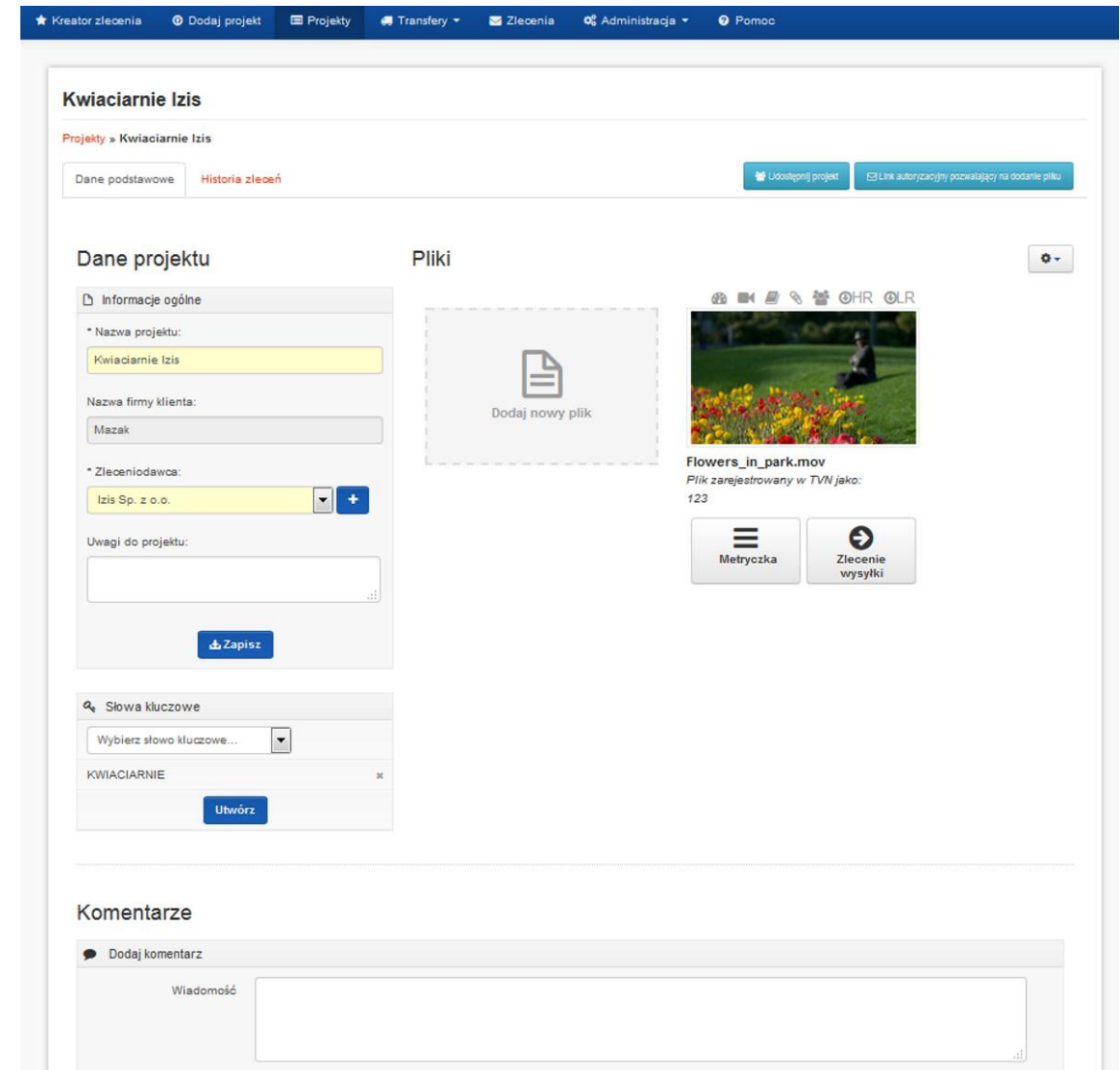
Step 6 – Design & Materials Details

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.



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:

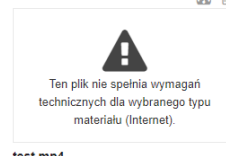
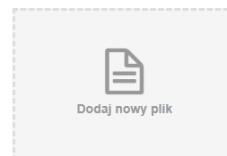
Media Info: <https://mediaarea.net/en/MediaInfo>

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	<input type="button" value="Włączymy"/> <input type="button" value="Anuluj"/>
test.mp4	poprawnie zapisano plik na serwerze	plik nie spełnia wymagań technicznych	<input type="button" value="Włączymy"/> <input type="button" value="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

PROJEKTY

STATUSY ZLECEŃ

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

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.

TECHNICAL SPECIFICATIONS OF ADVERTISING MATERIALS

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

LINEAR TV Typ A (Addressable TV/HBB TV)		ONLINE Typ I (Internet+DAI OTT)	
video			
CONTAINER	MXF OP-1a lub MOV (Quicktime)	MXF OP-1a lub 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>

