



Broadcast advertising

Delivery guidelines

Material deadlines

Deadlines are in place to ensure the Traffic team allow 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.

You will have to follow 3 x deadlines 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 IMD, it still takes time to be ingested on 10’s servers

Although it is usual practice for the Traffic team to get in touch with you the week prior, if you are every unsure of the deadlines for your week’s activity it is strongly encouraged to enquire. Deadlines can change at any time due to public holidays, service provider outages and system updates and can change slightly week to week.

Further to this, if you are unsure if you can meet deadlines or enquiring whether an extension is possible this must go through the Traffic team only. CAT@Networkten.com.au is your best point of contact.

Commercials missing CAD or material prevent the day’s schedule from being downloaded. If deadlines are not met it can result in the spots in question 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.

Standard deadlines

As previously advised there are many reasons that deadlines may be subject to change, however wherever possible we do 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

Generally, you will be contacted by the Traffic team at the beginning of the work week 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.

Material instructions

Material instructions or ‘MIs’ are 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.

Most often, material instructions are 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, IMD 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.

Material delivery

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 Peach or Bold.

Both Adstream and IMD can be used to deliver material for 10 activity. Material remains on Adstream for 12 months from the upload date after which time you will need to contact Adstream to once again make it available for broadcast. IMD do hold material indefinitely however it is best to check if a large amount of time has lapsed.

The service provider contact details are:

Adstream

www.adstream.com.au/public/
helptv@adstream.com.au
1800 23 03 02

IMD

[www.groupimd.com/au-en/](http://www.groupimd.com/au-en/support@anz.group.imd)
support@anz.group.imd
1300 664 882

10 hold material on our servers for 3 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.

Please be aware, although MCN may have previously handled communications regarding material, the commercials have always been delivered to 10, so the above still applies (e.g. if a TVC last ran in October 31st 2018 it should still be available until January 31st 2019)

Delivery

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

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 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.

Any changes to existing commercials, even minor changes such as a change of address or phone number, must be resubmitted to Free TV 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 Free TV.

For further information, please contact Free TV:

Free TV

www.freetv.com.au
cad@freetv.com.au
02 8968 7200