

# **CLEARCAST**

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## **library**

**How to Create a Final TVC Material**

# Dashboard

**CLEARCAST**

Dashboard

Quickly create a new campaign here. [Create new campaign +](#)

Welcome back, Iman!

**This is your dashboard. From here you can quickly navigate to view any of your content.**

**Materials** Campaigns Orders Deliveries

**Materials Summary** [View all](#)

2 outstanding tasks

- Awaiting upload 2 (66.7%)
- Complete 1 (33.3%)

AAA/TEST001/030	Awaiting upload
Test Rough Cut	Awaiting upload
Test Script	Complete

**Team Requests and Invitations**

You have no team requests or invitations

[View your teams](#)

**Collaborate with your client and suppliers or view your current team.**

iman\_test\_agency@clearcast.co.uk

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# Campaign Status Key

The screenshot shows the CLEARCAST interface with a sidebar on the left containing navigation items: Dashboard, Campaigns (highlighted), Materials, Distribution Orders, Deliveries, Teams, and Registration Requests. The main content area is titled 'Campaigns' and includes a search bar and a 'Create new campaign +' button. Below the search bar is a table with the following columns: Campaign name, Owning team, Organisation, and Campaign status. Three campaigns are listed: 'Test Campaign 3' (Complete), 'Test Campaign 2' (Performing QC), and 'Test Campaign 1' (Awaiting upload). Callout boxes provide explanations for the status colors: Green for 'Complete', Grey for 'Performing QC', and Red for 'Awaiting upload'. The footer of the page indicates it is powered by ad-signal.io.

Campaign name	Owning team	Organisation	Campaign status
Test Campaign 3	Default Owning team		Complete
Test Campaign 2	Default Owning team	Iman Test Agency Organisation	Performing QC
Test Campaign 1	Default Owning team	Iman Test Agency Organisation	Awaiting upload

GREEN: Your file spec has passed QC. All set!

GREY: Your file is currently undergoing QC checks.

RED: Action needed. Your file either failed part of the QC checks or still needs to be uploaded.

Displaying all 3 campaigns

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# Materials

The screenshot shows the CLEARCAST interface. On the left is a dark sidebar with a navigation menu: Dashboard, Campaigns, **Materials** (highlighted with a red circle and an arrow pointing to a callout), Distribution Orders, Deliveries, Teams, and Registration Requests. The main content area is titled 'Materials' and features a search bar with the placeholder text 'What are you looking for?' and a sub-placeholder 'Search for clock number, title, campaign name or product...'. A blue 'Search' button is to the right of the search bar. Below the search bar is a link for 'Advanced Search ^'. A table below the search bar lists materials with columns for 'Sort materials by:', 'Clock number', 'Campaign', 'FT type', 'Advertiser', 'Agency', and 'Status'. Three materials are listed: 'Test Rough Cut', 'AAA/TEST001/030 Test TVC', and 'Test Script'. Each row has a status button: 'Awaiting upload' (red) for the first two and 'Complete' (green) for the third. A 'View' button is also present in each row. A callout points to the three dots menu icon in the first row. At the bottom of the table, it says 'Displaying all 3 material scripts'. The top right of the page shows the user email 'iman\_test\_agency@clearcast.co.uk' and a notification bell icon. The bottom left of the sidebar says 'Powered by ad-signal.io'.

Use 'Advanced Search' to find any material created by your company with specific filters.

User the 'Search' bar to find any campaign created by your company.

Materials is your hub for monitoring all versions and edits of your ads, along with their statuses and information.

Click the three dots and select 'View' to see more details about each material.

# Create Final TVC Material – Step 1 of 3

Create New Material

**Campaign**  
One I created earlier

**Stage**

- Script
- Roughcut
- Tvc

**Material Type**

- Commercial  
Audio visual paid for advertising space
- Sponsorship  
Audio visual paid for programme/channel Sponsorship
- Infomercial (Teleshopping)  
Audio visual paid for Teleshopping of at least 5 minutes in duration

Select the 'TVC' stage for your material.

NOTE: You must create a campaign before you can add any material.

**Title**  
Enter material title

**Duration (seconds)**

**Historic material**  
For material that already has a TVC submission in CopyCentral or previously transmitted

**Clock number**  
TES / TEST 104 /

Need help? View the clock number guide

Toggle this switch to indicate your edit is intentionally/creatively quiet. This will override our audio QC!

**Subtitles**  
Deselect if subtitles are not going to be added to this material

**Subtitle distribution provider**  
Please select

This information will only be used for accessibility reporting. (Learn more)

**Intentionally quiet**  
Creatively quiet content that does not meet the normal EBU R128 Target Level.

**Audio description**  
Voice described for the visually impaired

Toggle to indicate that your material contains AD.

Select 'Yes' if your content has not yet completed TVC clearance.

**Language**  
English

**Submit for clearance**

- Yes
- No

Click 'Create' to save your material. This does not submit it for distribution.

Cancel Create

# Create Final TVC Material – Step 2 of 3

The screenshot shows the CLEARCAST web interface for a 'Clearance Submission'. The left sidebar contains navigation links: Dashboard, Campaigns (highlighted), Materials, Distribution Orders, Deliveries, Teams, and Registration Requests. The main content area is titled 'Clearance Submission: QQQ/CAMP001/030' and is divided into two sections: 'Submission Information' and 'Fast Track'.

**Submission Information**

- Submission Type**
  - VOD and linear
  - VOD
- Submitted for sub-type**
  - Standard
  - Teleshopping
  - Green button
- Previous submission ID**:
- Onscreen telephone number**:
- Onscreen website**:
- Additional advertisers**:

**Fast Track**

- Standard Clearance (Fast track not required)
- Approved Pre-Production  
Choose this option if you have had a Fast Track submission approved for this advert. There is no extra cost as you will have already been charged for Fast Track for this advert. You will receive feedback for this video.
- No approved Pre-Production  
Choose this option if this is your first submission for this advert or if previous submissions were not Fast Tracked. You will receive feedback on the video with 24 hours. Fee £500 + VAT.

Not all submissions are suitable for Fast Track clearance, but we will assess any submissions and let you know. For more information [click here](#).

**Talent**

- Visual artists**:
- Voice over artists**:
- Ethnic (BAME) featured artist**
  - Yes
  - No
- Ethnic (BAME) walk-on artist**
  - Yes
  - No

**NOTE: Clearcast needs detailed commercial metadata for all clearances under Broadcaster licenses. Providing as much information as possible at this stage will help avoid delays.**

**VOD is online only. For broadcasting, VOD and Linear must be selected.**

**Remember to include your previous submission ID or clock number if relevant.**

**Please enter any other advertisers that appear in your ad.**

**You can speed up the Clearance process by choosing Fast Track. This is an optional paid-for service. You can contact us for more information on using Fast Track.**

**Fill in names of all artists who are part of your ad.**

# Create Final Material – Step 2 of 3

**CLEARCAST**

Dashboard  
Campaigns  
Materials  
Distribution Orders  
Deliveries  
Teams  
Registration Requests

iman\_test\_agency@clearcast.co.uk

### Talent

Visual artists

Voice over artists

Ethnic (BAME) featured artist

Yes  
 No

Ethnic (BAME) walk-on artist

Yes  
 No

Fill in names of all artists who are part of your ad.

### Music

Has music?

Yes  
 No

Music details included please enter some music details

Start time	End time	Music title	Artist/Performer	Composer
HH : MM : SS	HH : MM : SS			

Add music +

Cancel Save as Draft Submit

If your ad contains any music, you need to add this information here.

You can 'Save as Draft' at any point if you're not ready to send it for Clearance yet.

Press 'Submit' to upload your ad and send it for Clearance.

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# Create Final TVC Material – Step 3 of 3

Campaigns > One I created earlier > Created earlier

## Created earlier

Material title  
**Created earlier**

Submission number  
30000002290

Material type  
Commercial

**View who is currently assigned to this material.**

**NOTE: If your name appears here, the material is awaiting your response.**

Language  
English

Duration  
20s

Historic material  
No

Stage  
Roughcut

Intentionally quiet  
No

Created on  
5 Jun 2024, 10:51

QC status  
Awaiting upload

Submission status  
Awaiting QC and Submission

Current assignee  
Unassigned

**One I created earlier**

One I created earlier test

- Operations exec  
Matthew Stevens
- Primary exec  
Matthew Stevens
- Owning team  
Default
- Organisation (owner)  
Clearcast Testing Agency
- Advertiser  
One I created earlier test
- Agency  
Clearcast test

Drag and drop your file here

mxfl or mov files up to a maximum of 5.2GB. For larger files please use the auto ingest functionality or contact help@clearcast.co.uk

**Drag and drop your asset here. The Library supports four formats: ProRes, DNxHD, XDCam, and AVC.**

No thumbnails

[Submission details](#) | [Feedback](#) | [Clearance](#) | [Files](#) | [Related materials](#)

**Submission finalised**  
This submission is finalised. You can only update the Related submission section.

**Submission details**

Service level  
**Standard Clearance**

Submission type  
VOD and linear

Visual artists  
None



# Final TVC Material – Overview

Campaigns > One I created earlier > TES/TEST001/030

TES/TEST001/030

Clock number is displayed here.

Material title  
One I created earlier today Clock  
Submission number  
30000002074  
Material type  
Commercial

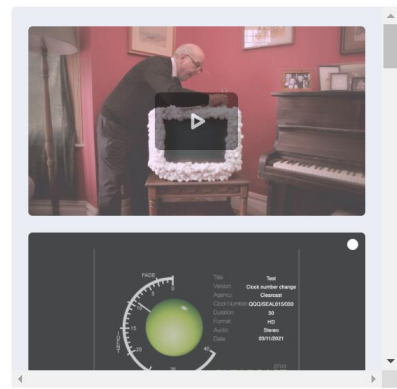
View who is currently assigned to this material.  
  
NOTE: If your name appears here, the material is awaiting your response.

Current assignee  
Nicola Macbean

Language English  
Duration 30s  
Historic material No  
Stage Tvc  
Intentionally quiet No  
Created on 14 May 2024, 12:58  
Audio description No  
QC status Complete  
Subtitles required No  
Submission status Final Actioned

Check the clearance status of your material here.

One I created earlier  
One I created earlier test  
Operations exec Matthew Stevens  
Primary exec Matthew Stevens  
Owning team Default  
Organisation (owner) Clearcast Testing Agency  
Advertiser One I created earlier test  
Agency Clearcast test



This page gives you an overview of your material's metadata.  
  
You can view your submission metadata via the 'details' tab.

# Final TVC Material – QC



The system runs through six QC levels. You can track your asset's QC status here.

QC Summary

QC Completed 14 May 14:09

UPLOAD FORMAT Passed	VIDEO DURATION Passed	AUDIO Passed	SUBTITLE Passed	SLATE Passed	VIDCHECKER Passed
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Upload Format

Expected	Actual
This is the specification we expect the uploaded file to meet:	This is what the the uploaded file contained:
<b>Audio</b> Bit Depth: 24 Format: PCM Sampling Rate: 48000	<b>Audio</b> Bit Depth: 24 Format: PCM Sampling Rate: 48000
<b>Container</b> Format: MXF Format Profile: OP-1a Truncated: No	<b>Container</b> Format: MXF Format Profile: OP-1a Truncated: No
<b>Video</b> Bit Depth: 8 Bit Rate: 50000000 Display Aspect Ratio: 1.778 Format: MPEG Video Format Profile: 4:2:2 Frame Rate: 25.000 Height: 1080 Scan Type: Interlaced Width: 1920	<b>Video</b> Bit Depth: 8 Bit Rate: 50000000 Display Aspect Ratio: 1.778 Format: MPEG Video Format Profile: 4:2:2 Frame Rate: 25.000 Height: 1080 Scan Type: Interlaced Width: 1920

During the QC process, each field will automatically update to reflect pass or fail results.

Vidchecker QC


PSE Certificate: [Download certificate \(Vidchecker\)](#)

Download your PSE certificate here.

# Final TVC Material – Submission Details



QC **Submission details** Feedback Clearance Files Related materials

 **Submission finalised**  
This submission is finalised. You can only update the Related submission section.

This page gives you an overview of your material's metadata.

## Submission details

Submitted

Service level

**Standard Clearance**

Submission type

VOD and linear

Submission for sub-type

**Standard**

Product category

HOUSEHOLD STORES

Onscreen telephone number

None

Onscreen website

None

Additional advertisers

None

Visual artists

None

Voice over artists

None

Ethnic (BAME) featured artist

No

Ethnic (BAME) walk-on artist

No

Has music

No

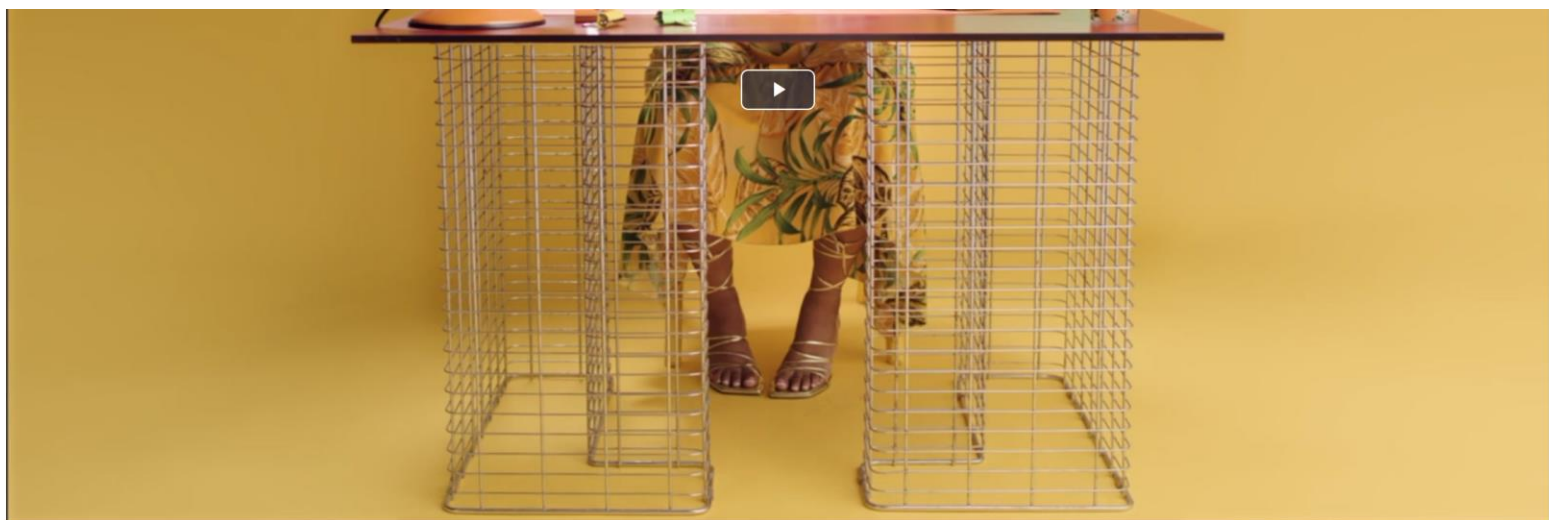
## Related submission

Here you can view related materials/previous submissions.

Existing submission

300000002072 - One I created earlier today

# Final TVC Material – Feedback Tab



QC Submission details **Feedback** Clearance Files Related materials

14/05/2024  
Chat started - 12:58pm

New Material Version Uploaded: libraryrough30.mov  
515 MB

Show

MT Mark Testing

12:58pm

04/06/2024

This is not as scripted

NM Nicola Macbean

15:16pm

Type here

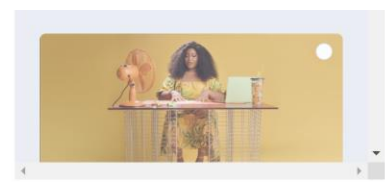
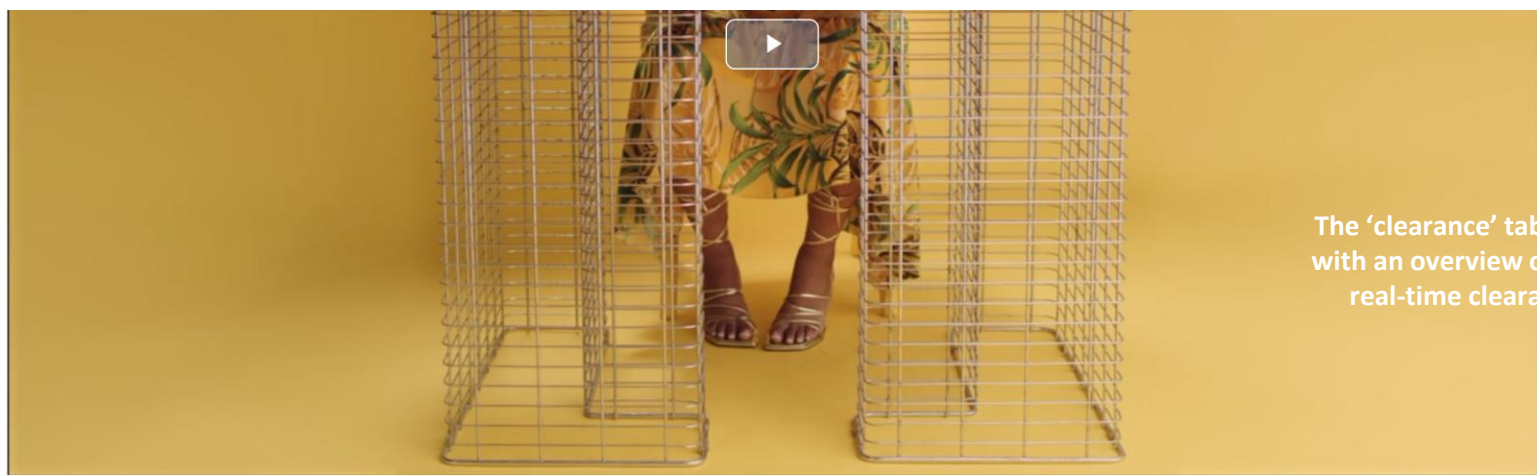
The 'Assign To' field indicates the person responsible for managing the workflow.  
**NOTE: If you see your name here, it means the submission is awaiting your response.**

ASSIGN TO

Nicola Macbean

Send

# Final TVC Material – Clearance Tab



The 'clearance' tab provides you with an overview of your script's real-time clearance status.

QC   Submission details   Feedback   **Clearance**   Files   Related materials

**Commercial Restrictions**

<input type="checkbox"/>	Code	Description	Variable	Media	Time Range
<input type="checkbox"/>	PK	Ex kids this is a description		Video	Entire Time

**Commercial Presentations**

No Commercial Presentations

**Final actions**

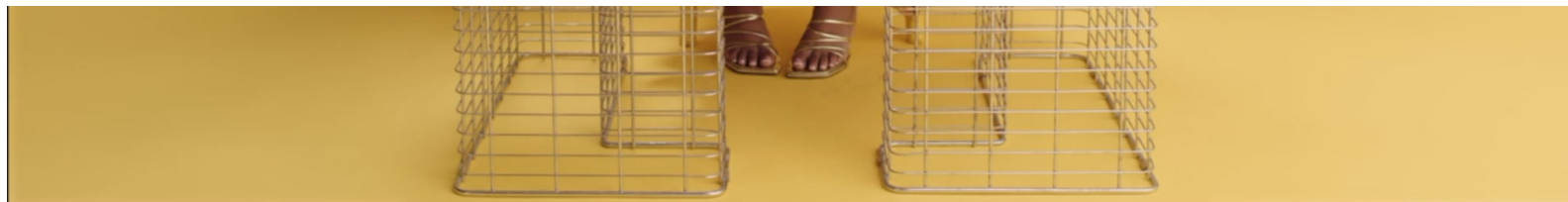
Linear  
Unacceptable

VOD  
Advice: Not OK

The 'Clearance' tab provides you with an overview of your script's real-time clearance status.

If clearance was requested, this section will auto-populate once your copy contact has completed relevant checks.

# Final TVC Material – Files Tab



QC   Submission details   Feedback   Clearance   **Files**   Related materials

## Videos in current material

File name	Duration	Date created ↑
CURRENT		
<a href="#">libraryrough30.mov</a>	Unknown	📅 14 May 12:58
<a href="#">tch_proxy_adbb681a-a060-4e86-9906-77e9c1cfd34f.mp4</a>	Unknown	📅 14 May 12:59
<a href="#">copy_central_proxy_adbb681a-a060-4e86-9906-77e9c1cfd34f.mp4</a>	Unknown	📅 14 May 12:59
<a href="#">4caf2290-30b8-4c78-8cf9-e87c4593222e-adbb681a-a060-4e86-9906-77e9c1cfd34f-libraryrough30_PSE.pdf</a>	Unknown	📅 14 May 13:11
VERSION HISTORY		
No files to display		

This is where you can upload all relevant files to your submission.

## Substantiation

File name	Category	Detail	Date created ↑
			<a href="#">Upload file</a>

Add your substantiation at any time here.

## Reference

File name	Detail	Date created ↑
		<a href="#">Upload file</a>

Attach a reference file here.

# Final TVC – Related Materials



QC   Submission details   Feedback   Clearance   Files   Related materials

Here you can view all related attached materials, formerly known as previous submission numbers. Great for quick reference.

Script  
300000002072

Roughcut  
300000002073

Tvc  
300000002074  
TES/TEST001/030

**CLEARCAST**



**library**