

CLEARCAST

library

How to Create a Rough Cut Material

Dashboard

The screenshot shows the CLEARCAST dashboard interface. On the left is a dark sidebar with the CLEARCAST logo and a navigation menu. The main content area has a header with the user's name 'Iman' and a 'Create new campaign +' button. Below the header is a 'Materials Summary' section with a donut chart showing 2 outstanding tasks: 1 'Awaiting upload' (66.7%) and 1 'Complete' (33.3%). A table below the chart lists materials: 'AAA/TEST001/030' (Awaiting upload), 'Test Rough Cut' (Awaiting upload), and 'Test Script' (Complete). On the right is a 'Team Requests and Invitations' section with a message that there are no requests and a 'View your teams' link. Three callout boxes are overlaid on the image: one pointing to the 'Dashboard' menu item, one pointing to the 'Create new campaign +' button, and one in the bottom right corner.

Dashboard

iman_test_agency@clearcast.co.uk

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.

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

Materials Summary [View all](#)

- 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](#)

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Campaigns 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 with the text 'What are you looking for?' and a 'Search' button. Below the search bar is a table of campaigns with columns for 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). Three callout boxes provide explanations for the status colors: Green for 'Complete', Grey for 'Performing QC', and Red for 'Awaiting upload'. A footer at the bottom left says 'Powered by ad-signal.io'.

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.

Materials

The screenshot shows the CLEARCAST interface with a sidebar on the left containing navigation items: Dashboard, Campaigns, Materials (highlighted with a red circle and arrow), Distribution Orders, Deliveries, Teams, and Registration Requests. The main content area is titled 'Materials' and features a search bar with the text 'What are you looking for?' and a subtext '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 three-dot menu icon is visible at the end of each row. At the bottom of the table, it says 'Displaying all 3 material scripts'. The footer 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 Rough Cut Material - Step 1 of 2

The screenshot shows the 'Create New Material' form in the CLEARCAST interface. The form is titled 'Create New Material' and is part of a 'Test Campaign'. It includes several sections for configuration:

- Campaign:** Test Campaign
- Stage:** Radio buttons for Script, Roughcut (selected), and Tvc.
- Material Type:** Radio buttons for Commercial (selected), Infomercial (Teleshopping), and another Infomercial (Teleshopping) option.
- Title:** Text input field containing 'Test Rough Cut'.
- Duration (seconds):** Input field containing '30'.
- Intentionally quiet:** Toggle switch (off) with a note: 'Creatively quiet content that does not meet the normal EBU R128 Target Level.'
- Audio description:** Toggle switch (off) with a note: 'Voice described for the visually impaired.'
- Language:** Dropdown menu set to 'English'.
- Would you like to submit this material for Clearcast clearance?:** Radio buttons for Yes (selected) and No.

At the bottom of the form are 'Cancel' and 'Create' buttons.

Callouts:

- NOTE:** You must create a campaign before you can add any material.
- Select the 'Rough Cut' stage for your material.
- Fill in the title of your ad.
- Toggle to indicate that your material contains AD.
- Click 'Create' to save your Rough Cut material record. This action does not submit it for distribution.
- Toggle this switch to indicate your edit is intentionally/creatively quiet. This will override our audio QC!
- Select 'Yes' if your content has not already gone through Rough Cut clearance.

Create Rough Cut Material – Step 2 of 2

CLEARCAST

- Dashboard
- Campaigns
- Materials
- Distribution Orders
- Deliveries
- Teams
- Registration Requests

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iman_test_agency@clearcast.co.uk

Create new material

Create Submission

Submission

Submission Type

Vod and linear

Vod

Submitted for sub-type

Standard

Teleshopping

Category

Please Select

Previous submission ID

Onscreen telephone number

Onscreen website

Additional advertisers

Service level

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 withi 24 hours. Fee £500 + VAT.

2 Hour TVC – Based on Fast Track
Choose this option if your approved rough cut was Fast Tracked. £550+VAT.

2 Hour TVC – Based on Standard Clearance
Choose this option if your approved rough cut was not Fast Tracked. £1100+VAT.

Fast Track guarantees feedback within 24 hours, excluding weekends. Not all submissions are suitable for Fast Track clearance, but we will assess any submissions and let you know. 2 Hour TVC guarantees a 2 hour turnaround on final TVCs based on an approved rough cut only. For more information [click here](#).

If you need us to work on your submission during the evening or weekend, then our Out-of-Hours service might be able to help. For more information contact copydevelopment@clearcast.co.uk.

Fill in all relevant fields, e.g. any other advertisers that appear in your ad.

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

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.

NOTE: All metadata fields are voluntary at this stage.

Create Rough Cut Material – Step 2 of 2

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

Powered by ad-signal.io

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.

Rough Cut Material – Overview

CLEARCAST

- Dashboard
- Campaigns
- Materials
- Distribution Orders
- Deliveries
- Teams
- Registration Requests

iman_test_agency@clearcast.co.uk |

Campaigns > Test Campaign > Test Rough Cut

Test Rough Cut

MATERIAL NAME Test Rough Cut	DURATION 30s	QC STATUS Awaiting upload
MATERIAL TYPE Commercial	SUBMISSION NUMBER	
STAGE Roughcut	CREATED ON 22 Mar 12:26	

This page provides an overview of your material's metadata. To view your submission details, click on the 'Details' tab.

Test Campaign

Test Product

- Default**
Owning team
- Iman Test Agency**
Organisation (owner)
- Test Advertiser**
Advertiser
- Test Agency**
Agency

Additional Information

HISTORIC MATERIAL No	AUDIO DESCRIPTION No	SUBTITLES REQUIRED No
INTENTIONALLY QUIET No	LANGUAGE English	

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Rough Cut Material – QC Tab

The screenshot shows the Clearcast QC interface. On the left is a navigation menu with 'Campaigns' selected. The main area displays a circular progress indicator on the left and a metadata table on the right. Below the metadata is a 'QC Summary' section with a progress bar and three 'Passed' status indicators for 'UPLOAD FORMAT', 'VIDEO DURATION', and 'VIDCHECKER'. A video player is visible on the right side of the interface.

Title:	Library test
Product:	Clearcast test file
Clock:	QQQ/TEST300/030
Client / Advertiser:	Clearcast
Agency:	Clearcast
Duration:	30
Aspect Ratio:	16:9
Audio:	Stereo EBU R128
Date:	01/08/2023

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QC Summary

QC Completed 12 Jun 15:07

- ✓ UPLOAD FORMAT Passed
- ✓ VIDEO DURATION Passed
- ✓ VIDCHECKER Passed

Drag and drop your asset here. It must be MXF or MOV and in one of the following HD formats: ProRes, DNxHD, XDCAM, or AVC.

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

For Rough Cuts, the QC checks focus primarily on content and compliance rather than the full range of technical QC checks required for final clocked TVCs. You can track your asset's QC status here.



Help

Rough Cut Material – Details Tab

The screenshot shows the CLEARCAST web interface. On the left is a dark sidebar with navigation options: Dashboard, Campaigns (highlighted), Materials, Distribution Orders, Deliveries, Teams, and Registration Requests. The top right of the header shows the user 'iman_test_agency@clearcast.co.uk' and a notification bell. The main content area has tabs for 'QC', 'Details' (selected), 'Feedback', 'Clearance', and 'Files'. The 'Details' tab is divided into three sections: 'Submission', 'Service level', and 'Talent'. The 'Submission' section contains a table of metadata. The 'Service level' section provides information about clearance options. The 'Talent' section contains a table of demographic information. A pink callout box with a pointer highlights the 'Submission' section, containing the text: 'This page gives you an overview of your material's metadata.'

Submission	
Submission type	VOD and linear
Submitted for sub type	Standard
Category	
Previous submission ID	
Onscreen telephone number	
Onscreen website	
Additional advertisers	

Service level

Standard Clearance (Fast track not required)

Fast Track guarantees feedback within 24 hours, excluding weekends. Not all submissions are suitable for Fast Track clearance, but we will assess any submissions and let you know. 2 Hour TVC guarantees a 2 hour turnaround on final TVCs based on an approved rough cut only. For more information [click here](#).

If you need us to work on your submission during the evening or weekend, then our Out-of-Hours service might be able to help. For more information contact copydevelopment@clearcast.co.uk.

Talent	
Ethnic (BAME) featured artist	No
Ethnic (BAME) walk-on artist	No

Music

Has music?

No

Powered by ad-signal.io

Rough cut Material – Feedback Tab

The screenshot displays the CLEARCAST web application interface. On the left is a dark sidebar with the CLEARCAST logo and navigation menu items: Dashboard, Campaigns (highlighted), Materials, Distribution Orders, Deliveries, Teams, and Registration Requests. The top right of the main area shows the user email 'iman_test_agency@clearcast.co.uk' and a notification bell icon. The central content area is divided into two main sections. The top section is a dark grey upload area with a cloud icon and the text 'Drag and drop your file here' and 'mxp 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'. Below this is a blue 'Upload' button. To the right is a vertical panel with a 'No thumbnails' message and a small image icon. Below the upload area is a horizontal tab bar with 'QC', 'Details', 'Feedback' (selected), 'Clearance', and 'Files'. The 'Feedback' tab is active, showing a large text input field with the placeholder 'Type here'. A pink callout bubble points to this field with the text 'The 'Feedback' tab is where all your correspondence will take place.' Below the input field is an 'ASSIGN TO' dropdown menu with the option 'No need to assign to anyone' and a 'Send' button with a right-pointing arrow. At the bottom left of the sidebar, it says 'Powered by ad-signal.io'.

Rough Cut Material – Clearance Tab

The screenshot displays the CLEARCAST web application interface. On the left is a dark sidebar with the CLEARCAST logo and a navigation menu including Dashboard, Campaigns (highlighted), Materials, Distribution Orders, Deliveries, Teams, and Registration Requests. The main content area features a dark upload box with the text "Drag and drop your file here" and "mxp 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", accompanied by an "Upload" button. To the right is a thumbnail area with the text "No thumbnails". Below these is a horizontal navigation bar with tabs for QC, Details, Feedback, Clearance (selected), and Files. The Clearance tab content is organized into three sections: "Commercial Restrictions" with a text input field containing "No Commercial Restrictions"; "Commercial Presentations" with a text input field containing "No Commercial Presentations"; and "Final actions" which includes radio button options for "Linear" (Provisional, Acceptable, Suspended, Unacceptable, Withdrawn) and "VOD" (Provisional, Advice: OK, Advice OK: Caution, Advice: Not OK, Withdrawn). A "Complete submission" button is located at the bottom right of the Clearance tab content.

The 'Clearance' tab provides you with an overview of your Rough Cut's clearance status.

Rough Cut Material – Files Tab

The screenshot displays the CLEARCAST web application interface. On the left is a dark sidebar with the CLEARCAST logo and navigation menu items: Dashboard, Campaigns (highlighted), Materials, Distribution Orders, Deliveries, Teams, and Registration Requests. At the bottom of the sidebar, it says 'Powered by ad-signal.io'. The top navigation bar shows the user email 'iman_test_agency@clearcast.co.uk' and a notification bell. Below the navigation bar is a dark area with an 'Upload' button. The main content area has tabs for 'QC', 'Details', 'Feedback', 'Clearance', and 'Files' (which is selected). Under the 'Files' tab, there are sections for 'Videos in current material' and 'Substantiation'. The 'Videos in current material' section has two sub-sections: 'CURRENT' and 'VERSION HISTORY', both showing 'No files to display'. The 'Substantiation' section has an 'Upload file' button and a table with columns: File name, Category, Detail, and Date created ↑. Below this is a 'Reference' section, also with an 'Upload file' button and a table with columns: File name, Detail, and Date created ↑.

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

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