Transfer TVN Media – User Manual

Updated on 26th November 2014

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1. Introduction

This document constitutes instructions for users of on-line system Transfer TVN Media. The system is used for sending advertising videos to Biura Reklamy TVN Media and giving directions to provide the materials to relevant end users for the purpose of broadcasting.

The application user agrees to the provisions of the Regulations and the Privacy Policy.

2. System assumptions – projects, materials, orders

Transfer TVN Media stores clients' data grouped into projects. A project is a collection of materials (files) connected with one another as part of (for example) an advertising campaign of the selected client.

Each project is described with the use of the following data:

- project name,
- ordering party,
- key words,
- comments of system users,
- materials (files),
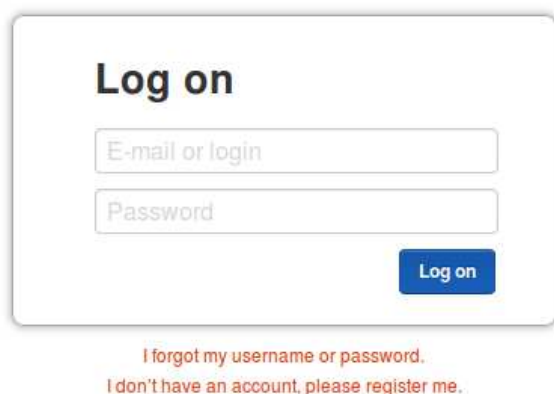- history of orders regarding all materials within the project.

Materials are allocated (sent) to projects - advertising files of different types, such as commercials, sponsor references. Materials are characterised by the following data:

- certificates containing a wide range of data on the material,
- technical data,
- key frames,
- material order history.

Materials sent to the system may be the subject of an order regarding preparation for broadcasting in selected thematic channels and packs.

3. Creating a user account

After entering the application page a non-logged user can see the screen with the login form and references to the options of password retrieval and account creation.

3.1. Registration form

To open an account it is necessary to complete the registration form, containing the following information:

- client's company data,
- user's data - accounts of the company owner,
- data of the contact persons dealing with invoices,
- data of the main contact person in the company,
- declarations necessary for using the system.

After the form has been properly completed, a screen with confirmation appears. The next step is the e-mail address verification.

3.2. E-mail address verification

After creating the company's account the system sends to the user's e-mail address a message with a request for confirmation of the registration by clicking the link.

After successful verification of the e-mail address the user and company account is still inactive, since it has to be approved by the system operator. Until the approval the user may not log on the system.

3.3. Account activation

After the verification of the company data and account activation by the system operator the client may log on the system with the use of the login and password entered by the user at the stage of creating the account.
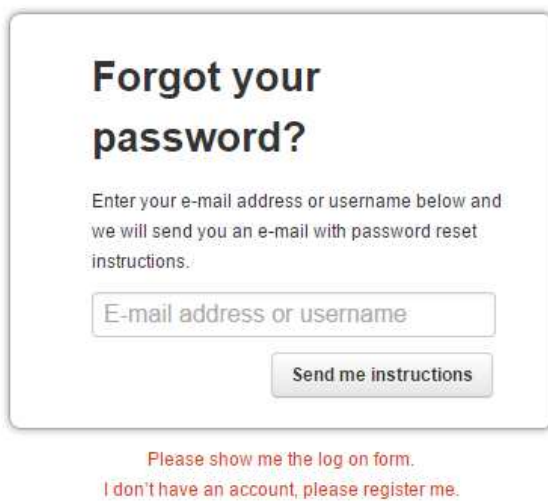
3.4. Logging on the system

Entering the correct combination of the user's login and password on the login page results in moving to the home page or any other page visited before, e.g. after refreshing the webpage on which the browser session expired.

The "remember me" option is used for remembering the user's session in the browser until the user manually logs out.

3.5. Password retrieval

If the user does not know the password for his/her account, he/she may use the account retrieval option. Click the link under the login form to get to the webpage on which the user's name or e-mail address allocated to the account should be entered. A message with a link to the tool for resetting the password will be sent to this e-mail address.

Forgot your password?

Enter your e-mail address or username below and we will send you an e-mail with password reset instructions.
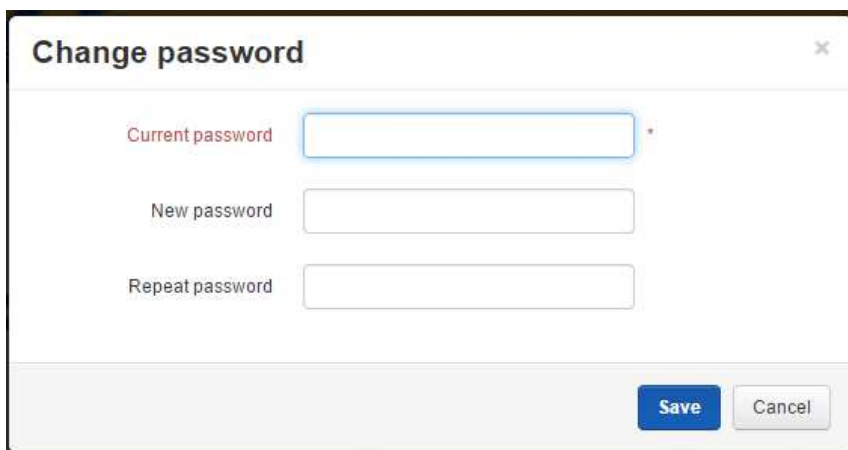
E-mail address or username

Send me instructions

Please show me the log on form.
I don't have an account, please register me.

3.6. Password change

A logged user may change the password - the option is available in the menu with the user's name.

👤 j.nowak@transfer.tvnmedia.pl ▾   EN   PL   ↱ Log off
🔑 Change password
🔔 Notification settings
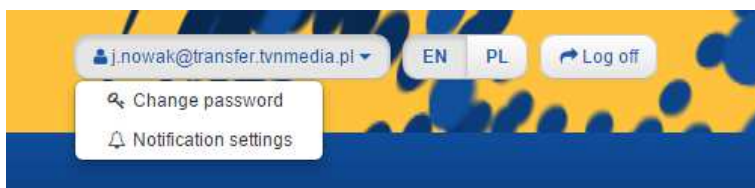
To set up a new password it is necessary to provide the old password.

Change password   ✕

Current password   [   ] *

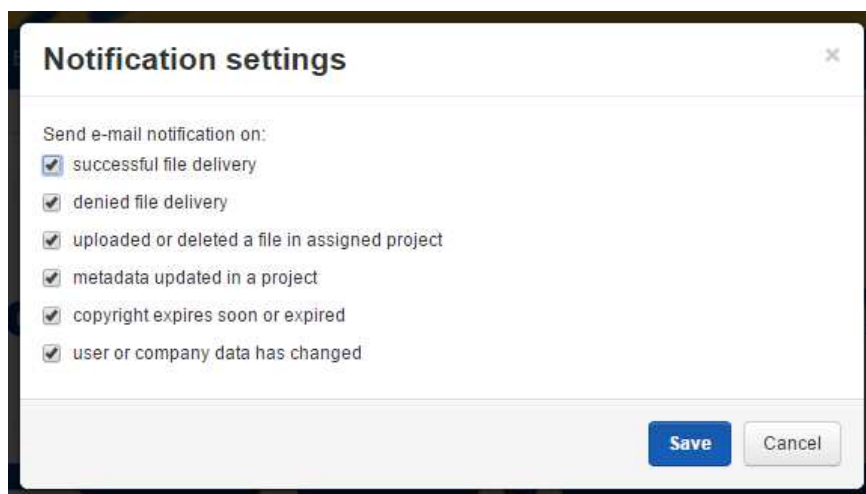New password   [   ]

Repeat password   [   ]

**Save**   Cancel

3.7. Notification set-up

In the same menu as the "password change" there is a link for setting up e-mail notifications. The option allows to activate or deactivate notifications of different events.

4. Home

After logging on the system the home page with the application menu is presented.
The system allows to send materials and order broadcasting in two ways, with the use of the list of projects and with the use of the order wizard.
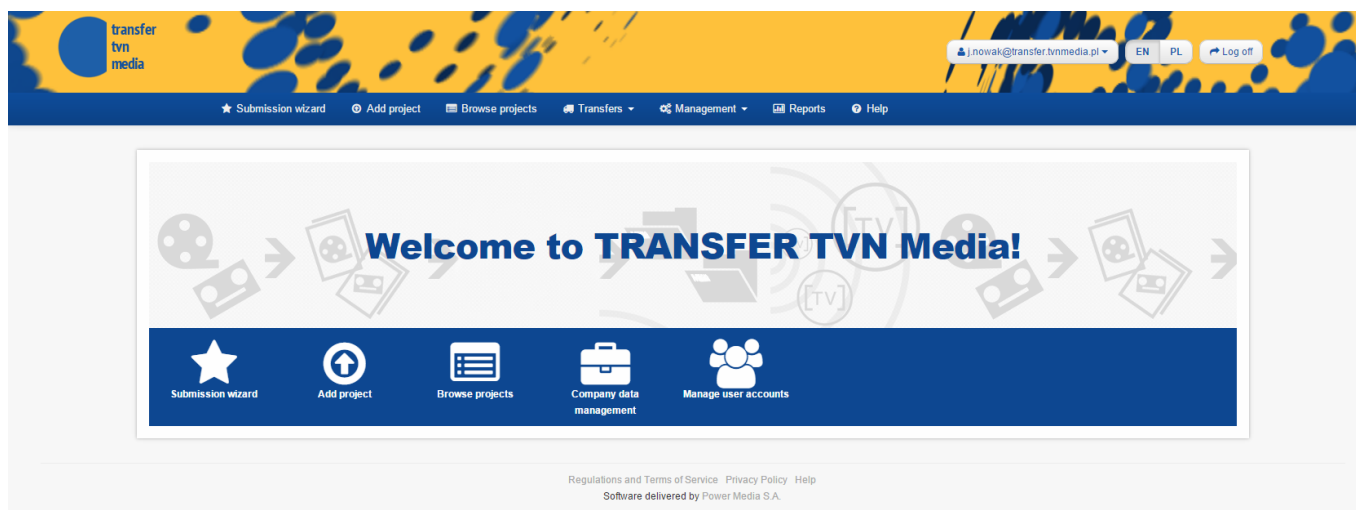
5. Order wizard

The order wizard allows to easily go through the process of sending and ordering advertising materials to be broadcast. It leads the user through several steps in which the user is instructed of further actions that have to be taken.

Step 1 – project creation

In the first step of the order wizard a project is created. Give the selected project name, ordering party's name and, optionally, remarks and key words.

Step 2 – adding files and filling up certificates

In the second step of the order wizard the user sends files for the project and completes file cerificates.
The file should meet the technical requirements given for each type of material. Non-conforming files are deleted from the system directly after they have been sent.

While sending the file the user may, on an ongoing basis, trace the progress of this process, at the same time completing the certificates.

Proper completion of certificates is necessary for performance of the orders.

Many materials may be added one by one. Complete the certificates of all sent materials. The system allows to copy properly completed and saved certificates to other materials as part of one project.

Step 3 – selection of files to be sent to channels

In the third step select the materials to be broadcast. The list comprises only the materials meeting the basic technical criteria, with correctly completed certificates.

Step 4 – selection of destinations

Select all channels and/or packages the material broadcasting order regards. Channels included in the selected packages are marked with a red frame. Manually selected channels (beyond packages) are marked with a black frame. It is possible to select all channels included in the offer of the Advertising Office with one click.

While selecting channels and packages the total cost of the order is automatically updated.

Step 5 – order summary and additional options

Verify the selections on the summary screen. If necessary, it is possible to go back to previous steps of the wizard. The systems allows to provide additional e-mail addresses (e.g. the end client's e-mail address), to which notification of the order and future updates of order status will be sent.

Step 6 – payment

After pressing the "Confirm and pay" button the client is redirected to the website of on-line payments. Follow the guidelines presented on the website of the company serving the payment. After the payment has been successfully made, the client sees the page with details of the created order and an e-mail is sent with notification of the order status.

6. Project list

The system makes available a list of all projects created by any user as part of the client's company. On the project list there is a browser and a possibility of filtering according to the selected key words.
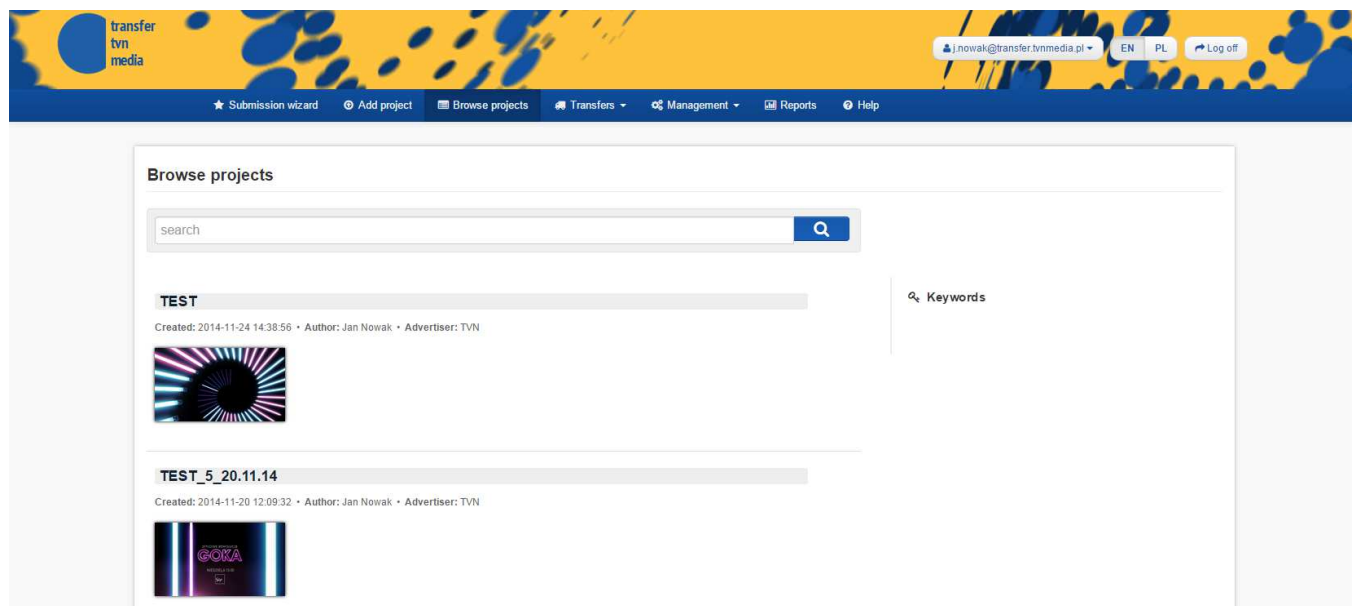
Clicking any material thumbnail results in activating it in the demonstrative version.
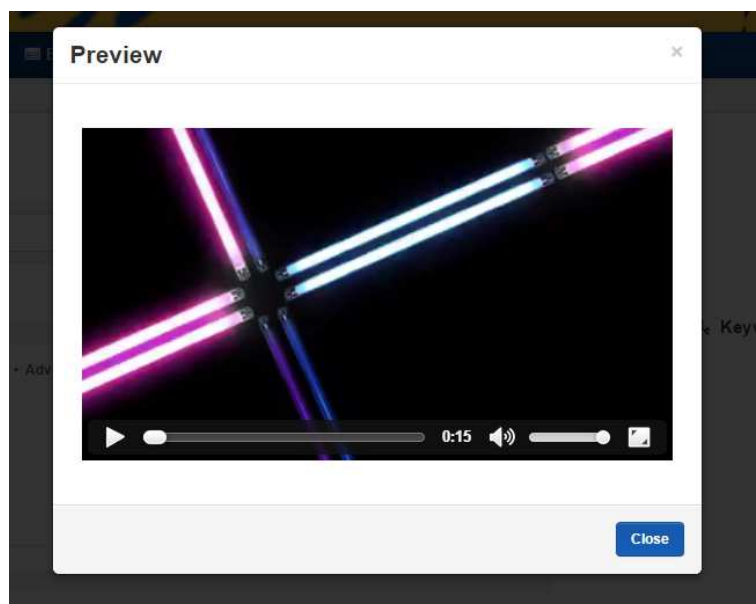
6.1. Project and material details

Clicking on the project title results in opening the page with project data, including general information on the project, a list of materials with a possibility of adding extra materials, the history of comments and orders.
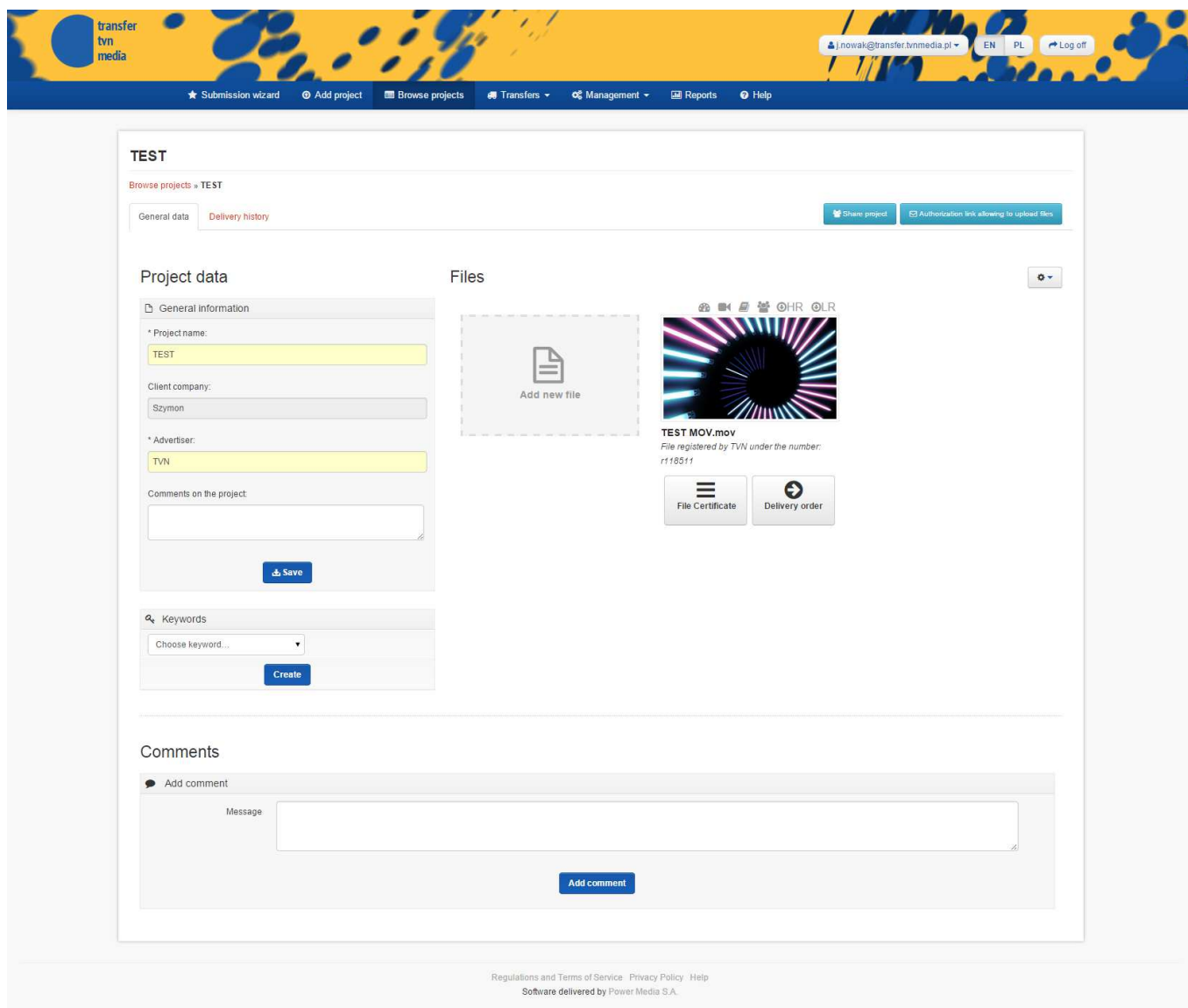
Each material as part of the project is surrounded with a wide range of icons, the most important of which are used for:

- ☰ completing/viewing the certificate,
- ➊ placing an order for sending the material,
- 📽 viewing technical data of the material,
- 🎥 viewing and selecting key frames,
- 📖 viewing the history of material orders,
- 👥 sharing the file with persons who have no account in the system,
- ⊕HR downloading the original file (High Resolution),
- ⊕LR downloading the proxy file (Low Resolution).

6.2. Order history

The order history has been described below.

7. Sending materials

Materials may be sent to the system through the order wizard or traditionally, as described below.

7.1. Creating project
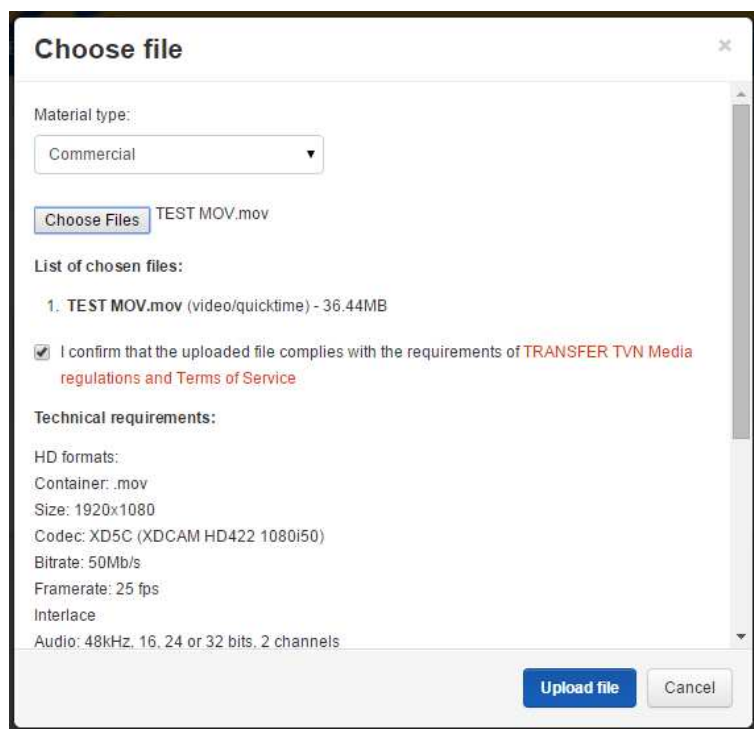
To create a project select from the main menu the "Add project" option. To create a project it is enough to enter the project name. The other project data may be entered at the stage of sending files for the project.

7.2. Adding materials

To add materials for projects, use the "Add a new file" button, visible at the top of the list of files.

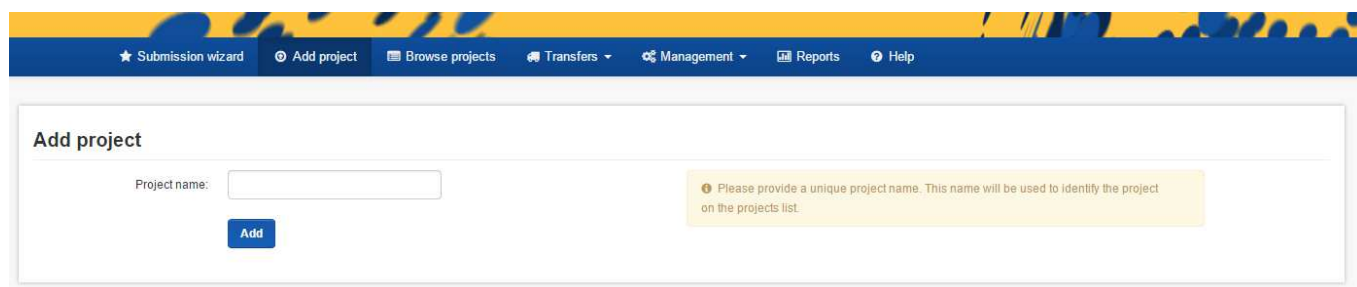Enter the advert type, after the selection of one of the options the description of technical requirements will come out, next choose a file to be placed. Tick to confirm that you accept the regulations.

On the project page you can see a list of current file transfers. Each transfer may be suspended at any time, resumed if it has been suspended or cancelled.

A full list of transfers with the history is available on a separate page "Transfers".

7.3. Period of storing files in the system

Files which do not meet technical requirements of the given type of advert are deleted from the system immediately following the completion of sending the file and automatic technical verification.

Files meeting the technical requirements for which no sending orders have been created are stored for 1 month, after which they are deleted. A

week prior to the file deletion date the system notifies the company owner of file deletion.

Files for which sending has been ordered are stored for 3 months of the date of sending, after which they are deleted. A week prior to the file deletion date the system notifies the company owner of file deletion.

8. Sending orders

8.1. New order

To place a sending order for the selected material, complete its certificate properly. Next to the materials with properly completed certificates there is the "Sending order" button. Select this option and follow the same principles as in step 4 of the order wizard described above. After getting through further steps, pay on a third-party website. After making the payment you can see the order details.

8.2. Payments

The order for preparation of each material for broadcasting is payable according to the price list. The price list for preparation of materials for broadcasting provides different rates for different types of material (e.g. commercials, sponsor recommendations, etc.). Sending orders are placed by selecting single channels, thematic packs or all channels as part of the offer of the Advertising Office of TVN Media.

The price list contains separate rates for an order for preparation of one material for broadcasting in:

- a single channel,
- a single thematic pack,
- in the set of channels available as part of the offer of the Advertising Office of TVN Media.

Additionally, the price list assumes a maximum charge for ordering one material, regardless of the number of selected channels and packs.

8.3. Order history

If at least one material as part of the project has been ordered for sending, the project provides a function allowing to view orders, where details of all orders placed and the history of changes of order status are visible.

Test_1 19.11.14

Browse projects » Test_1 19.11.14

General data | Delivery history

Share project | Authorization link allowing to upload files

Order: 0000107705-12

Submission identifier	0000107705-12
Submission status	Accepted by TVN
Invoice number	-
Net price	0.00 PLN
Gross price	0.00 PLN
Files	gok_15_nd.mov (accepted, registered under number r118248)
Packages	TVN Media (all)
Channels	4fun.tv ale kino+ >
Payment status	Complete 2014-11-19 13:05:06 (FREE-0000107705-12)
Remarks on the order	

Submission history

2014-11-20 09:40:03	Accepted by TVN	
2014-11-20 09:40:03	Assigned TVN ID	File gok_15_nd.mov has been registered by TVN Media by number: **r118248**.
2014-11-19 13:05:06	Paid	Transaction identifier: FREE-0000107705-12
2014-11-19 13:05:05	Submitted	Assigned submission number: 0000107705-12

8.4. Order extension

In the event of a necessity to extend a set of channels/packs in which the material ordered for preparation is to be broadcast, the user may reorder the material for preparation for the broadcasting in channels/packs not selected before. Such an activity is treated as placing another order and requires separate payment.

8.5. Technical correction

If the material sent by the client does not meet technical or substantive requirements necessary for broadcasting in selected channels, the system operator may allow the client to send and place an order for the corrected version of the material prepared by the client on the same set of packs and channels without additional charges. In such an event, the client is notified by e-mail, and in the project view the material requiring correction is clearly marked and described. The client may send the new file version free of charge and have it reverified by the system operator.

8.6. Order statuses

Order statuses at particular stages are presented in the below table:

Order status	Description
placed	Status set after creating the order (in the last step of the wizard or on the project page, after clicking the "Order" button). The client should pay for the order.
rejected by TVN	At least one of the files the order relates to has been rejected by the Advertising Office of TVN Media.
rejected by channel	At least one of the files the order relates to has been rejected by at least one channel.
accepted by TVN	All files the order relates to have been accepted by the Advertising Office of TVN Media.

The files the sending order relates to are processed independently, the status of each file may be found in order details.

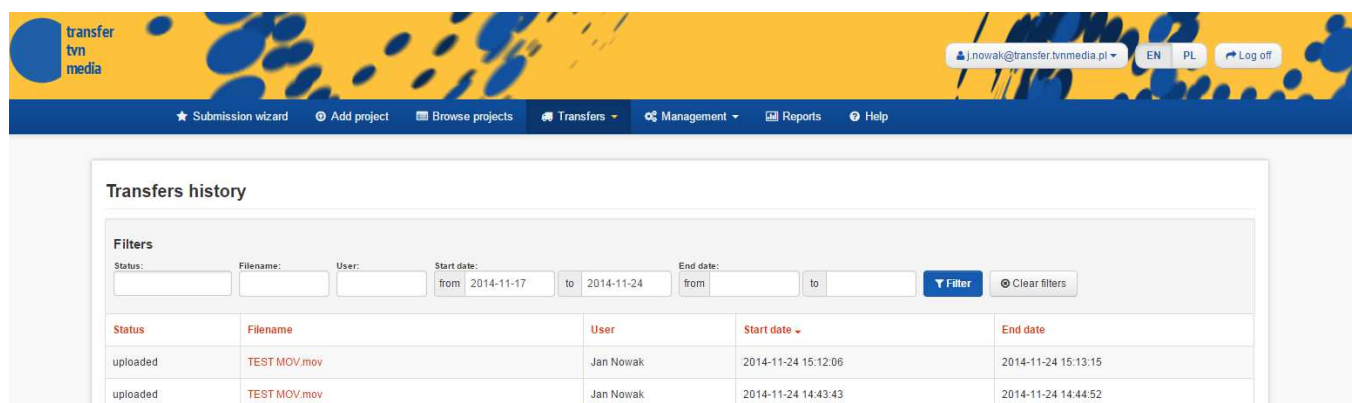| File status	Description
to be verified	The file has been placed in the system but requires verification.
rejected by TVN	The file has been rejected by the Advertising Office.
rejected by channel	The file has been rejected by at least one of the channels the order relates to.
accepted	The file has been accepted to be broadcast by the Advertising Office of TVN Media.

9. Transfer history

The system allows to view the history of file transfers performed by company employees. To view the history, select from the main menu the "Transfers" option.

Transfers are presented in a division into groups:

- in progress,
- completed,
- stopped/cancelled,
- rejected after automatic technical verification.

For transfers in progress the system displays the progress of sending the file by the user.

10. Company data and user account management

In the "Administration" menu the user being the company owner has access to company data and employee account management options.

10.1. Company data

To change company data, contact the system operator.

10.2. Creation of accounts for employees

The company owner may create accounts for employees, allowing them to serve the system on behalf of the company. The employee account offers the same possibilities as the company owner account, except for the administrative options, such as managing the company data and accounts of other employees.

After an account has been created, a message with data needed to log on the system is sent to the employee's e-mail address (which is at the same time the user's login). The employee account requires no activation, so the employee may log on immediately.

10.3. User account management

The company owner has full control over the accounts of all employees, except for the change of the passwords. The following options are available on the page with a list of users:

- modification of user's data,
- modification of e-mail notification set-up,
- blocking employee accounts.

The software of Transfer TVN Media is provided by Power Media S.A.