

LIN MEDIA Northeast Broadcast Center Launches New Spot Upload Server

January 2011

Lin Media Northeast Broadcast Center is introducing a new way for agencies, advertisers, and production houses to deliver spots directly into our dedicated server. Some of the features of this service include:

- All web-based, easy to use.
- HTTPS (secure), as opposed to FTP connections.
- FREE to use.
- Ability to visualize all uploaded material.
- Access to delivery confirmation and approval status.
- Enhanced communication between station, agencies, advertisers, and production houses.










Step 1. Logging into the System

In order to start using this new service, please open your web browser to <http://neboe-spots.linmedia.com/> and enter your login and password (which will be provided to you by your account representative).



Menu Options

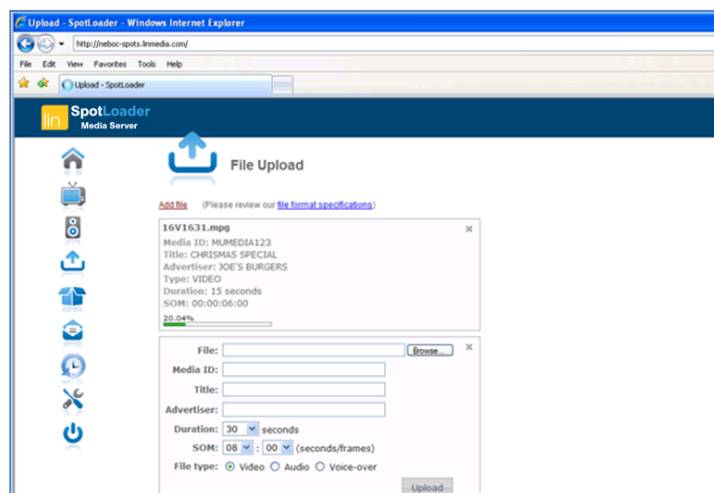
Once you are logged in, you will notice the following icons on your screen:

	Home	Your account's <i>dashboard</i> , containing any new information about your account.
	Video Files	Browse, search, and visualize all uploaded files.
	Upload Files	Upload form. Several files can be set to upload at once.
	Deliveries	A list of all files delivered to the station, including real-time status of each delivery and approval status.
	Messages	Contains all communication between your account and the station, as well as automatic errors, warnings and reminders generated by the system.
	History	A summary of the last activities performed by all users in your account, as well as automated tasks, such as purging of older material.
	Settings	Allows you to change your password as well other account preferences, depending on your permission level.
	Accounts	Allows you to add additional users to your account.
	Logout	Logs you out of the system.

Step 2. Uploading Files

Most likely, the first task you will want to do is to upload a commercial. Clicking on the *Upload* icon described above takes you to this screen:

In order to upload a file, please select it from your desktop and enter in the needed information about this file. This information ensures that your files arrive at our Traffic and Mater Control areas with the proper information. If your spots have ISCs or AdIds, please insert these codes under *Media ID*, otherwise populate this field with your own unique identification code for each commercial. You may set several files to upload at once and go



The screenshot shows the 'File Upload' form in the SpotLoader Media Server interface. The form contains the following fields and options:

- File:** 16V1631.mpg
- Media ID:** MUMEDIA123
- Title:** CHRISTMAS SPECIAL
- Advertiser:** JOE'S BURGERS
- Type:** VIDEO
- Duration:** 15 seconds
- SOM:** 00:00:06:00
- Progress:** 20.04%
- File type:** Radio buttons for Video (selected), Audio, and Voice-over.
- Buttons:** 'Browse' for File, 'Upload' at the bottom right.

out for a cup of coffee. Should a spot fail during the process or should it be rejected by Traffic or Master Control later in the process, you will be notified immediately by email or by logging back in to the system.

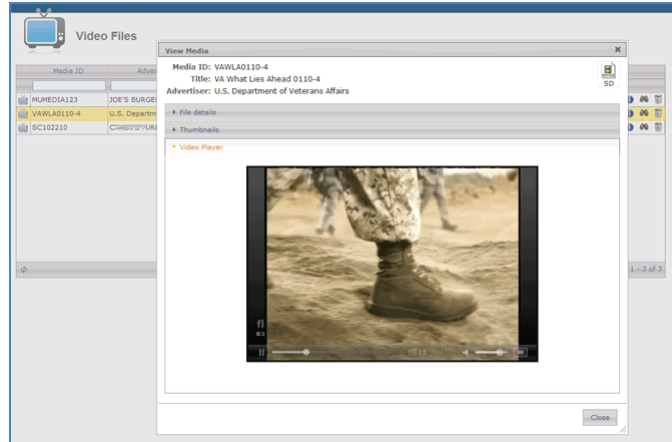
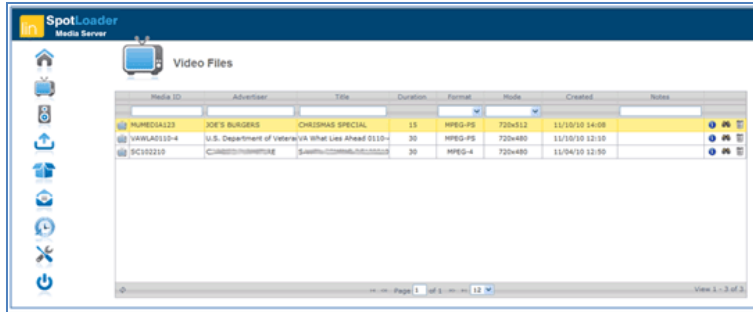
File Format Specifications

The following are the suggested settings for best quality. Should you have any questions regarding file formats, please contact us at neboc-ftp@linmedia.com.

Standard Definition (SD) files	High Definition (HD) files
Audio	Audio
2 Channel Stereo (Ch1, Ch2) No SAP or Descriptor Audio Sample Rate: 48khz Bit Depth: 24 bit Bit Rate: 384kbps Average Levels: -1db (+4db Ref) Peak: Not to Exceed +3db	2 Channel Stereo (Ch1, Ch2) No SAP or Descriptor Audio Sample Rate: 48khz Bit Depth: 24 bit Bit Rate: 384kbps Average Level: -24 dBfs Peak Audio: Not to Exceed -18 dBfs
MPEG-2 Format (preferred)	MPEG-2 Format (preferred)
Resolution: 720x480 Frame Rate: 29.97 Compression Codec: MainLevel@MainProfile Video Bit Rate: 12 Mb/s Constant (CBR) Interlaced Scan – Upper (Top) Field First Audio Type: MPEG Layer II	Resolution: 1920x1080 (1080i) (center-cut safe) Frame Rate: 29.97 Compression Codec: MPEG2 4.2.0 Video Bit Rate: 30 Mb/s Constant Bitrate (CBR) Interlaced Scan – Upper (Top) Field First Audio Type: MPEG Layer II
H.264 (AVC) Format	H.264 (AVC) Format
Resolution: 720x480 Frame Rate: 29.97 Compression Codec: H.264 Video Bit Rate: 15Mb/s (if possible, select "Restrict to 15Mb/s" in the Data Rate pane) Interlaced Scan – Upper (Top) Field First Audio Type: PCM (Big Endian)	Resolution: 1920x1080 (1080i) (center-cut safe) Frame Rate: 29.97 Compression Codec: H.264 Video Bit Rate: 30Mb/s (if possible, select "Restrict to 30Mb/s" in the Data Rate pane) Interlaced Scan – Upper (Top) Field First Audio Type: PCM (Big Endian)

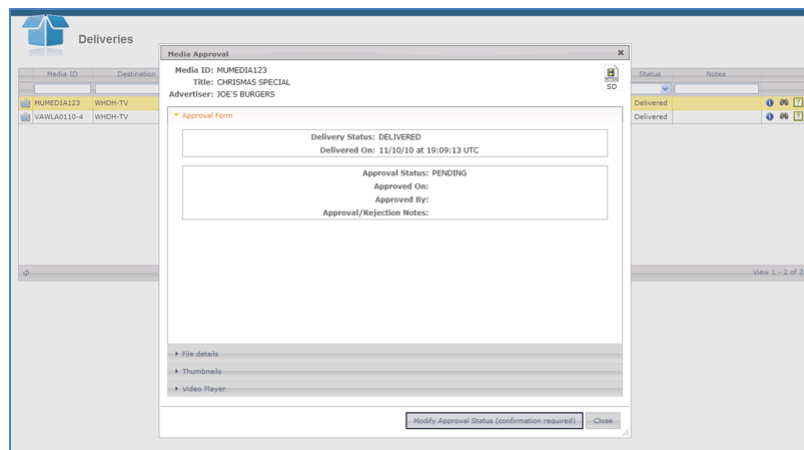
Step 3. Accessing Your Files

Once the upload process is complete, your media is already available in the system. Within a few minutes, thumbnails and a low-resolution proxy of your file will be generated. This proxy is compatible with all browsers, iPhones, iPads, and with other mobile devices. You can easily watch your commercial online and even email a link to anyone you would like to view it as well.



Step 4. Delivery Confirmation

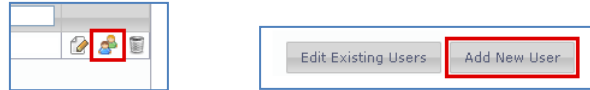
Each uploaded file enters the delivery and approval queues. Clicking on the *Delivery* icon shown above gives you the current status of each delivery, approval status, as well as notes added by the station's Traffic or Master Control departments.



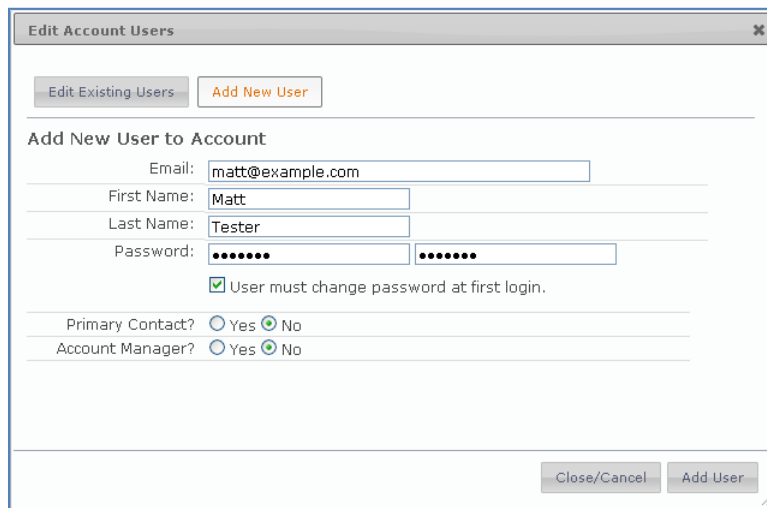
Additional Information: Managing User Accounts

Each account can have multiple users with different permission levels. For instance, an agency may add accounts for different users responsible for uploading or checking the delivery status of its media files. In order to manage your list of users, click on the “Accounts” link.

To a new user your account, click on the “Users” icon, and then on the “Add New User” button:



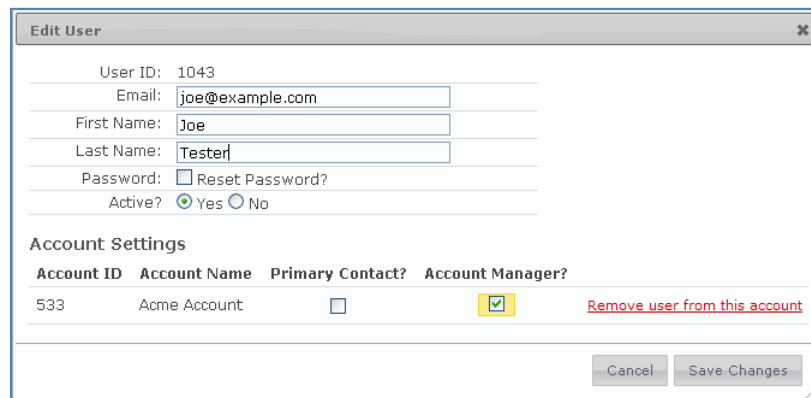
Next, fill in the required information in the form below and click on the “Add User” button:

A screenshot of a web form titled 'Edit Account Users'. At the top, there are two buttons: 'Edit Existing Users' and 'Add New User'. Below this is a section titled 'Add New User to Account'. The form contains the following fields:

- Email:
- First Name:
- Last Name:
- Password:
- User must change password at first login.
- Primary Contact? Yes No
- Account Manager? Yes No

At the bottom right, there are two buttons: 'Close/Cancel' and 'Add User'.

You may modify your list of associated users at any point by clicking on the “Users” icon. Use the form below to change the permission level or to remove a user from your account:

A screenshot of a web form titled 'Edit User'. The form displays the following information:

- User ID: 1043
- Email:
- First Name:
- Last Name:
- Password: Reset Password?
- Active? Yes No

Below this is a section titled 'Account Settings' with a table:

Account ID	Account Name	Primary Contact?	Account Manager?
533	Acme Account	<input type="checkbox"/>	<input checked="" type="checkbox"/>

At the bottom right, there are two buttons: 'Cancel' and 'Save Changes'. A red link 'Remove user from this account' is visible next to the second row of the table.

Should you have any questions about this new service, please contact via email at nebo-ftp@linmedia.com