STV SOCIAL CONTENT DELIVERY - SERIAL

EXTERNAL



CONTENT

DELIVERY OF ORGANIC CONTENT - SERIAL

Social Clips delivery

1. General
2. Delivery Checkliste – Upload external
3. Content Upload via Orbit-Link
4. Key notes

1. SOCIAL CLIPS DELIVERY

GENERAL

These specifications are used for the ideal production of social media content, which is distributed by the digital department on the channels currently used by ServusTV.

IMPORTANT :

Upon delivery, the digital department assumes that the **music used and the rights** to the image have been clarified by the respective specialist editorial team and may therefore be used for **social media - AUT/GER!**

Please note the **Dos and Don'ts** (via Knowledge Base).

2. SOCIAL CLIPS DELIVERY

UPLOAD EXTERNAL

- "Request a new VIN" – by the editor

  -> The production company **MUST** be entered as the ‚ServusTV Fernsehgesellschaft m.b.H – Internal Production' so that the upload link (orbit link) is sent to the editor

- The editor receives the upload link (orbit link) by e-mail and adds the link in the contract
- Production Partner uploads content via upload link (orbit link)

  After content delivery, send an info mail to: team.multimedia@servustv.com

  IMPORTANT: Info mail even if an asset is replaced again

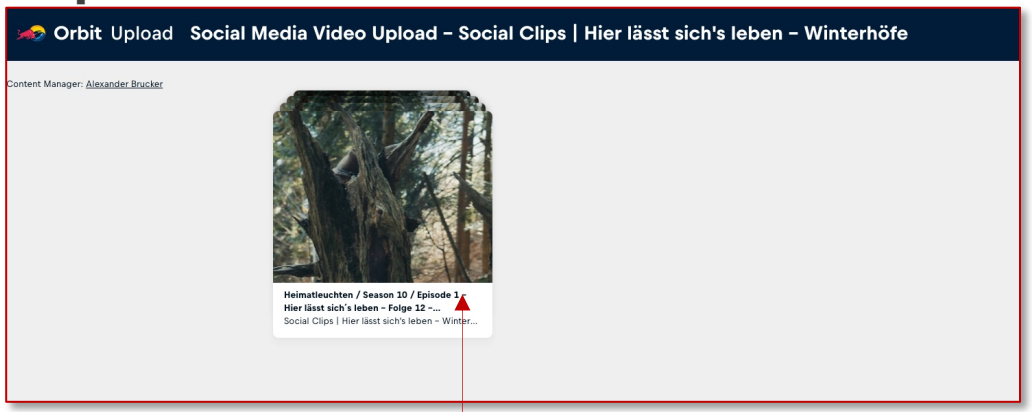
5. CONTENT UPLOAD VIA ORBIT-LINK
1/2

Step 1:

Open Orbit link

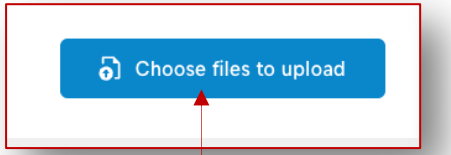
(is available for 1 year and assets can be uploaded again and again)

Step 2:



Open Orbit Upload interface

Step 3:

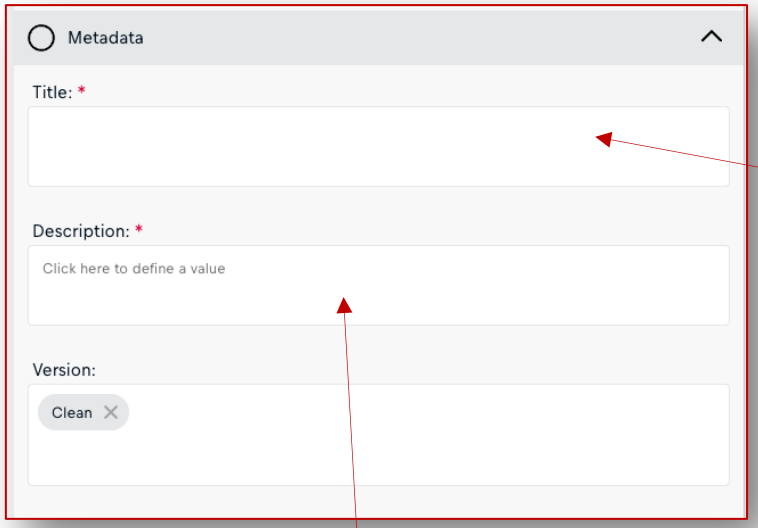


Select assets for the upload

5. CONTENT UPLOAD VIA ORBIT-LINK

2/2

Step 4:



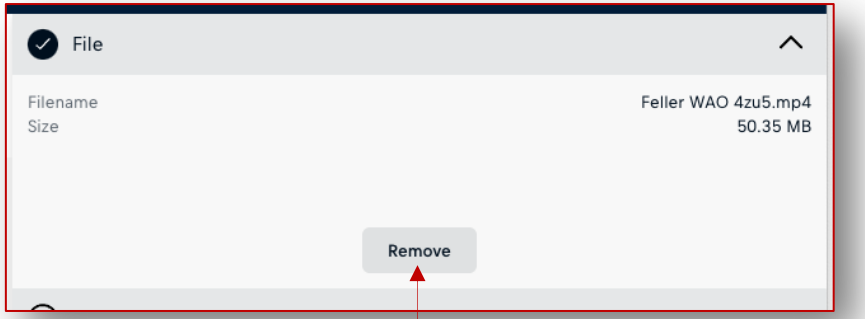
Add exact title and format – 4:5 or 9:16

Add important information about the respective clip (e.g. names of the protagonists, location, content and other relevant information about the clip)

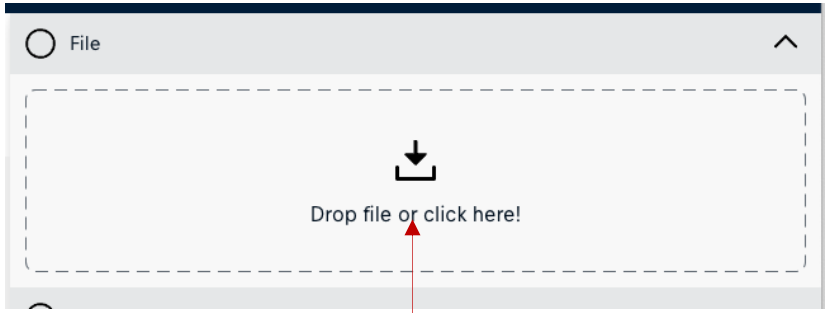
5. CONTENT UPLOAD VIA ORBIT-LINK

ASSET REPLACE OR DELETE

Replace:



The asset can be replaced under File and with Remove.



The asset can be uploaded again. The VIN number remains the same.

Delete:



With “Delete Asset” the asset can be deleted completely (incl. VIN number)

6. SOCIAL CLIPS DELIVERY

KEY NOTES

- No additional music overlay, logos, watermark, credits etc. → **CLEAN**
- **Dos and Don'ts** (via Knowledge Base)

IMPORTANT

- NO REFERENCES TO SPECIFIC DATE
  - Otherwise, clips cannot be reused
  - Broadcasting information will be included by the digital team in the posting text