

Virgin Media Television

Ad Copy Approval
& Delivery Process
TV, AdSmart & VOD



TELEVISION

Television

Commercial Clearance

Virgin Media One / Virgin Media Two / Virgin Media Three / Virgin Media Four

- We ask for copy submission seven working days prior to transmission. This is to allow for any necessary changes to submissions without missing a kick off date.
- Copy clearance meetings are held on Tuesdays and Thursdays so in order to have a commercial cleared for a Monday airdate, it must be submitted by the very latest on Wednesday afternoon.
- Please notify us if you wish to make a late submission. We will continue to be as flexible as possible.
- Please send a script or mpeg to copyclearance@virginmedia.ie

Approval Contact

copyclearance@virginmedia.ie

AdSmart

Commercial Clearance

All AdSmart Activity

- We ask for copy submission ten working days prior to transmission. This is to allow for any necessary changes to submissions without missing a kick off date.
- Copy clearance meetings are held on Tuesdays and Thursdays. Copy must be submitted by EOD previous working day to be considered.
- Please notify us if you wish to make a late submission. We will continue to be as flexible as possible.
- Please send a script or mpeg to copyclearance@virginmedia.ie

Approval Contact

copyclearance@virginmedia.ie

VOD

Commercial Clearance

- VOD Copy clearance is dealt with on an Ad Hoc basis but agencies should allow a minimum of three working days.
- Scripts should be submitted to **VMTVAdops@virginmedia.ie**
- MPEG/MP4 should be submitted via our ftp.
- Details/logins supplied on request.

Approval Contact

VMTVAdops@virginmedia.ie

Television

Commercial Delivery Process

All Copy Instructions:

- Must be sent to **traffic@virginmedia.ie** at least three working days prior to the Transmission Air Date
- Must be sent using Caria or the PDF Copy Instruction Template available on our website
- **Copy changes** cannot be made unless the new copy has been supplied to our commercial library at the time of the change request

The Advertiser and Product must be clearly identified on all paperwork and should also contain the following information:

- Product
- Clear and concise rotation instructions
- Copy Identification
- Clock No.
- Commercial Durations
- Date of First Transmission
- Voice Over and Music Rights information if music is involved

All Instructions or changes given by telephone will require written confirmation. The Channel(s) must be clearly specified on all instructions.

Commercial Delivery:

- Virgin Media One, Two, Three and Four share copy libraries
- All commercials should be delivered at least three working days prior to the Transmission Air Date
- The preferred method of delivery is through Adstream, Peach or Clearcast
- All copy must be delivered in MXF format. Further technical specifications can be found in our Technical Specifications doc found at **www.virginmediatelevision.ie**

Adstream Delivery Destination: Virgin Media Ireland or Virgin Media Ireland HD

Peach Delivery Destination: Virgin Media Television HD or Virgin Media Television SD

Clearcast Delivery Destination: Virgin Media Ireland (linear)

- Virgin Media Television only holds copy for **8 weeks after last transmission date**
- A late delivery charge of €250 (plus VAT) will be applied per piece of copy not received by the agreed deadlines.

Below are the final Commercial Delivery Deadlines for standard weeks:

| Transmission Day | Delivery Deadline |
|------------------|----------------------|
| Monday | Friday at 12 noon |
| Tuesday | Monday at 12 noon |
| Wednesday | Tuesday at 12 noon |
| Thursday | Wednesday at 12 noon |
| Friday | Thursday at 12 noon |
| Saturday | Thursday at 12 noon |
| Sunday | Friday at 12 noon |

Separate deadlines will be issued for Bank Holidays.

Primary Contact for Copy Queries

traffic@virginmedia.ie

AdSmart

Commercial Delivery Process

All Copy Instructions:

- Must be sent to **adsmarttraffic@virginmedia.ie** at least seven days prior to the Transmission Air Date.
- Must be sent using Caria or the PDF Copy Instruction Template available on our website. Please specify instructions are for AdSmart activity.
- Copy changes cannot be made unless the new copy has been supplied to our commercial library at the time of the change request. Please note: any changes will require seven days' notice to implement.

The Advertiser and Product must be clearly identified on all paperwork and should also contain the following information:

- Product
- Clear and concise rotation instructions
- Copy Identification
- Clock No.
- Commercial Durations
- Date of First Transmission
- Voice Over and Music Rights information if music is involved

All Instructions or changes given by telephone will require written confirmation.

Commercial Delivery:

- Virgin Media linear television and AdSmart share copy libraries.
- All commercials should be delivered at least seven working days prior to the Transmission Air Date.
- The preferred method of delivery is through Adstream, Peach or Clearcast.
- All copy must be delivered in MXF format. Further technical specifications can be found in our Technical Specifications doc found at **www.virginmediatelevision.ie**

Adstream Delivery Destination: Virgin Media Ireland or Virgin Media Ireland HD

Peach Delivery Destination: Virgin Media Television HD or Virgin Media Television SD

Clearcast Delivery Destination: Virgin Media Ireland (linear)

Virgin Media Television only holds copy for **8 weeks after last transmission date.**

Primary Contact for Copy Queries

adsmarttraffic@virginmedia.ie

VOD

Commercial Delivery Process

Delivery Routes:

- Hosted copies need to be ordered and delivered to the below stations 48 hours before the first broadcast date.
- Failure to do so may lead to campaigns starting late and under-delivery.
- All campaigns should also have covering copy rotations sent through to Caria.
- Tracking tags can also be sent through Caria.

Virgin Media Player

- Peach: Virgin Media Player Ireland
- Adstream: Virgin Media Player
- Clearcast: Virgin Media Player

Virgin Media Set Top Box

- Peach: Virgin Media Set Top Box
- Adstream: Virgin Media Set Top Box

Primary Contact

VMTVAdops@virginmedia.ie