

# BRISK

## Digitalno orodje za dostavo oglasov in upravljanje medijskih sredstev.

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Honeycomb powered by BRISK

### Navodila za uporabo.

The screenshot shows the BRISK dashboard interface. On the left is a dark sidebar with navigation options: Dashboard, Campaigns, Media Library, and QC Reports. At the bottom of the sidebar, there is a 'Support' link and a user profile for 'Máté (Super Admin)'. The main content area has a 'Welcome!' section with a 'Let me walk you through!' message and a 'New Campaign' button. Below this is a 'Latest Campaigns' table with five rows of campaign data. A 'Get help' button is located in the bottom right corner of the dashboard.

Campaign Name	Client	Advertiser	Brand	Status	
SKY/21/COO/SEP/11/20	Agency	Coop	COOP SEPT 09 01	Approved	<a href="#">view</a>
Summer Campaign	Agency	Well Done Kft.	Lemon Essence	Draft	<a href="#">edit</a>
Nesquik	Agency	Nestlé	Diet Coke - Gamer	Finalized	<a href="#">view</a>
Diet Coke 10"	Agency	The Coca-Cola Company	Diet Coke - Gamer	Rejected	<a href="#">view</a>
Galaxy Z Flip 3 Pre-order	Agency	Samsung	Galaxy Flip3	Approved	<a href="#">view</a>

**BRISK**

**Kompleksne  
naloge, preprost  
potek dela.  
BRISK.**

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# BRISK način dostave medijev...

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## Rešitev od začetka do konca

- Platforma, enostavna za uporabo za agencije in produkcijske hiše
- Najboljše orodje za pregled vseh spotov na enem mestu

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## Nadzor kakovosti v najboljšem primeru

- Najvišja raven preverjanja kakovosti in transkodiranja
- Podrobna poročila QC in POD

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## Upravljanje sredstev in medijska knjižnica

- Linearna TV ali spletna vsebina? Ni problema!
- Rešitev za celotni trg

# Začetek

Registracija: <https://brisk.digital/registration>

## Ustvarite novo kampanjo - Glavni meni

Novo kampanjo lahko ustvarite s klikom na gumb na glavni strani.


Če že imate osnutek kampanje, ga preprosto izberite s spodnjega seznama.

**Welcome!**

Let me walk you through!

Welcome to the Brisk's ad delivery system! Deliver quickly the right content to the right destinations in 5 steps.

[New Campaign](#)



**Latest Campaigns**

Campaign Name	Client	Advertiser	Brand	Status	
SKY/21/COO/SEP/11/20	Agency	Coop	COOP SEPT 09 01	Approved	<a href="#">view</a>
Summer Campaign	Agency	Well Done Kft.	Lemon Essence	Draft	<a href="#">edit</a>
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[Get help](#)

# Pet korakov, dostava opravljena

1

Vnesite podatke o kampanji ali  
izberite med prejšnjimi vnosi

The screenshot displays the 'Coca Cola - Summer Campaign' setup page. At the top, a progress bar shows five steps: 1. Campaign Information (active), 2. Destinations, 3. Video Upload, 4. Quality Check, and 5. Finalize. The main form contains the following fields:

- Campaign name:** Coca Cola - Summer Campaign
- Country\*:** Hungary
- Advertiser\*:** The Coca-Cola Company
- Brand\*:** Fanta
- Reference:** 12-222-COC\_FAN\_01

A 'Save & Next >' button is located at the bottom right of the form. The left sidebar includes navigation options: Dashboard, Campaigns, Media Library, and QC Reports. At the bottom left, there is a 'Support' link, a user profile for 'Máté (Super Admin)', and the version number 'v1.0.0'. A 'Get help' button is positioned at the bottom right of the page.

# Pet korakov, dostava opravljena

2

Izberite svoje cilje/destinacije ali uporabite svoje prednastavitve

**BR SK**

- Dashboard
- Campaigns
- Media Library
- QC Reports

Support  
M Máté (Super Admin)  
v1.0.0

**Coca Cola - Summer Campaign**

✓ Campaign Information > 
 2 Destinations > 
 1 Video Upload > 
 4 Quality Check > 
 5 Finalize

Select TV channels

TV channel name Q Preset

TV2	Super TV2	M2	AtAdults
M4 Sport	M5	Duna	AtMax
ATV	ATV Spirit	Direkt ATV	1+ Reach
Discovery ID	TLC	Eurosport 1	3+ Frequency
Film4	Story4	Galaxy4	4+ Family
			Viasat History
			TV4

Select destinations

Discovery Hungary

Eurosport Hungary

Disney Channel Hungary

National Geographic Wild

Music Channel Hungary

Travel Channel

History

RTL Kábel

AXN Hungary

Comedy | Paramount | MTV

Viasat Hungary

Nickelodeon | Nick Jr | TeenNick

Clear all

Selected destinations: 12

← Back
Save & Next →

Get help

# Pet korakov, dostava opravljena

3

Naložite svoj videoposnetek in počakajte na predhodno preverjanje

The screenshot displays the 'Coca Cola - Summer Campaign' interface in the Honeycomb system. The left sidebar contains navigation options: Dashboard, Campaigns, Media Library, and QC Reports. The main content area shows a progress bar with five steps: Campaign Information, Destinations, Video Upload (active), Quality Check, and Finalize. Below the progress bar, there is a row of five Fanta cans in different flavors: Purple (Berry), Orange, Red (Strawberry), Pink (Cucumber), and Orange (65p). To the right of the cans are input fields for 'Title\*' (Fanta Summer campaign 2021), 'Filmcode\*' (DAN/19/FAN/MEZ/01/21), 'Ad type' (16:9 TV ad), and 'Video length\*' (5 secs). Below these fields, there are radio buttons for 'Music Rights', with 'Written for TVC' selected and 'Individual Settings' unselected. At the bottom of the form, there are three buttons: '< Back', 'Save', and 'next >'. The bottom left corner shows 'Support', 'Máté (Super Admin)', and 'v1.0.0'. The bottom right corner has a 'Get help' button.

# Pet korakov, dostava opravljena

4

Začnite svojo QC in preverite naše podrobno poročilo

**BRISK**

Dashboard  
Campaigns  
Media Library  
QC Reports

Coca Cola - Summer Campaign

Campaign Information > Destinations > Video Upload > **4 Quality Check** > Finalize

Successful QC check

Campaign: Coca Cola - Summer Campaign  
Title: Fanta Summer campaign 2021  
Filmcode: DAN/19/FAN/MEZ/01/21

download report

< Back

**BRISK** QUALITY CHECK REPORT Report created on 2021-08-10 at 10:26:05 Filmcode: DAN/19/FAN/MEZ/01/21

### Campaign Details

Campaign Name	Advertiser	Brand	Reference	Video Thumbnail
Coca Cola Summer Campaign	The Coca Cola Company	Fanta	Fanta Summer Specials 5"	

### Task

Input File	Template	Type	Started	Completed	Status
Fanta Summer Specials -5.mxf	Custom Template (fc681ba05998d7ac)	Automation	2021-08-10 08:26:23	2021-08-10 10:26:40	✓

### File Alerts (2)

No.	Level	Type	ID	Location	Details	Begin	End
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Support  
Máté (Super Admin)  
v1.0.0

Get help

Če naletite na kakršne koli težave z naloženim videoposnetkom ali preverjanjem kakovosti, ne oklevajte in se obrnite na našo ekipo za podporo ali preprosto uporabite funkcijo klepeta BRISK.



# Pet korakov, dostava opravljena

5

Ponovno preverite vse, nato dokončajte in pošljite

**BR SK**

- Dashboard
- Campaigns
- Media Library
- QC Reports

Support  
Máté (Super Admin)  
v1.0.0

### Coca Cola - Summer Campaign

✓ Campaign Information > ✓ Destinations > ✓ Video Upload > ✓ Quality Check > 5 Finalize

**Campaign information** [Edit](#)

<b>Campaign name:</b> Coca Cola - Summer Campaign	<b>Order ID:</b> 4315	<b>Advertiser:</b> The Coca-Cola Company
<b>Brand:</b> Fanta	<b>Reference:</b> 12-222-COC_FAN_01	<b>Collaborator:</b>

**Uploaded video(s)** [Edit](#)

Five video thumbnails for Fanta cans are shown: Grape, Orange, Strawberry, Lychee, and Orange.

[Get help](#)

# Medijska knjižnica

Preverite že poslane kampanje – prenesite svoje oglase ali poročila o kontroli kakovosti

The screenshot displays the 'Media Library' interface. On the left is a dark sidebar with navigation options: Dashboard, Campaigns, Media Library (selected), and QC Reports. The main content area is titled 'Media Library' and includes a search bar and a dropdown menu for 'No selected client'. Below this, there are six video ad cards arranged in a 2x3 grid. Each card features a video thumbnail, a duration indicator in the top right corner, and a set of three buttons at the bottom: 'Download video', 'Download QC report', and 'View details'. The first card shows a 'coop' advertisement for 'UTANOZHATATI' (20s). The second card shows a 'Coca Cola - Summer Campaign' advertisement for 'Fanta' (5s). The third card shows a 'Nesquik' advertisement for 'Diet Coke - Gamer' (5s). The fourth card shows a 'Mezým' advertisement (20s). The fifth card shows an advertisement for an elderly woman (10s). The sixth card shows another advertisement for an elderly woman (10s).

# Dodatne informacije

## Dolžina video spota

Video length\*

 secs  

Vsak televizijski spot mora imeti natančno dolžino, Isto kot je bil zakupljen za vašo kampanjo.

Glede na zahtevo televizijskih postaj, sistem ne bo sprejel v kolikor dolžina ne bo točna.

## Edinstven ID

Filmcode\*

Vsak oglasni video mora imeti lastno identifikacijo.

Uporabite lahko kode filma ali kateri koli drug edinstven ID.

Primer:

Spar Meat popust 0102 0302 15 sek

oz

AAA / 22 / SPR / MDS / 01/15 (ime agencije / naročnik / akcija / različica / dolžina)

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# Dodatne informacije

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## Glasbene pravice

Vse Televizijske hiše v Sloveniji zahtevajo natančen vnos o zvočnih informacijah spota.

To pomeni, da je treba med nalaganjem za vsak videoposnetek vnesti skladatelja, tekstopisca, naslov glasbe ... itd.

Kliknite »Posamezne nastavitve« v 3. koraku vaše dostave:

<b>Music Rights</b>	<input type="radio"/> Written for TVC	<input checked="" type="radio"/> Individual Settings
Music title	Artist / Performer	
<input type="text"/>	<input type="text"/>	
Copywriter	Composer	
<input type="text"/>	<input type="text"/>	
Year of publication	Publisher	
<input type="text"/>	<input type="text"/>	

# Tehnične specifikacije

## VIDEO CODEC

Codec : XDCAM 422 or AVC Intra  
Container : .mxf or .mov  
Level : MPEG-2 (422P@HL) or AVC  
Chroma Subsample : 4:2:2  
Interlacing : Upper/Top Field First  
Frame Size : 1920x1080  
Frame Rate : 25 FPS  
Aspect Ratio : 16:9  
Audio: Codec : Integer (Little Endian)  
PCM Sample Rate : 48kHz  
Sample Size : 24bit Channels : Stereo

## VIDEO LINE UP

All Video Signals Should Comply With ITU-R  
BT.709  
Luminance (Y) -1% and 103% (ie between -7mV  
and 721mV)  
RGB video levels -5% and 105% (ie between -  
35mV and 735mV)

## AUDIO LINE UP

The loudness level of the material must be  
EBU R128-2014  
Integrated Loudness Program : -23 LUFS  
Target Level Tolerance : +/-0.5 LUFS  
Maximum True Peak : -3dBTP  
Maximum Momentary : -15 LUFS  
Maximum Short Term Momentary (3 Sec) : -  
20 LUFS  
Loudness Range : -20LU

## FILE BUILD

00:00:00:00 - 00:00:29:24 -  
Content Only, No black at start or  
end



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# Podpora

Potrebuje pomoč? Mi smo tukaj za vas:

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## Klepet

Med uporabo BRISK uporabite naš vgrajeni klepet.

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## Telefon

Pokličite nas kadarkoli, naša ekipa za podporo vam bo z veseljem pomagala.

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+386-30/735-081



## E-mail

Napišite nam svojo težavo in kmalu se vam bomo oglasili.

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[hello@brisk.digital](mailto:hello@brisk.digital)

[support@brisk.digital](mailto:support@brisk.digital)

***Honeycomb***  
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