



## Sky Advertising

# TV Commercial Material Deadlines & Approval

### 1. MATERIAL INSTRUCTIONS

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- 1.1 Sky accepts no responsibility for:
- (a) Inability to telecast/publish any Advertising due to the Advertiser's or Agency's failure to deliver the TV Commercial Material or Advertising, or any non compliance with the instructions set out this document or in Sky's Advertising Terms and Conditions; or
  - (b) Incorrect material telecast/published if instructions are not received in written form, or are received later than as specified.
- 1.2 TV Commercial Material amendments received later than specified will not be accommodated except (where practicable and at the Advertiser's cost) where there are serious legal implications for the Advertiser and/or issues which have a direct impact on the public and are beyond the Advertiser's control.
- 1.3 Late changes will not be made for modifications or enhancements to graphics and/or audio.
- 1.4 Sky will only accept TV Commercial Material for any one Advertiser that features multiple products if one fully integrated composite commercial is scheduled for each spot bought.
- 1.5 Sky will not accept the scheduling of two or more separate television commercials playing back to back when one spot has been bought. In particular, one spot cannot contain advertisements for two or more different Advertisers.

### 2. Sky NETWORK CHANNELS:

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- 2.1 TV Commercial Material and any other relevant instructions for television commercials on Sky channels must be at the Sky Advertising office at least 3 working days prior to transmission unless otherwise specified at Holiday Periods.
- 2.2 Material instructions must be sent to the following e-mail address even if another person within Sky Advertising's Department has been advised:  
Attention: Traffic  
EMAIL: [traffic@sky.co.nz](mailto:traffic@sky.co.nz)

### 3. TV COMMERCIAL MATERIAL DELIVERY

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- 3.1 TV Commercial Material and any other relevant instructions for television commercials must be provided to Sky **no later than 3 "working" days** prior to the first transmission date. This

deadline will differ in the event of public holidays.

- 3.2 All material instructions are to be emailed to your Traffic Co-ordinator: [traffic@sky.co.nz](mailto:traffic@sky.co.nz) (or to individual email address of your Traffic co-ordinator). These should be provided by product name as either:
- o A list of individual spots (including spot numbers) with the relevant key numbers beside each, or
  - o The date range the relevant key numbers should be applied to.

**At the time of providing material instructions, please advise Sky of the method of TV Commercial Material delivery (Adstream, Peach Video (IMD Cloud)) along with expected delivery date and time.**

### 4. CAB APPROVAL

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- 4.1 Sky does not telecast any television commercials that have not been approved by CAB (Commercial Approvals Bureau). If CAB has not approved your television commercial within the relevant time frame, your television commercial placement may be moved to a later transmission date.
- 4.2 For more info on CAB please visit their website [www.commercialapprovals.co.nz](http://www.commercialapprovals.co.nz) or phone (+649) 373 2907.

NB: CAB will not approve any advertisements that arrive at their office **after 4pm, Friday.**

### 5. LATE CHANGES

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- 5.1 Transmission logs are completed ahead of time. It is appreciated if Traffic and/or your Business Director can be alerted of any upcoming changes to existing key numbers, durations and late arriving instructions or material, in advance. **Please phone to confirm receipt of instructions for any changes to spots previously instructed.**
- 5.2 Late amendments to advertisements that are requested by the Advertiser/Agency will only be made at Sky's sole discretion and primarily only for legal reasons. Late amendments carry an added element of risk due to manual intervention and Sky will not accept liability for any late amendment errors.

### 6. DELIVERY OF TV COMMERCIAL MATERIAL

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- 6.1 METHODS AVAILABLE: Adstream / Peach Video (IMD Cloud)
- 6.2 TV Commercial Material must be delivered to Sky **no later than 4pm, 3 "working" days** prior to the

advertisement's first transmission date. This deadline will differ in the event of public holidays. **If material is to be delivered outside of office hours, please contact a member of our Traffic team to make special arrangements. TV Commercial Material delivered outside of our standard deadlines is at the advertisers own risk, and Sky reserves the right to reschedule or cancel any television commercial placements where the relevant TV Commercial Material is not received on time.**



7. ACCEPTED DELIVERY METHODS FOR TV COMMERCIAL MATERIAL

CHANNEL	METHOD OF DELIVERY
<p><b>Sky (Panorama Rd)</b></p> <p>SD &amp; HD: Prime Television, Sky Sport 1, Sky Sport 2, Sky Sport 3, Sky Sport 4, Sky Sport 5, Sky Sport 6, Sky Sport 7, Sky Sport 8, Sky Sport 9, Sky Sport News, Sky Movies Premiere, Sky Movies Greats, Sky Movies Extra, Sky Movies, Sky Movies Family, SKY BOX SETS, SoHo, BBC Earth, Crime + Investigation, MTV, Comedy Central, Sky 5, Vibe, E!, Sky News Australia, Cartoon Network, National Geographic, HISTORY, JONES!, JONES! too, BBC UKTV, Nickelodeon, Sky Movies Action, Universal TV, VICE</p>	<ul style="list-style-type: none"><li>• Adstream</li><li>• Peach Video (IMD Cloud)</li></ul> <p><b>Select <u>Sky</u> delivery option for ALL of these channels</b></p>

**NB: For Commercial technical specifications, please refer to commercial delivery company websites Adstream or Peach Video (IMD Cloud).**

<https://www.adstream.com/au/documentation/tv/aunz-one-delivery-specs/>

<https://www.peachvideo.com/en-gb/media-owners-broadcasters/>