



Manual

Table of Contents

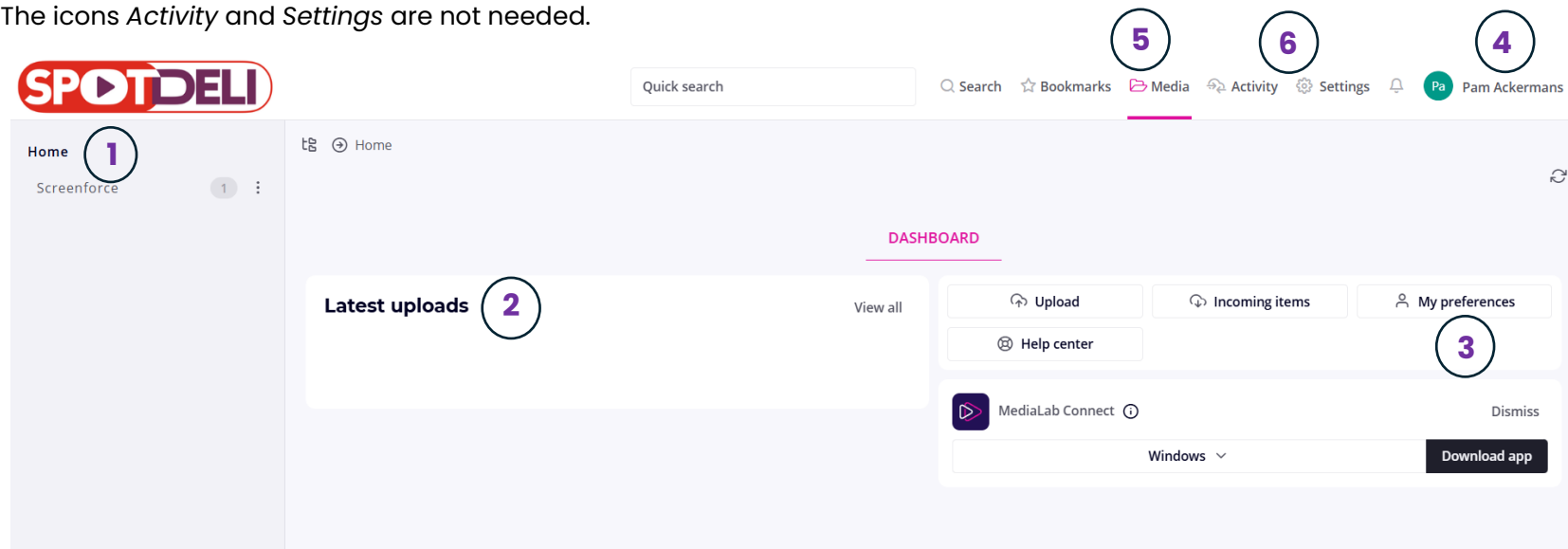
Dashboard	3
Upload	4
Metadata form	7
Upload Multiple Files Simultaneously	13
Renaming commercials	16
Forwarding commercials	17
Creating subfolders	19

SpotDeli User Guide

With SpotDeli, you can easily and quickly submit your TV commercial or billboard to Ster, Ad Alliance, and Talpa Network. In this guide, we will show you step by step how to upload your commercial.

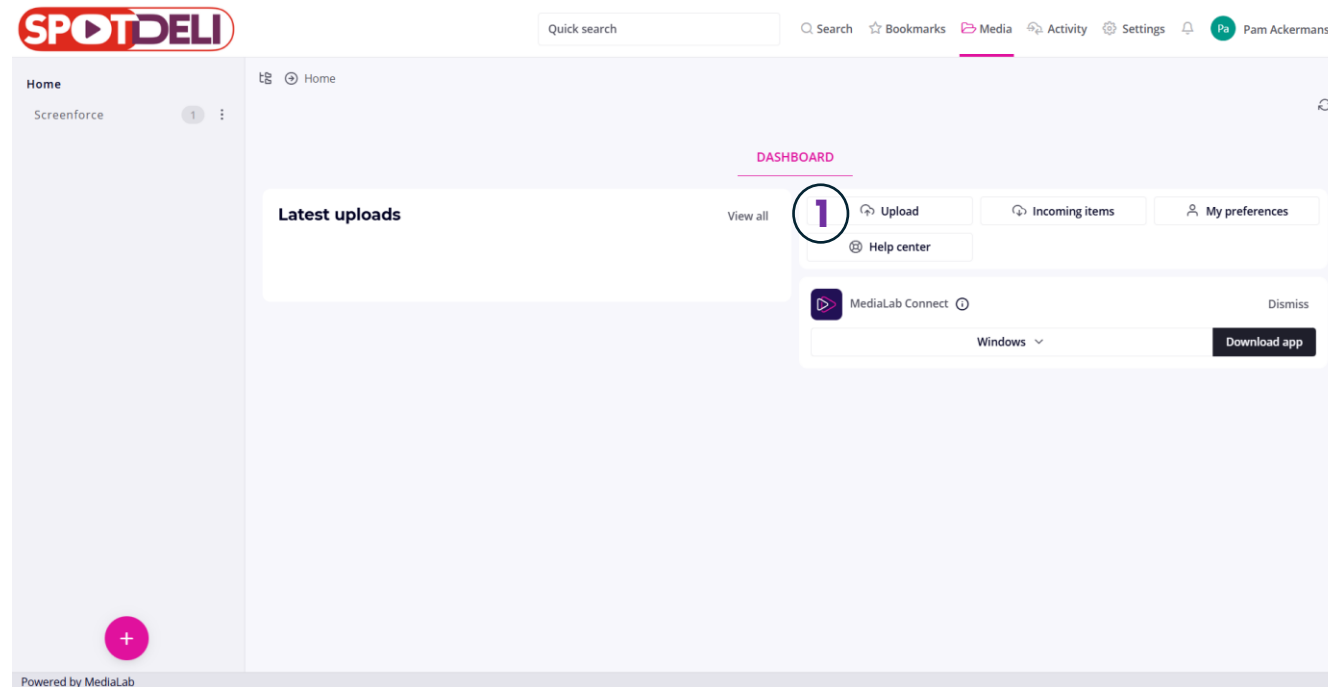
When you log in, you will immediately land on your **dashboard**, where you can:

1. On the left side, you will see the folder(s) you have access to. This is a folder named after your organization, where all commercials uploaded by you or your colleagues will be stored
2. *Latest uploads*: Here you will find the most recent commercials that have been uploaded. By clicking on *View All*, you can see all the uploaded commercials
3. *My Preferences*; Here you will find the personal settings and notifications for your account, as well as links to the help center and contact page. Another way to access this menu is by clicking on your own name (4.)
5. The *Media* folder takes you to your organization's folder, where you can view your media files/commercials.
6. The icons *Activity* and *Settings* are not needed.

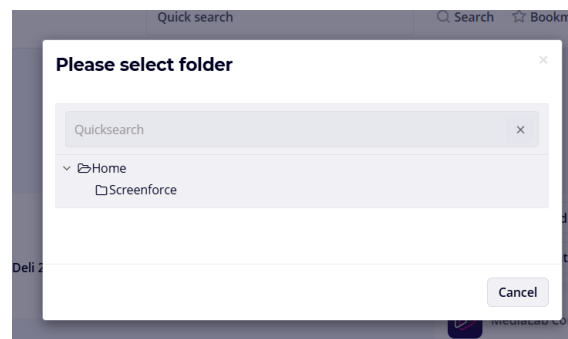


Uploading

To upload a commercial, go to *Upload* (1.)



Once you click on it, a pop-up will appear where you can choose the folder where the commercial should be placed. This will be your organization's folder.



You will then be directed to the screen where you can add your file from your file explorer via *My Device* (1.) Alternatively, you can drag your file directly into the screen. (2.)

SPOTDELI

Quick search

Search Bookmarks Media Activity Settings Pam Ackermans

Uploading to: Screenforce

Quicksearch x

Screenforce

2

Drop files here, [browse files](#), [browse folders](#) or import from:

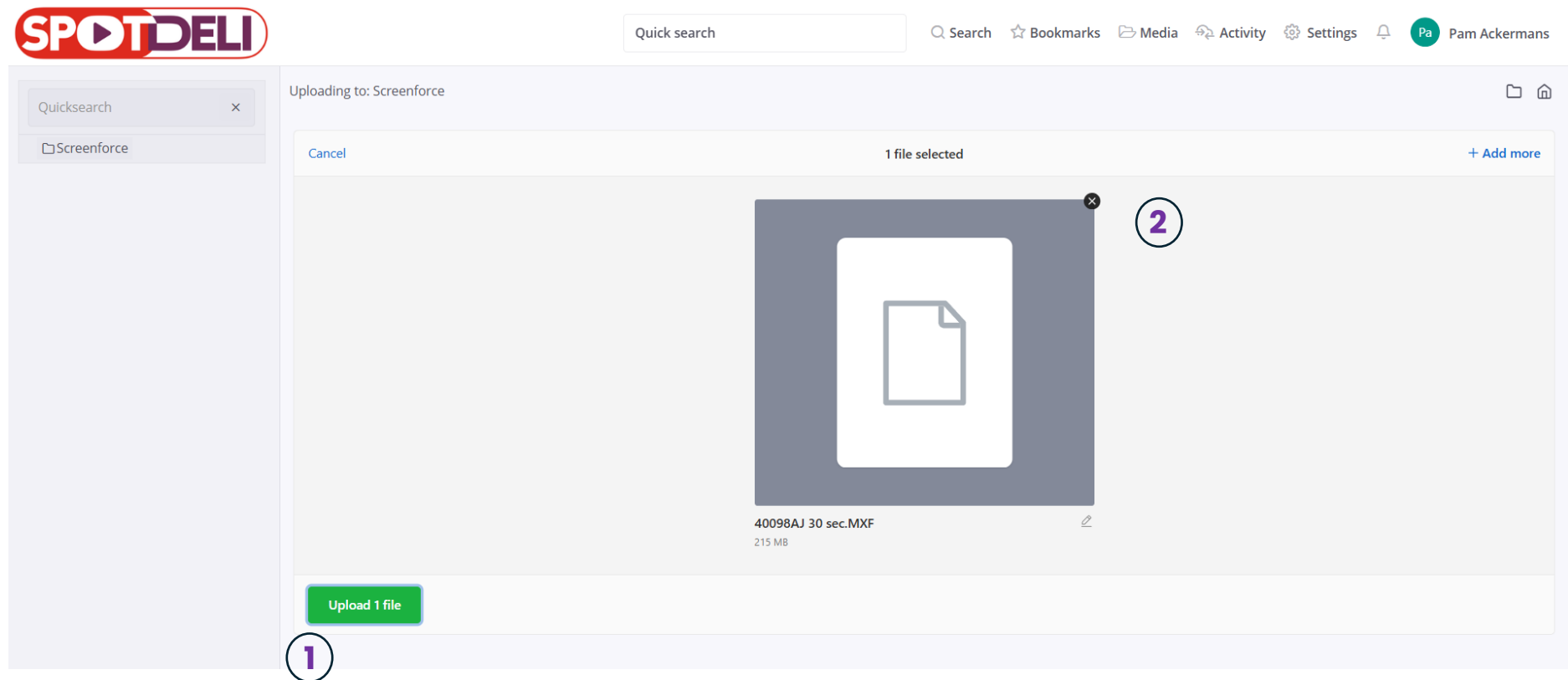
1 My Device Audio Screencast Camera

+

Powered by MediaLab

Once you have selected or dragged your MXF file, you will see the file on the screen. If this is the file you want to upload, click the green *Upload File* button (1.).

If you want to upload a different file, click the current file away by clicking the cross (2.)



Next, you will be directed to the form where you need to fill in the information (**Metadata**) about the commercial. This will generate the so-called XML file, which will be delivered along with the video to the broadcasters. The fields are:

- *Title (filename)**
It will automatically take the filename.
- *Description*
Here you can optionally provide a description of the commercial.
- *Commercial title**
The title of the commercial.
- *Commercial type**
Is it a regular commercial, billboard, or promo?
- *Version*
You need to fill in this field when submitting a new version of a previously delivered commercial.
- *Exchange*
Turn on the toggle here to indicate that the commercial is replacing another.
- *Tag-on*
Turn on the toggle here if the commercial is a tag-on.
- *Advertiser**
For which advertiser is the commercial?
- *Broadcaster**
Here, you select in the dropdown menu by clicking on the name of the broadcasters where the commercial should be delivered.
- *Commercial length**
Enter the length of the commercial here.
- *Production company*
Which production company made the commercial?
- *Multi Channel Audio*
Select 'Yes' if your commercial contains a surround mix.
- *Low Loudness*
Select 'Yes' if intentional use of audio at a low level is made.
- *Comments*
Here you can add comments when necessary.

*These fields are required.

Meta information

There are required metadata fields that need to be filled in before the files will be visible.

File information

Title: 40098AJ 30 sec.MXF

Description:

Reference:

Metadata

Commercial title: *

Commercial type: Commercial *

Version: *

The first version of the commercial is (version) 1. Adjust the version number for a new version of a previously delivered commercial.

Exchange:

This commercial replaces another.

Tag-on:

This commercial is a tag-on.

Advertiser: *

Broadcaster: None selected

Commercial length: *

Production company:

Multi channel audio: Nee *

If the commercial contains a surround-mix, please select 'Yes'.

Low Loudness: Nee *

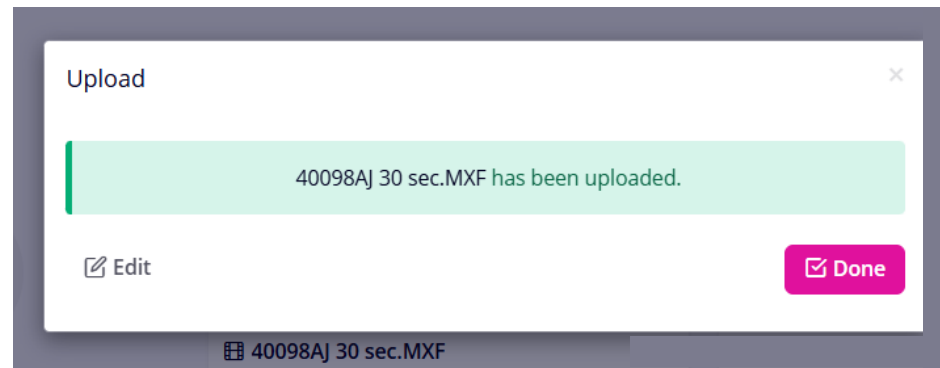
If chosen for low level loudness, select 'Yes' so that the ingest process will accept material with a lower loudness value than the normalized -23 LUFS loudness level.

Comments:

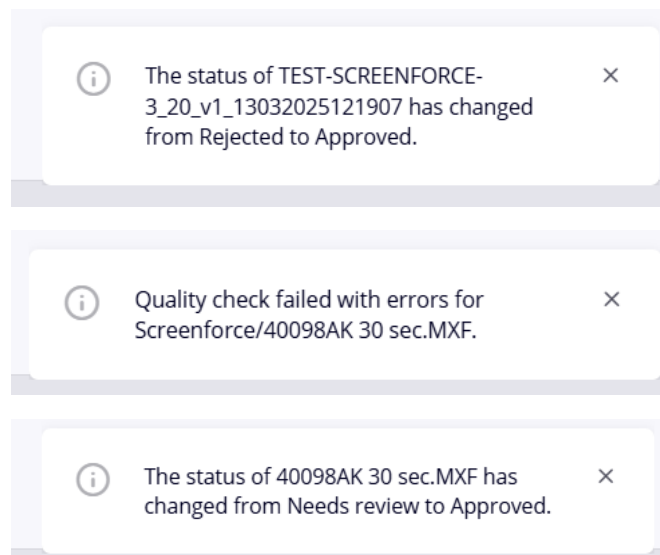
Save

Once you have filled in all the fields, click Save.

Next, a pop-up will appear in the middle of your screen indicating whether the commercial has been uploaded.

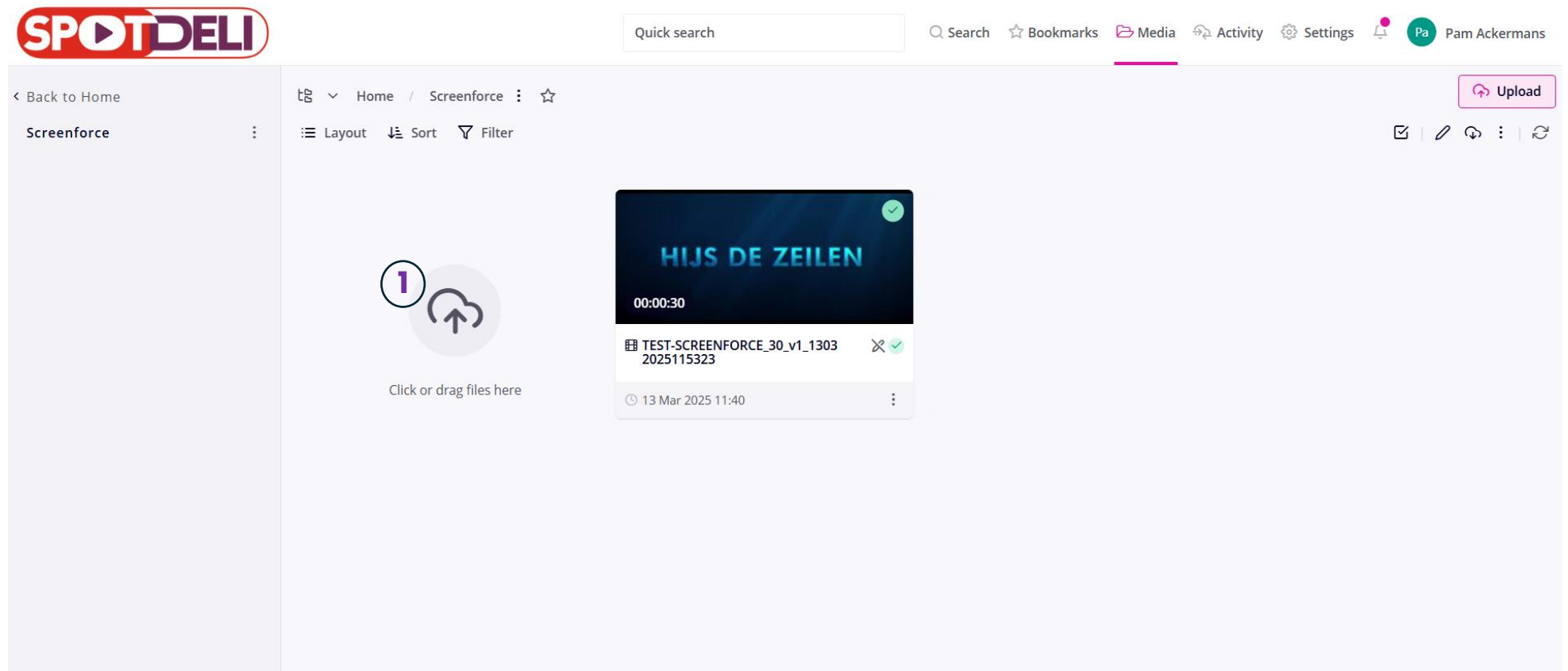


Then, you will immediately see pop-ups in the bottom right of the screen indicating whether the commercial has been approved or not. Below, you will see the message if there is an issue with the file or the metadata you entered in the form. Later in the guide, you will find instructions on what to do if you receive such an error message.

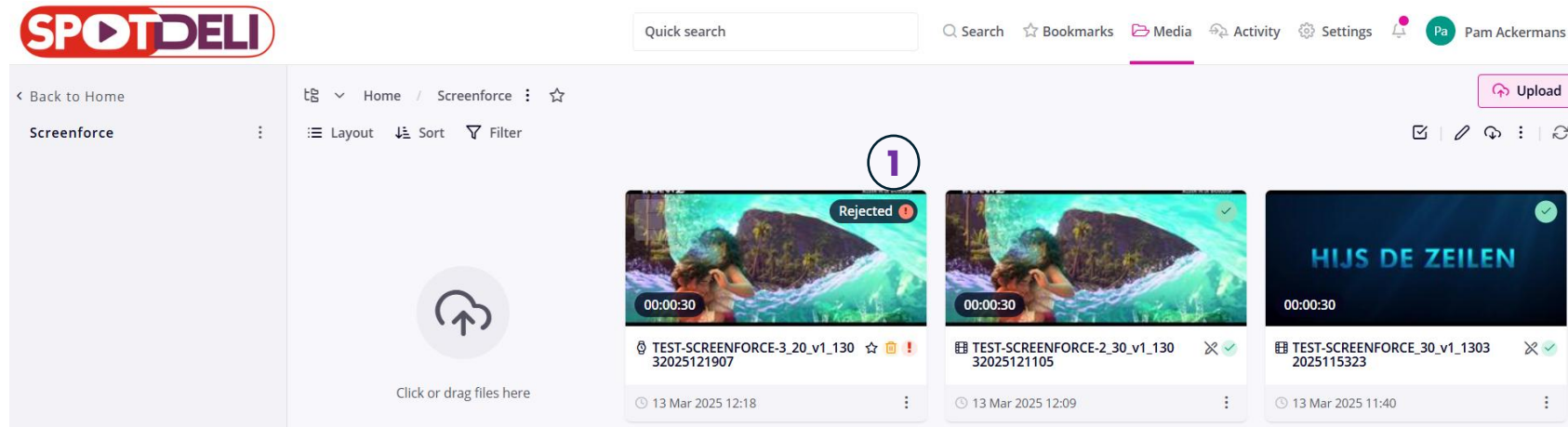


The next screen, after closing the pop-up, is this one. You are now in your organization's folder where all the files are stored.

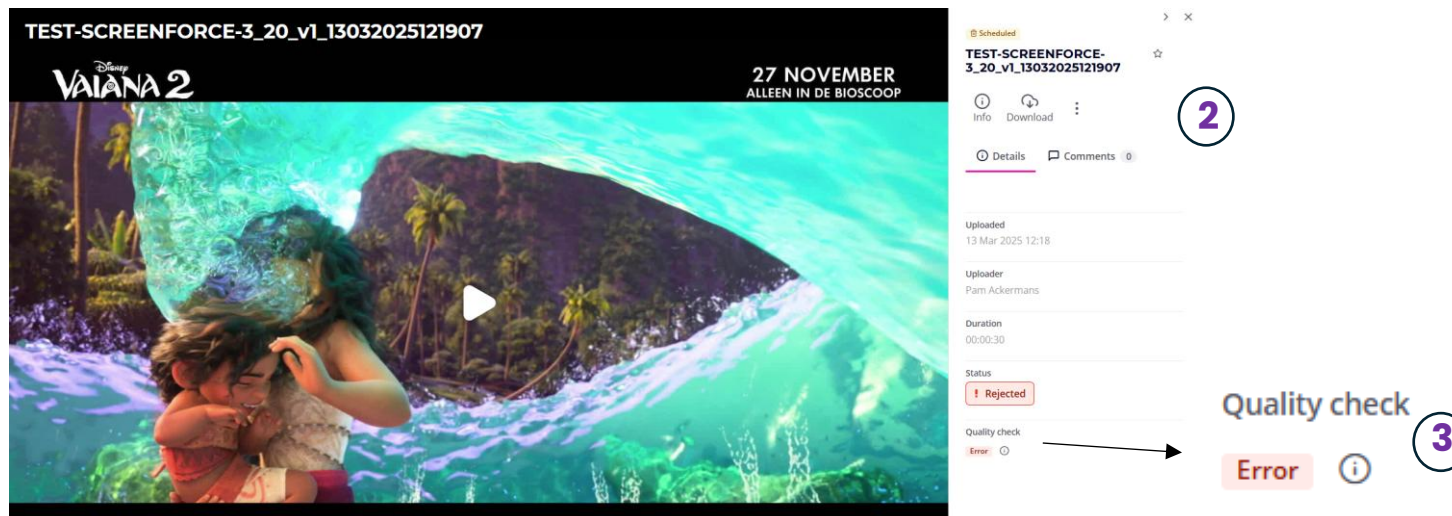
Here, you can also upload new files by opening them in the file explorer or dragging them in (1.).



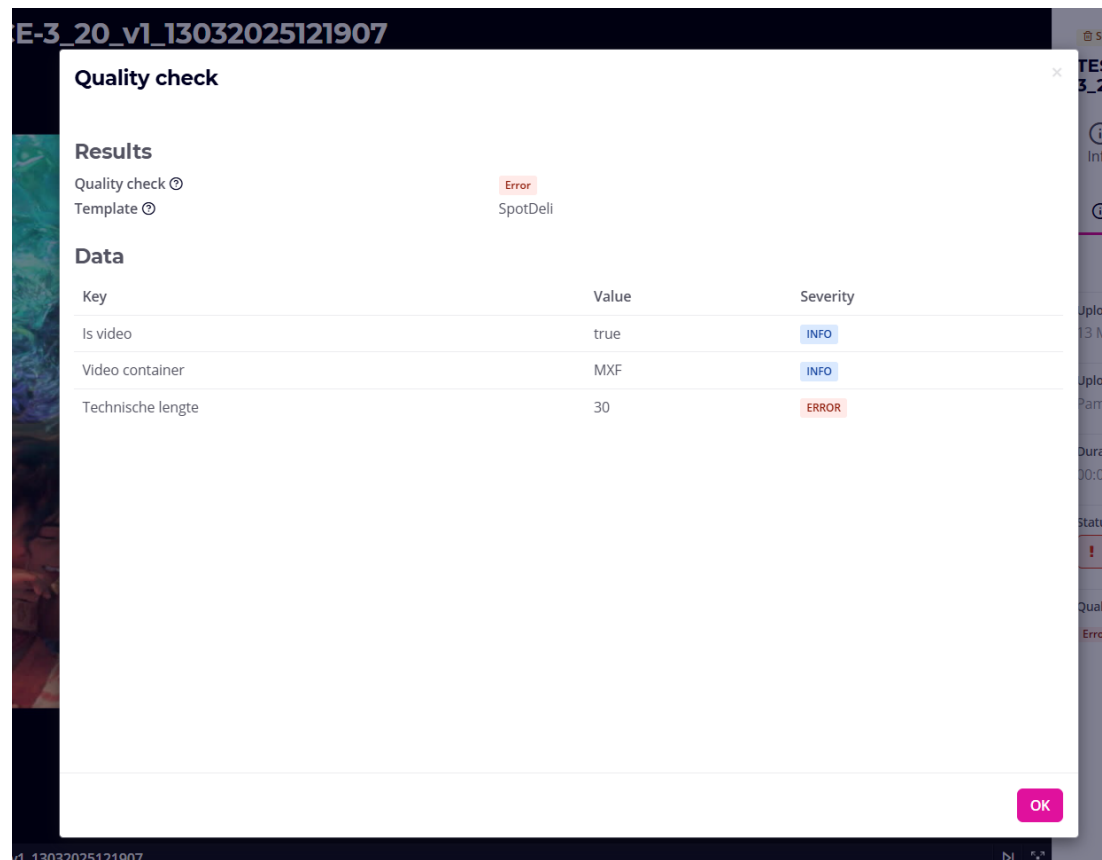
Below, you can see that the right commercial has been rejected (1.). By clicking on the commercial, you will enter the screen with all the information (2.).



By clicking on the exclamation mark next to Error (3), you will enter the report and see what the issue is.



You will enter this screen and see what is wrong. In this case, it's the entered duration that is incorrect; the length of the commercial is 30 seconds, but 35 seconds was entered.

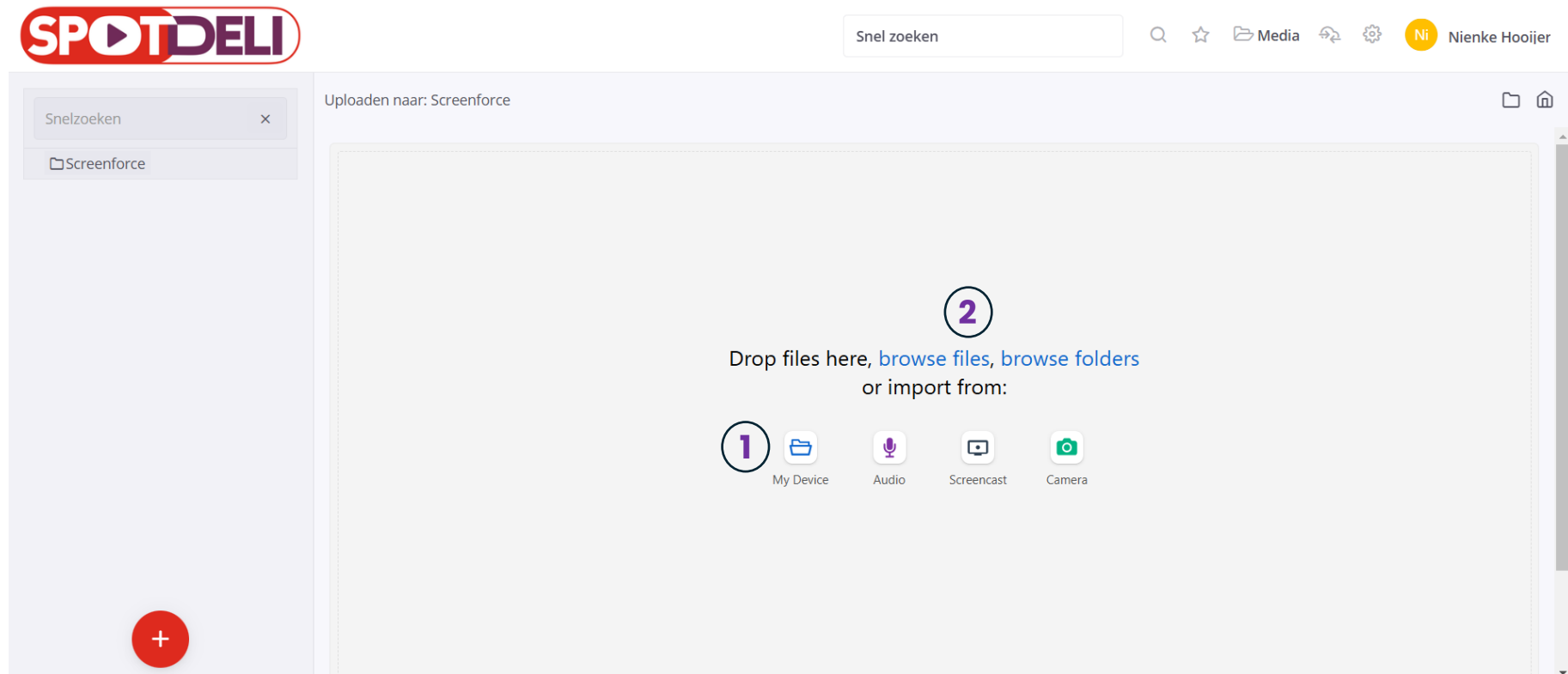


In this case, you re-upload the commercial and indicate in the Version field of the metadata form that it is a second or third version.

Uploading Multiple Files Simultaneously

It is also possible to upload multiple commercials/billboards at once and copy data from the Metadata Form, so you don't have to fill in everything multiple times.

In the screen where you add files, you can select multiple files from your file explorer via *My Device* (1). Alternatively, you can drag and drop multiple files directly from your file explorer into the screen (2).



You will then enter the screen where you can see the commercials and select *Upload files* (1).

The screenshot shows the SPOTDELI web interface. At the top, there is a search bar with the text "Snel zoeken" and navigation links for "Zoeken", "Bladwijzers", "Media", "Activiteit", "Instellingen", and a user profile for "Nienke Hooijer". On the left, a sidebar shows a search filter for "Snel zoeken" and a list of folders under "Screenforce": "2024-11", "2024-12", "2025-01", and "2025-03". The main area is titled "Uploaden naar: Screenforce" and displays "3 files selected". Three file thumbnails are shown, each with a document icon and a close button (X):

- 40098AJ 30 sec.MXF (215 MB)
- 40098AK 30 sec.MXF (214 MB)
- 41282AD 30 sec.MXF (250 MB)

At the bottom of the file selection area, there is a green button labeled "Upload 3 files" with a circled number "1" next to it, indicating the step to be followed. A "+ Add more" link is also visible in the top right of the file selection area.

You will then enter the Metadata Information screen, where you can see the different files listed on the left side (1). The file highlighted in pink/red is the one currently selected, and its form can be filled in. You can easily switch between files.

When you click the 'copy icon' (2) on the right side of the field, the information from that field will automatically be copied to the corresponding fields of the other commercials.

Meta information

40098AK 30 sec.MXF
41282AD 30 sec.MXF
41838AR 20 sec.MXF

File information

Title:
40098AK 30 sec.MXF *

Description:

Reference:

Metadata

Commercial title:
*
Use the same title as the filename as much as possible, without additional information such as version, exchange, or length. In case of billboards, use 'was' or 'is' in the title in combination with the program title

Commercial type:
Commercial *

Version:
*

Save

Renaming commercials

It may happen that you accidentally copy the name of a commercial when submitting multiple commercials (see previous page), or that you assign an incorrect name to a commercial during upload.

Once a commercial has been approved by SpotDeli (indicated by the green check mark), it is no longer possible to change the name within SpotDeli. In this case, you should contact your account manager at the broadcaster(s) to which the commercial has been delivered (Ster, Ad Alliance and/or Talpa Media). They can then adjust the name in their own system.

Re-uploading the same commercial with the correct name is not effective. Since the commercial has already been approved, SpotDeli (the quality control) will reject it as a non-unique file.

Forwarding Commercials

It may happen that, at a later stage, an existing commercial needs to be delivered to another broadcaster. This can occur when additional channels (from another broadcaster) are added to the campaign afterwards.

You can forward a commercial that has already been uploaded to SpotDeli to a new broadcaster. To do this, go to the relevant commercial, click on the three dots (1), and select *Edit* (2).

The screenshot displays the SpotDeli interface for a commercial titled "TEST_15_SPOTDELI_1_20250" with file name "120155501.mxf". The interface includes a top navigation bar with icons for Info, Download, Share, Push, and a three-dot menu (1). A dropdown menu is open, showing options: Edit (2), Move, Copy, Edit thumbnail, Transcode, Quality check, Embed, Get link, Enable read-only, and Unlock file. Below the menu, the commercial's status is "Approved", and the quality check result is "Pass". The duration is "00:00:15" and the uploader is "Mick Jasp".

You will then enter the screen where you can edit the metadata. Under *Broadcaster*, you can select the broadcaster to whom you want to forward the commercial. Keep the previously selected broadcaster checked as well.

Note: Only change the broadcaster field in this Metadata Form. Do not change any other fields!

Finally, click *Save* and your commercial will be forwarded to the broadcaster you have selected.

Edit

Tag-on:
This commercial is a tag-on.

Advertiser: TEST_SPOTDELI & Screenforce *

Broadcaster: Ad Alliance ▾

Commercial length: *

Production company: Select all
 Ster

Multi channel audio: Ad Alliance ▾ *
 Talpa

Low Loudness: Nee ▾ *
If chosen for low level loudness, select 'Yes' so that the ingest process will accept material with a lower loudness value than the normalized -23 LUFS loudness level.

Comments: TEST_SPOTDELI & Screenforce

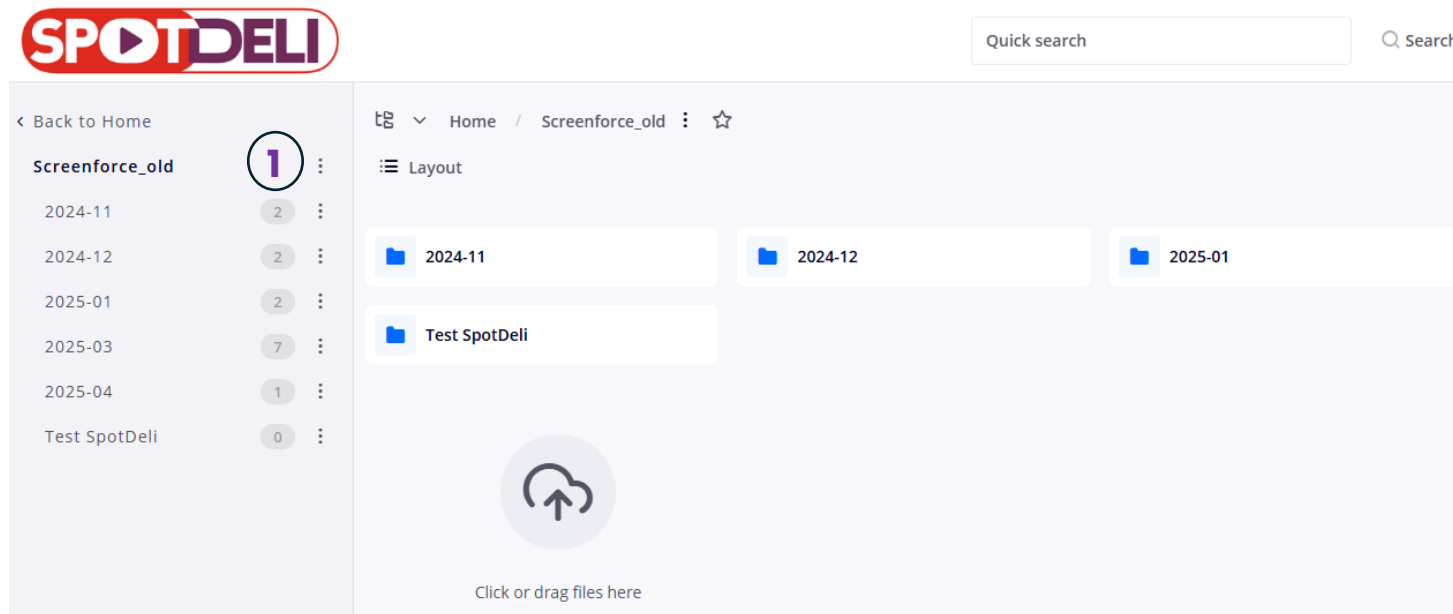
Cancel Save

SpotDeli prevents duplicate uploads using **file hashing** — a technique that blocks recognized commercials. This helps avoid errors with broadcasters and NMO registration. You will receive an error message if you attempt to upload a commercial that has already been delivered. To deliver a commercial to another broadcaster, use the *Forwarding* function (see above).

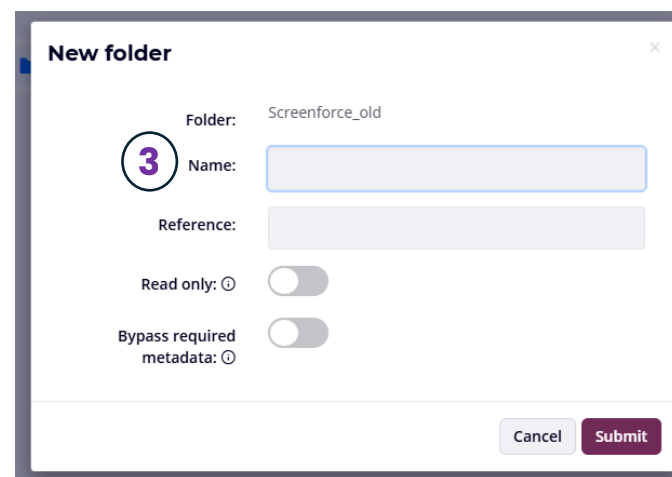
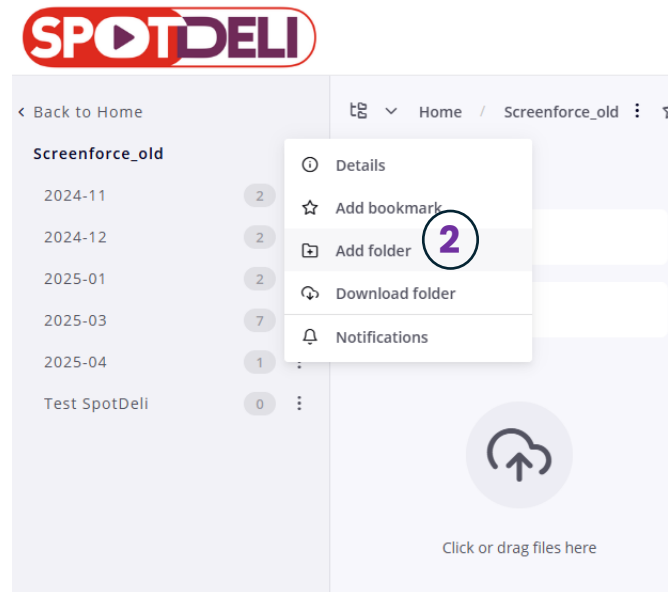
Creating Subfolders

To keep your folder — where your commercials are stored — better organized, you can create subfolders. SpotDeli automatically creates a new folder each month to store your commercials. However, you may prefer to organize them differently — for example, by campaign, brand, or user. This can be done by creating a subfolder.

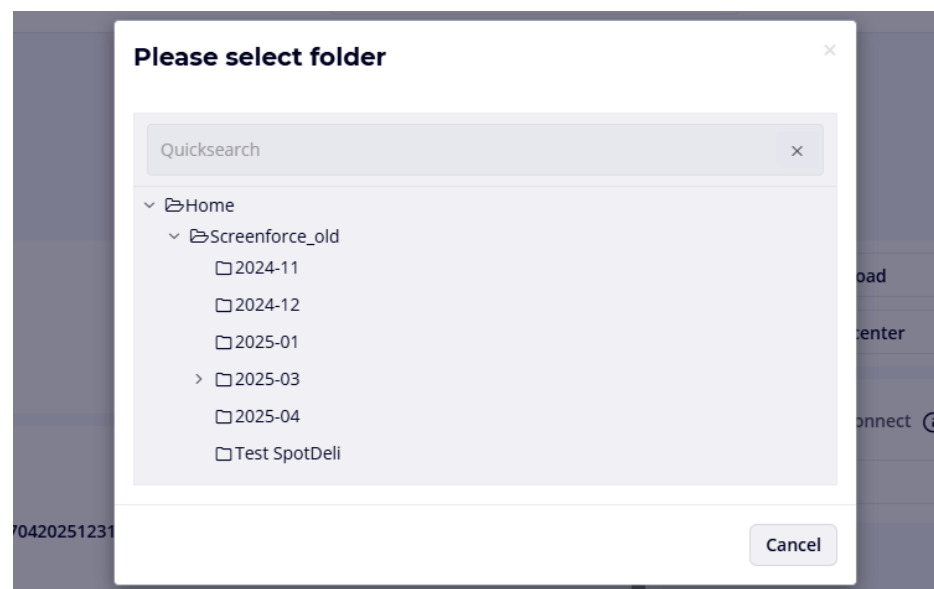
How do you do this? Click on the three vertical dots next to the main folder (1.)



Select *Add Folder* (2) and give your folder a name (3).



When you upload a new commercial, you can choose to place it in the newly created folder.



Important!

- You **cannot move old commercials to (new) folders**. Adding a commercial to a new folder only applies to newly uploaded commercials. If you need to move a previously uploaded commercial to a new folder, email us at: info@screenforce.nl and we'll take care of it for you.
- This new feature is **not enabled by default for 'existing users'**. Would you like to create subfolders but don't see this option? Please send an email to info@screenforce.nl so we can assign you the correct permissions.

If you still have any questions about using SpotDeli after reading this manual, feel free to email us at: info@screenforce.nl