

Before you begin...

Visit the NCM AdSpecs website: <http://adspecs.ncm.com>, then select the links under the “Regional” section.

1. **Review the NCM Spec Sheets** and test your file via the **NCM Spec Check Utility** in order to verify that your ad meets NCM Specifications.
2. **Gather Information:** You **MUST** have the following information available before you attempt the upload.
 - **Your Info:** Client / Agency Name, Ad/Spot Name and Description
 - **NCM Info:** Job #, Contract #, Account Director Name

Recommendations for Success:

1. **Disable your Firewall(s).** You may need to contact your IT dept.
2. **Test your upload speed via www.SpeedTest.net** or similar site. (An upload speed of > 5Mbps is recommended).
3. **Upload your file(s) one or two business-days prior to your deadline.** *The delivery deadline day is the BUSIEST day for uploads which will result in longer upload times. NCM is not responsible for long upload times.*
4. **Follow the DigiDelivery Instructions EXACTLY.** (see page 2)
5. **Refer to the Troubleshooting page** if you experience problems. (see page 3)

IDEAL specs for DigiDelivery:

		MAC OS X <i>via Apple FinalCut</i>	Windows OS <i>via Adobe Premier Pro or similar</i>
File Setup	File Type	.mov	
	Frame Size	1280 x 720	
	Frame Rate	59.94	
	Format (Codec)	Apple ProRes 422 HQ	Animation / Uncompressed
	Audio Format	Integer (Little Endian)	
	Audio Channels	2 (LT/RT)	

For DigiDelivery system requirements, visit: http://www.asperasoft.com/en/products/digidelivery_11/digidelivery_11
 For more information about ALL acceptable file formats, visit: <http://adspecs.ncm.com>

Estimated Upload Times:

File Size	----- Upload Speed -----				
	T1 1.5 Mbps	T2 6.3 Mbps	E-net 10 Mbps	T3 45 Mbps	Fast E-net 100 Mbps
500 MB	46 min	11 min	7 min	1.5 min	45 sec
1 GB	1hr 30min	22 min	14 min	3 min	1.5 min
2.5 GB	3hr 48min	55 min	34 min	7.5 min	3.5 min
5 GB	7hr 35min	1hr 48min	1hr 8min	15 min	7 min

Installation & Upload Instructions: see page 2

Troubleshooting: see page 3

Download & Install the DigiDelivery Client software:

- Visit: <http://www.asperasoft.com/downloads/digi-client> and select the proper Operating System option.
- Select the “**Direct Download**” link, then “**Run**” and follow the remaining DigiDelivery setup instructions.

Upload your file:

1. Launch the DigiDelivery software and click the “**New Delivery**” button...

2. Choose your file to upload:
 - a. Enter the “**Name**” of your ad...
 - b. Click the “**Add File or Folder**” button...
 - c. Select your file and click the “**Choose**” button...
 - d. Click the “**Next**” button.

You are able to upload only 1 file at a time.



3. Enter Server Account information (must be typed, all lower case, no spaces)
 - a. Host: **digidelivery.ncm.com**
 - b. Username: **Account Director's first-name initial then last name**
 - c. Password: **digidelivery**
 - d. Click the “**Next**” button.

*You **MUST** know the name and correct spelling of the Account Director*



4. Add Recipients
 - a. Click on the “**Accounts**” button, and select “**Digital Delivery**”
 - b. Click the “**Next**” button.

IMPORTANT: DO NOT uncheck the box next to “**Include Encryption Key in Email**”!!!

5. Enter “**Message**” information

REQUIRED for ALL uploads to ensure fast and accurate processing of your ad

 - **Your Info:** Client / Agency Name, Ad/Spot Name and Description
 - **NCM Info:** Job #, Contract #, Account Director Name

6. Click the “**Send**” button. *You will be alerted when the delivery is complete and sent successfully.*

Troubleshooting: see page 3



1. Is DigiDelivery the best solution for you?

MAYBE.... To effectively upload a file via DigiDelivery, you must have:

- Installed the DigiDelivery “Client” software
- NCM DigiDelivery instructions
- NCM Spec Sheet for Externally Produced Ads
- A high-speed internet connection. (An upload speed of > 5Mbps is recommended).
- Ability for a sender to disable firewall(s) on their system/network. You may need to contact your IT dept.

2. Missing information which adversely affects a DigiDelivery upload:

- Be sure your **Host Name, Username & Password** match the DigiDelivery instructions EXACTLY.
- **DO NOT** un-check the “**Include Encryption Key in Email**” as noted on “Step 4” or NCM will not be able to retrieve your file(s) once delivered.

3. If your upload has “Timed-Out” or is taking a VERY long time to upload:

There are a variety of factors that may contribute to upload problems but often have to do with your upload speed or active firewalls. Follow these steps:

1. STOP the DigiDelivery process.
2. Test your upload speed via www.speedtest.net or similar site.
 - **If your upload speed is > 5Mbps:** Make sure your firewalls are disabled then try to upload your file again.
 - **If your upload speed is < 5Mbps:** Your upload may take a long time... NCM recommends shipping your ad.
3. If you attempt several file uploads with no improvement, other issues may be causing your upload to fail or “time-out”. **SHIP your ad to NCM.** (See *shipping info* below).

4. Can I deliver my ad via FTP Site?

NO. FTP Sites or links to download a file via FTP sites are NOT supported delivery solutions.

5. Can I ship my ad instead?

YES. You may ship your media via **NEXT DAY AIR** to:

National Cinemedia
ATTN: Regional Production
9110 East Nichols Avenue, Suite 200
Centennial, CO 80112-3405

**Be sure to CLEARLY label your media with the following information:*

- **Your Info:** Client / Agency Name, Ad/Spot Name and Description
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Need More Information?

- Visit the NCM AdSpecs website: <http://adspecs.ncm.com>, then select the links under the “Regional” section.
- Call the NCM AdSpec Hotline: **(800) 828-2828**, option 7

In order to effectively address your issue, be prepared to provide the following information:

- **Your Info:** Client / Agency Name, Ad/Spot Name and Description
- **NCM Info:** Job #, Contract #, Account Director Name
- **The nature of your issue**