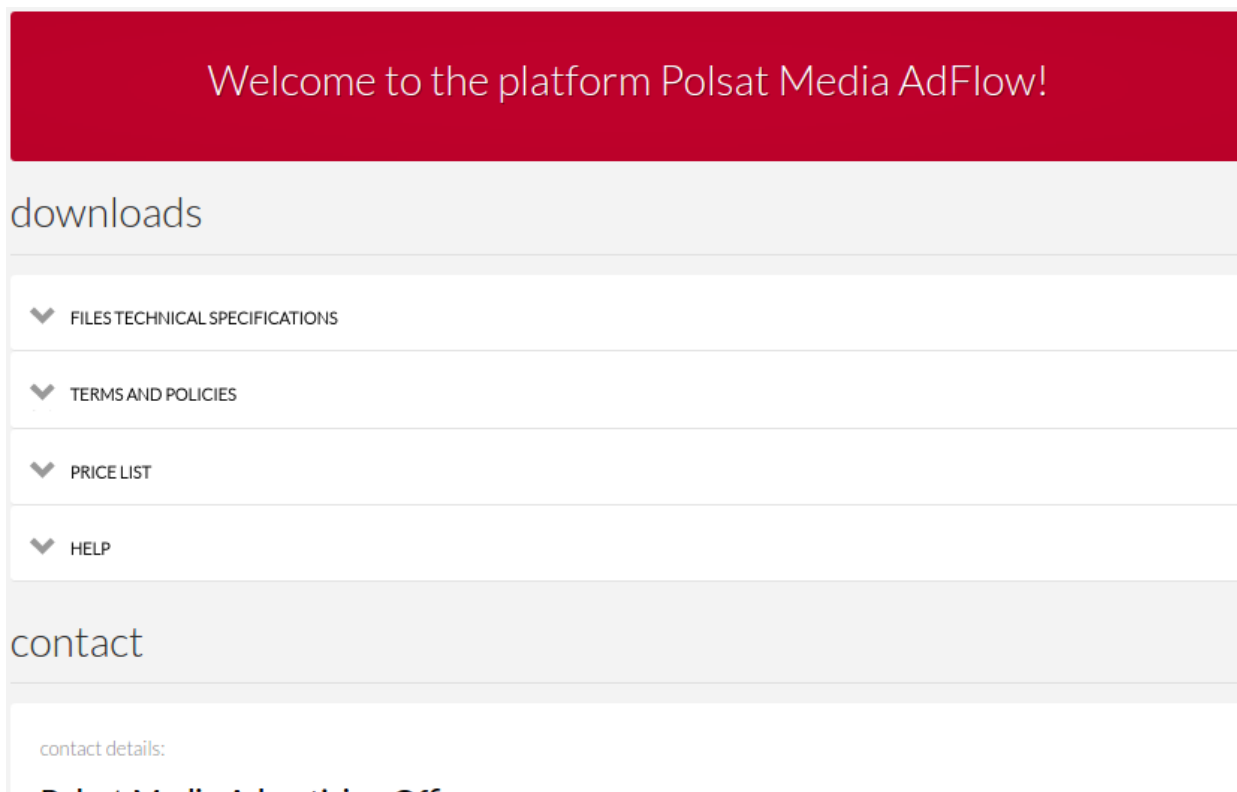


This document is a manual for Polsat Media AdFlow, web-based platform that allows user to transfer video advertising to the Advertising Office of Polsat Media. This manual is intended for users who have a platform account with permission of the owner (the main company account), and employee of the company (account created by the company owner).

1.Home page

After logging into the system it displays the Welcome page, divided into two sections: "**download**" and "**contact**".



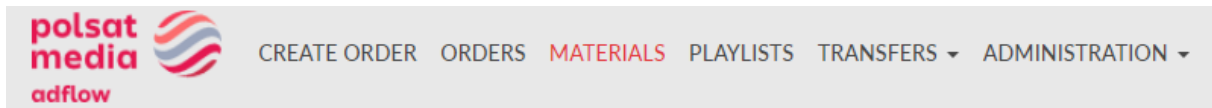
In "**downloads**" section user can download or display in the browser window following documents:

1. Files technical Specifications – includes technical requirements, that must be met by files transmitted through the platform.
2. Terms and policies – documents, every user of the platform is supposed to get acquainted with
3. Price list – contains information concerning fees to pay for transmission of files through the platform.
4. Help - contains platform operation manual and FAQ – a list of frequently asked questions asked by platform users and answers thereto.

In the "**contact**" section contact details of the platform owner (Polsat Media Advertising Office) can be found.

At the top of the page, on the navigation bar, are following tabs:

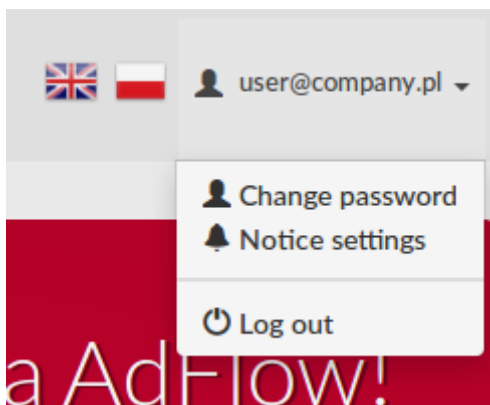
1. Create order
2. Orders
3. Materials
4. Transfers
5. Administration (visible to company owner, invisible to company user account)



A detailed description of the tabs can be found further in the document .

1.1. Change password

The user currently logged in the platform has the possibility to change the password at any time. The password modification option is available on the navigation bar, at the top right corner, in the menu with the username:



To change the password, user must enter his/her current password.

1.2. Notice settings

In the same menu as the one with the password change, setting of notices that user will receive to his/her e-mail address is possible. User can by him/herself enable or disable notice send for specified events:

The notice concerning e-invoice share is only visible for the user who has the company owner account.

All notices are enabled by default.

notice settings

- E-invoice share (if consent given)
- Successful file transfer by an external user
- Warnings related to approaching time of removal and actual removal of unpaid order
- Warnings related to approaching time of removal and actual removal of unpaid file
- Order payment acceptance
- Material status change
- Material has been rejected by the operator
- Material rejected during technical auto quality check
- Material rejected by AV application

UPDATE NOTICES

2. Creating orders

In order to send advertising materials to Advertising Office an order should be created at the platform in which files will be sent. Several materials can be sent by a single order. Every order of material emission must have correctly filled data (general and file certificate) and must be paid so its execution can go underway.

CREATE NEW ORDER

Order name:

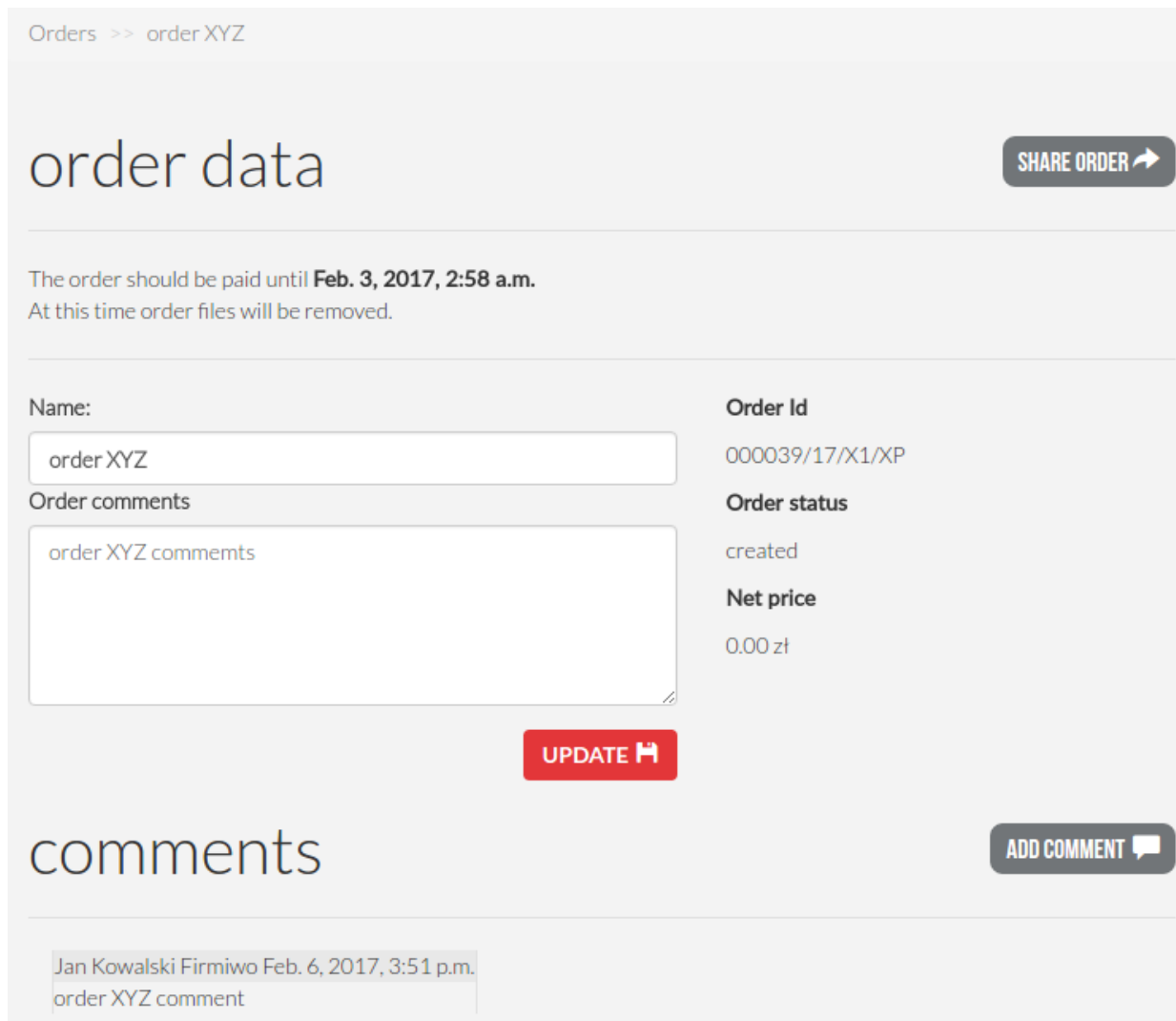
CREATE

CANCEL

2.1. Create Order


To create a new order option "Create order" must be selected. Entering Order name only is enough to create an order, remaining data is filled at the further stage.

After name is entered and button "Create" is clicked a page with the order view will be displayed. If there is a need - order comments can be added or order name modified.



Orders >> order XYZ

order data

SHARE ORDER 

The order should be paid until **Feb. 3, 2017, 2:58 a.m.**
At this time order files will be removed.


Name:
order XYZ

Order comments
order XYZ comments


Order Id
000039/17/X1/XP

Order status
created

Net price
0.00 zł

UPDATE 

comments

ADD COMMENT 

Jan Kowalski Firmiwo Feb. 6, 2017, 3:51 p.m.
order XYZ comment

The user has also possibility to comment the order by adding entry in the "add comment" field. The added comment is displayed together with the information on its add date and on the user who did the entry.

Order should be filled with data and paid during first 12 hours after its creation. In case of not paying fees on time, the order will be automatically removed including the files related to it. Recovery of files that have been removed from the platform is not possible in any way.

2.2. Adding materials to orders

2.2.1. Adding files by logged-in users

Adding material to an order takes place using the button visible in the bottom right corner of the order view. After the button is clicked a window will appear enabling the user to upload files.

One of the three options should be selected, which is related to the intended use of the emission of the loaded material. There are two destinations to choose from:

- TV + Online
- Online

Then select the type of the spot and the file to be uploaded. It is also necessary to accept the statement that the posted material complies with the requirements of the Polsat Media AdFlow service regulations

UPLOAD NEW FILE

Purpose of the material

Material type*

I declare, that the uploaded material complies with the requirements specified by [the regulations of internet platform Polsat Media AdFlow.](#)*

Nie wybrano pliku

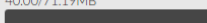

list of chosen files:

no files

creator

After the files are chosen, list of current transfer is visible on the order page. Running transfers can be paused, resumed(if were paused before) or canceled at any time.

files [send link authorising file upload](#)


File name	Progress	ETA	Actions
HD.mxf	40.00/71.19MB 	1s	<input type="button" value="CANCEL"/> <input type="button" value="RESUME"/>
HD_TEST2.mxf	212.00/214.48MB 	0s	<input type="button" value="CANCEL"/> <input type="button" value="PAUSE"/>

Full list of transfers is available in separate tab - "Transfers" available in the menu

2.2.2. Adding files by link authorizing file upload

The system enables adding file to orders by a person who does not have an account in the system by using function "send link authorising file upload" .

SEND LINK AUTHORISING FILE UPLOAD

 Enables external user to upload one material to order

External user email address:

Purpose of the material

Material type

[SHARE](#) [CANCEL](#)

To send the link, logged-in user after clicking [send link authorising file upload](#) must enter the email address of an external person who will upload the file, select purpose of material and material type. E-mail message will be sent to e-mail address entered. It will contain a link enabling upload of the material. The external user enters the name of the product, title and chooses the file to upload.

order XYZ

SEND FILE [TECHNICAL SPECIFICATIONS](#)

Product*

Title*

[Choose File](#) No file chosen

[SEND](#)

After the material is uploaded, the platform user who ordered this action will receive email notification, that the file has been added and he can process to filling details concerning materials. Until the material is uploaded by an external person, in the view of the order the file was uploaded to, near the file material was enabled to upload to, status "awaiting file" will be visible.

2.3. Filling material's details

Detailed data of every material attached to order must be filled. Details of a material may be filled only by users who are logged in the platform (company owner or company user). Correctness of filled data is necessary to execute an order. Filling the data of each material is possible after clicking the link "Fill the data" placed under thumbnail of each file uploaded.



Flowers_in_park.mov

Status: initial quality check - accepted

[Fill the data](#)

DELETE 

SHARE 

DOWNLOAD 

Data to fill:

- general information,
- certificate,

Filling of the data is possible by manual information entry or by the use of the function "Import data" located in the top right corner of the page.

general information

IMPORT DATA 


SHARE 

DOWNLOAD 

Product*

Title*


Principal

Email notification

Description /fields of operation, territory/:

Keywords



To import data from another material, the user must select the source material from the drop-down list and confirm the choice by clicking the "Import data" button.

This function enables the user to copy the general information data and the data from the file certificate of a material.

2.3.1. General information

In the general information section information concerning the product and the title must be filled (fields marked by (*) are mandatory)

The user may also fill:

- principal data, by selecting or adding new principal by the button 
- e-mail address, to which notice of file upload will be delivered,
- description containing information on material's fields of operation,
- keywords, by selecting them from the drop-down list or adding new using the button 


2.3.2 Certificate

It is necessary to fill the data concerning the material uploaded and the material track related to it if such exists.

2.3.3. Key frame selection

In the tab "key frames" a user can choose material's key frame out of frames generated by the system.

2.4. Order summary and payment



After filling every possible detailed data of materials related to the order, button located in right bottom corner of the order view must be clicked.

The platform will redirect the user to the order summary page, where information concerning amount of the charge is located. To complete the process of order send, one of two available methods of payment should be selected: "pay" or "pay by automatic payment"

2.4.1. Single payment - pay

After clicking the "pay" button redirection to payment operator page takes place, where the process of payment should be finished according to further guidelines. The tool enables the execution of payment by transfer within the Bank or by the credit card. After logging in to online banking – data required for payment execution will be filled automatically. In case of credit card payment following credit card data should be given:

- First name,
- Last name,
- Card number,
- Expiry date ,
- CVV Code.

After receiving positive status of payment, the order will change its status to "registered".

2.4.2. Automatic payment

It is a payment which is executed, without the need of entering card data every time. To be able to use automatic payments user when executing payments by this method for the first time must accept terms and conditions of automatic payments, i.e. mark the field placed near the payment button:

I have read and accept terms and conditions of automatic payments

BACK

PAY


Regulations of automatic payments terms of service can be found in "platform terms of service" placed at the footer of the platform and at the homepage of the platform in the section "downloads".


After clicking the "automatic payment" button for the first time user is redirected to the payment operator page, where payment card details should be submitted, which will be saved by the system. This makes following payments possible to be executed without necessity to fill card details every time.

On the first payment, following payment card data must be submitted:

- First name,
- Last name,
- Card No.,
- Date of expiry ,
- CVV code.

After receiving positive status, the order will change its status in the system to "registered".

Next automatic payments are executed without need of submitting card data every time. Clicking the button  is enough to execute the payment.

To disable automatic payments go to company data ("Administration" tab in the navigation bar) and press the button  in the right-bottom corner of the page.

Only Company Owner can disable automatic payments.

3.Orders

After entering the page "Orders" user has access to all orders created by company workers. A search engine is available on the order list as well as filtering orders according to specified parameters.

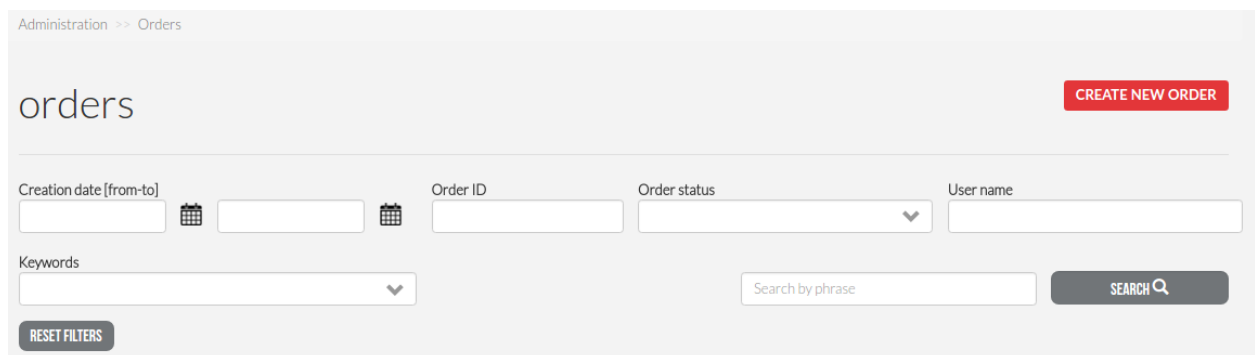
3.1. Creating new orders

User when on order list can create a new order by pressing the button "Creating new order". In case of selecting this option the user should proceed in accordance with the guidelines from article 2 – "Create order".

3.2. Filtering

User can search or filter orders by selected parameters:

- date of creation – exact date or time interval can be selected,
- Order ID ,
- order status – User can choose one or more available statuses:
- create, deleted, ordered, paid, registered,
- user,
- keywords - selection of one or few words defined during describing orders,
- search by phrase.



The screenshot shows a web interface for managing orders. At the top left, it says 'Administration >> Orders'. The main heading is 'orders' with a red 'CREATE NEW ORDER' button on the right. Below the heading are several search and filter fields: 'Creation date [from-to]' with two date pickers, 'Order ID' with a text input, 'Order status' with a dropdown menu, and 'User name' with a text input. There is also a 'Keywords' dropdown and a 'Search by phrase' text input with a 'SEARCH' button. A 'RESET FILTERS' button is located at the bottom left of the search area.

3.3. Sorting

3.3.1. Default

The order list by default sorted by date of order creation, from the most recent to the oldest.

3.3.2. According to selected criteria

User may sort orders on the list by following parameters:

- Order ID,
- User,
- Name,
- Date of creation,
- Status,
- Net price.

3.4. Details of orders and materials

User can display details of an order and materials assigned to it when on the list of orders, by clicking ID or name of an order.

3.4.1. Order data

The page allows to get familiar with general data of an order

3.4.2. Order share

User has the possibility to share the order, so the external person can view it. After clicking the "Share order" button a window appears where an email address must be put to which the public link will be sent to. Link will be valid for 3 days and will be visible for that period in the order data, with the option to stop sharing.

SHARE ORDER

 Enables external individual to view order for 3 days

External individual email address:

Multiple e-mail addresses should be separated by spaces or put in separate lines

SHARE

CANCEL

3.4.3. Order history

In the order history, actions related to changes in orders are visible like creation, edition, order status changes and sent materials.

3.4.4. Files

At the bottom of the page thumbnails of sent files are placed. User can check its details, check actual state of materials, download files or share them to an external user.

Files with the 'automatically removed' status have disabled view. They can't be shared or downloaded.

4. Materials

After entering "Materials" tab user has access to history of all files that have been sent.





4.1. Filtering


User has the possibility to search or filter materials according to selected parameters:




- date of creation – exact date or time interval can be selected,
- Material ID,
- material status – user can select one or more available statuses:
 - awaiting verification,
 - registered,
 - awaiting file,
 - error,
 - paused,
 - deleted,
 - AV check - rejected,
 - initial quality check - accepted,
 - initial quality check - rejected,
 - auto quality check,
 - auto quality check - rejected,
 - rejected.
- format – User may select one of the following:
 - HD,
 - SD,
- product,
- principal – one or more should be selected from saved principals,
- user,
- keywords - one or more previously set words to choose from,
- search by phrase.

Administration >> Materials

materials

Creation date [from-to]   Material ID Material state  Format 

Product Principal  User

Keywords  Search by phrase  

4.2. CSV Export

User has the possibility of exporting the whole or previously filtered material list to CSV file.

4.3. Sorting

4.3.1. Default

Materials are by default sorted by the date of file upload i.e. from latest to the oldest.

4.3.2. By any parameters

User may sort files on the material list by parameters:

- order no,
- material ID,
- product,
- title,
- principal,
- status,
- duration,
- date of creation.

4.4. Material details

User may go to material details from the list by clicking the link in Material ID column or in the product column. User can inspect basic information on the material and the file and has the possibility to view material, download original file (HR) or low resolution file (LR), share the file with an external person, to view file certificate, technical data and keyframes.

4.4.1. Material share

SHARE FILE

 Enables external individual to view order for 3 days

External individual email address:

Multiple e-mail addresses should be separated by spaces or put in separate lines

SHARE

CANCEL

User can make the material available to person from outside the system. After the "Share" button is clicked, a window will appear, where he should enter e-mail address, to which public link will be sent. Link will be valid for 3 days.

5. Transfers

5.1. Current transfers

User has the possibility to view current files upload progress.

5.2. Transfer history

Enables the user to view transfer history.

5.2.1. Filtering





User has the possibility to search or filter transfers according to selected parameters:

- users,
- filename,
- order name
- status - one or more available statuses can be selected:
 - pending,
 - sending,
 - error,
 - paused,
 - deleted,
 - finished,
- start date – exact date or time interval can be selected,
- finish date - exact date or time interval can be selected.

Transfers >> Transfer history

transfer history

User File name Order name Status

Start date[from-to]   Finish date [from-to]  

5.2.2. Sorting

5.2.2.1. Default

Materials are by default sorted by the date of file upload i.e. from latest to the oldest.

5.2.2.2. By any parameters

User may sort files on the transfer history page by parameters:

- material ID,
- user,
- order,
- filename,
- total size,
- started,
- finished,
- status.

6. Administration

User has the possibility to manage company data, user accounts, principals and keywords in the menu "Administration". This tab is visible only to users with Company Owner permissions.

6.1. Company data

6.1.1. Modifying data

User can in any way modify the data of the user (owner), company and the invoice data, if different than company data. To save the entered data button "Update data" must be clicked.

6.1.2. Consent to electronic invoices

User can give consent or resign from sending invoices electronically.

6.1.3. Disable automatic payments.

User may disable the automatic payments option, if has before expressed consent for such payments.

6.2. User accounts

The owner of the company has insight to the list of every user of his company.

6.2.1. Creating user accounts

Company owner has the possibility of creating new user accounts. After the button "Create new account" is clicked, page "User data" with fillable fields is displayed. After clicking "Create user" button, to e-mail address of a new user will be sent a message confirming, that the account has been created with all information necessary to log onto the platform.

Administration >> User accounts >> User data

User data

First name*	Email address*
<input type="text"/>	<input type="text"/>
Last name*	Phone number*
<input type="text"/>	<input type="text"/>
Password*	
<input type="text"/>	
Confirm password*	
<input type="text"/>	

6.2.2. Filtering

Company owner has the possibility to search or filter users according to selected parameters:

- e-mail,
- date of creation – exact date or time interval can be selected,
- name.

6.2.3. CSV Export

User has the possibility of exporting the whole or previously filtered user list to CSV file.

6.2.4. Sorting

6.2.4.1. Default

User list is by default sorted alphabetically by the e-mail column

6.2.4.2. By any parameters

User may sort accounts on the list by parameters:

- e-mail,
- name,
- date of creation.

6.2.5. User account management

Company owner can freely manage the user accounts. On the list in column "Actions" are two buttons:

- edit – user can edit employee data,
- block /unblock – company owner may block certain user account or unblock it if blocked before




6.3. Clients

A client is a company ordering delivery of emission materials from the Platform User. The company owner has the insight in the list of all his clients.

6.3.1. Creating clients

User can create a new client by clicking the "Add" button. After "Create new client" window pops up, the name of the client must be entered, client's e-mail address given and "Add client" clicked.

A screenshot of a "CREATE NEW CLIENT" form. The form has a title "CREATE NEW CLIENT" at the top. Below the title are two input fields: "Client:" and "E-mail:". At the bottom right of the form are two buttons: a red "ADD CLIENT" button and a gray "CANCEL" button.

6.3.2 Sorting

6.3.2.1 Default

Clients list is by default sorted alphabetically from A to Z.

6.2.4.2. By an parameters

User may sort accounts on the list by parameters:

- client,
- e-mail.

6.3.3. Clients management

User can freely manage the clients. On the list in the column "Actions" are two buttons:

- edit – user can edit client data,
- delete – client can be deleted only if it is not assigned to a material, otherwise a window with information about delete error will pop up.

6.4. Keywords

User has access to all of the keywords.

6.4.1. Adding keywords

After clicking "Add" button a window "Create new keyword" pops up, where in empty field desired word should be entered and button "Add keyword" clicked.

CREATE NEW KEYWORD

Keyword:

ADD KEYWORD

CANCEL

6.4.2. Keyword management

Keywords are displayed in alphabetical order i.e from A to Z by default. User may freely manage the keywords. On the list in the column "Actions" are two buttons:

- edit – user can edit keyword,
- delete – a keyword can be deleted