



# Digitální doručovací nástroj a Správa mediálních zařízení

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Přípravný materiál



The screenshot shows the BRISK dashboard. On the left is a dark sidebar with navigation items: Dashboard, Campaigns, Media Library, QC Reports, Support, and a user profile for Mátě (Super Admin). The main content area has a 'Welcome!' section with a 'Let me walk you through!' message and a 'New Campaign' button. Below is a 'Latest Campaigns' table with five rows of campaign data.

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**

**Složité úkoly,  
jednoduchý  
pracovní postup.  
BRISK.**

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# Rychlé doručení médií na způsob BRISK...

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## Kompletní řešení

- Snadno použitelná platforma pro agentury a produkční domy
- Vhodný Traffic nástroj pro Vysílače

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## Skvělá kontrola kvality

- Nejvyšší úroveň kontroly kvality a překódování
- Podrobné zprávy o kontrole kvality a potvrzení o doručení

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## Správa zařízení a Knihovna médií

- Lineární TV nebo online obsah? Žádný problém!
- Řešení správy zařízení pro celý trh

# Tak začněme

## Vytvořte novou kampaň - Hlavní menu

Novou kampaň můžete vytvořit  
kliknutím na tlačítko na úvodní  
obrazovce.

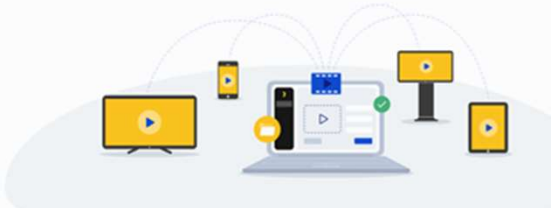
Pokud již máte Návrh kampaně,  
vyberte ji ze seznamu níže.

**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/Z1/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>

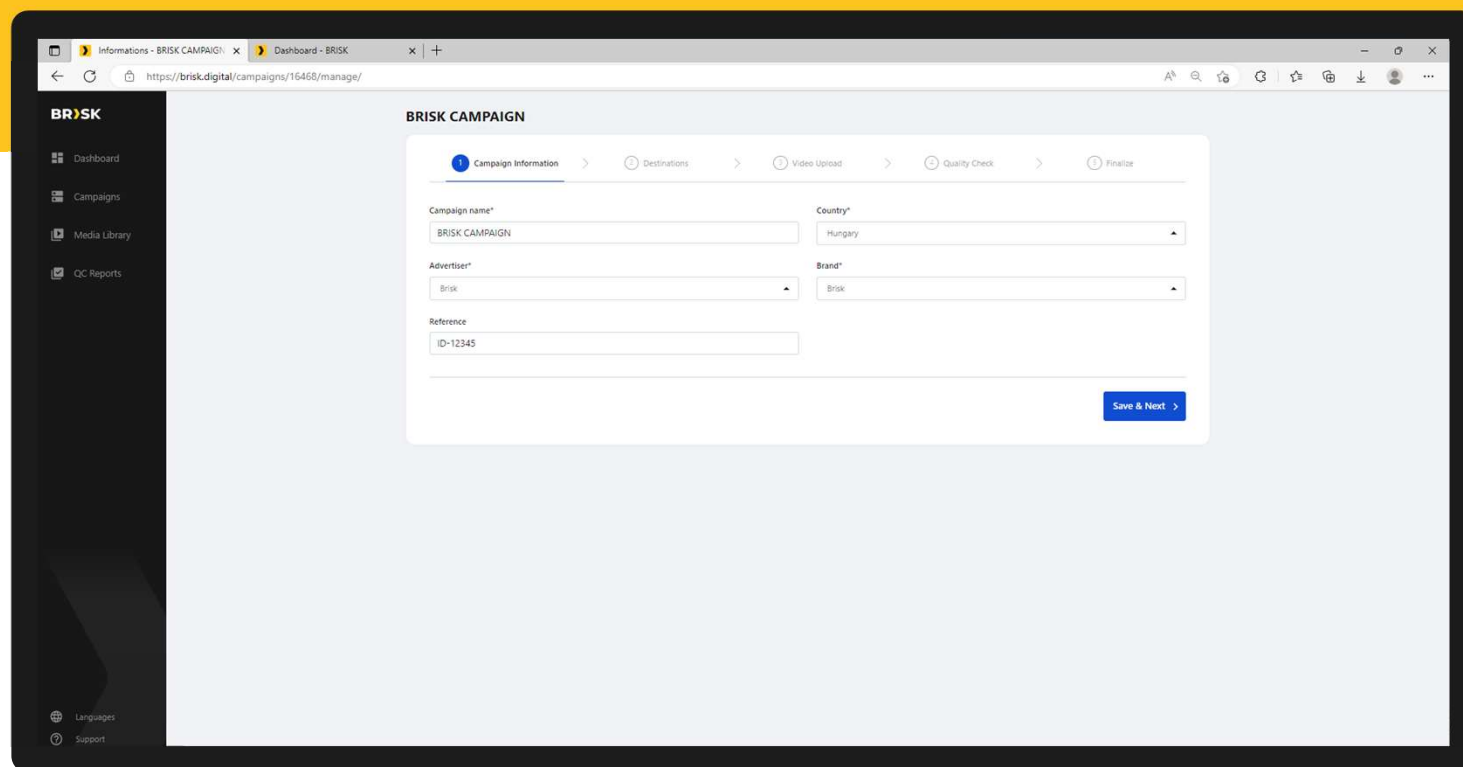
[Get help](#)

# 5 snadných kroků...

1

Zadejte údaje o kampani,  
nebo vyberte z předchozích  
záznamů

Všechny záznamy o kampaních a  
inzerentech zůstávají v účtu. Stačí  
použít naše metody předvyplnění a  
pokaždé načtete svá data zpět.



The screenshot displays the BRISK Campaign Management interface. The browser address bar shows the URL <https://brisk.digital/campaigns/16468/manage/>. The interface features a dark sidebar on the left with the BRISK logo and navigation options: Dashboard, Campaigns, Media Library, and QC Reports. At the bottom of the sidebar are links for Languages and Support. The main content area is titled 'BRISK CAMPAIGN' and contains a progress bar with five steps: Campaign Information (active), Destinations, Video Upload, Quality Check, and Finalize. Below the progress bar is a form with the following fields:

- Campaign name\***: Text input containing 'BRISK CAMPAIGN'
- Country\***: Dropdown menu showing 'Hungary'
- Advertiser\***: Dropdown menu showing 'Brisk'
- Brand\***: Dropdown menu showing 'Brisk'
- Reference**: Text input containing 'ID-12345'

A blue 'Save & Next >' button is located at the bottom right of the form.

2

Vyberte si své destinace nebo použijte naše přednastavení

Uložte si své destinace s použitím naší přednastavené funkce nebo individuálně vyberte, kam má váš soubor jít.

The screenshot displays the BRISK CAMPAIGN web interface. The left sidebar contains navigation links: Dashboard, Campaigns, Media Library, and QC Reports. The main content area is titled 'BRISK CAMPAIGN' and features a progress bar with five steps: Campaign Information, Destinations (current step), Video Upload, Quality Check, and Finalize. Below the progress bar, the 'Select TV channels' section includes a search bar with the text 'TV2 - Full, ATAdults csomag' and a dropdown menu showing '2' items. A grid of channel buttons is visible, including TV2, Super TV2, M2, M4 Sport, M5, Duna, ATV, ATV Spirit, Direkt ATV, Discovery ID, TLC, Eurosport 1, Film4, Story4, and Galaxy4. Below this grid is a 'Selected destinations' section with a grid of destination buttons, including ATV | ATV Spirit, Discovery Hungary, Eurosport Hungary, Viasat History, Story TV, Arena4, HirtV, MTVA, Life Network | Ozone Network, Sláger TV, Dikh TV, Travel Channel, TV2 R1, TV2 R2, TV2 R3, TV2 R4, National Geographic | National Geographic Wild, Viasat Explore, and Match4. At the bottom right of the main content area, it says 'Selected destinations: 19'. The interface also includes a 'Back' button and a 'Save & Next' button. The bottom right corner of the interface shows the user's name 'Csévegés'.

3

Nahrajte své video a počkejte na  
předběžnou kontrolu

Kliknutím na individuální nastavení  
můžete přidat informace o vašich  
individuálních hudebních právech pro  
vysílatele.

The screenshot displays the 'BRISK CAMPAIGN' video upload interface. The browser address bar shows the URL: <https://brisk.digital/campaigns/16468/manage/video-upload>. The interface features a dark sidebar on the left with navigation options: Dashboard, Campaigns, Media Library, and QC Reports. The main content area is titled 'BRISK CAMPAIGN' and includes a progress bar with steps: Campaign Information, Destinations, Video Upload (active), Quality Check, and Finalize. The 'Video Upload' form contains the following fields: 'Title\*' (Video Title), 'Filmcode\*' (BR/22/BR/ABC/01/05), 'Ad type' (16:9 TV ad), and 'Video length\*' (5 SECS). A video preview window shows the BRISK logo and 'DIGITAL MEDIA SERVICES'. Below the form, the 'Music Rights' section has radio buttons for 'Written for TVC' (selected) and 'Individual Settings'. At the bottom, there are 'Back', 'Discard', 'Save', and 'next' buttons. The footer includes 'Languages', 'Support', 'Gábor (Super Admin)', 'v1.7.5', and a 'Csevegés' button.

4

Spustíte svou kontrolu kvality a podívejte se na naši podrobnou zprávu

Po kontrole kvality si můžete stáhnout podrobnou zprávu z nabídky Zprávy kontroly kvality.

**BRISK CAMPAIGN**

Campaign: BRISK CAMPAIGN  
Title: Video Title  
Filmcode: BRI/22/BRI/ABC/01/05

Download Report

Successful QC check

Back

**BRISK** QUALITY CHECK REPORT

Report created on 2022-12-09 at 16:59:49

Filmcode: BRI/22/BRI/ABC/01/05

### Campaign Details

Campaign Name	Advertiser	Brand	Reference	Video Thumbnail
BRISK Campaign	Brisk	Brisk	ID-12345	

### Task

Input File	Type	Started	Completed	Status
BRISK_testvid_1_1.mxf	Automation	2022-12-09 16:57:26	2022-12-09 16:59:49	✓

### File Alerts (2)

No.	Level	Type	ID	Location	Details	Begin	End
1	Info	Audio Loudness Info	1001	StAudio	Measured value (integrated loudness) across stream duration: -22.97 LKFS/LUFS. It was within 0.50 LKFS/LUFS of required value: -23.00 LKFS/LUFS.		
2	Info	Peak Audio Level Info	1022	StAudio	Measured value (peak level) across stream duration: -12.7 dB. It was below tested value: -1.0 dB.	00:00:00:11	00:00:00:11

Čevegés



# ...dodávka dokončena!

5

Spustíte svou kontrolu kvality a podívejte se na naši podrobnou zprávu

Každá kampaň zůstává v našem systému bez ohledu na to, zda již byla odeslána, nebo zda je stále v režimu návrhu.

The screenshot displays the BRISK Campaign Management Dashboard. The main content area is titled 'BRISK CAMPAIGN' and shows a progress bar with five steps: Campaign Information, Destinations, Video Upload, Quality Check, and Finalize. The 'Finalize' step is currently active. Below the progress bar, there are two sections: 'Campaign information' and 'Uploaded videos'. The 'Campaign information' section contains a table with the following data:

Campaign information		
Campaign name: BRISK CAMPAIGN	Order ID: 16468	Advertiser: Brisk
Brand: Brisk	Reference: ID-12345	Collaborator
Status: Draft	Country: Hungary	

The 'Uploaded videos' section contains a video player with the BRISK logo and 'DIGITAL MEDIA SERVICES' text. Below the video player, there is a table with the following data:

Uploaded videos		
Title: Video Title	Filmcode: BR/22/BR/ABC/01/05	Duration: 5 sec
Title	Artist / Performer	Copywriter

The dashboard also features a sidebar with navigation options: Dashboard, Campaigns, Media Library, and QC Reports. At the bottom left, there are links for Languages, Support, and a user profile for Gábor (Super Admin). At the bottom right, there is a 'Cseregés' button.

# Technická specifikace

## 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  
GOP : M=3, N=12 (XDCAM) / N=1 (AVC)

## 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 : -1dBTP  
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

Potřebujete pomoc? Jsme tu pro vás:

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## Chat

Při použití BRISK používejte  
naš vestavěný chat.

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## Telefon

Zavolejte nám kdykoli, náš tým  
podpory vám rád pomůže.

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**+36 20 417 93 27**



## E-mail

Napište nám svůj problém a  
my se vám brzy ozveme.

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**hello@brisk.digital**

# BR>SK

DIGITAL MEDIA SERVICES

BRISK DIGITAL GROUP

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