



October 2021

NBC Sports has been given your name as our initial contact for the 2022 Winter Olympic Games, February 2nd-20th, 2022. The following pages outline our commercial integration procedures. Please forward this information to the appropriate agency contacts.

Traffic Instructions for Olympic Coverage on the NBC Broadcast Network

****NBCU will require that ALL Olympics Advertisers register and utilize Ad-ID for Broadcast AND Cable****



Contact Information:

- Clients should contact Ad-ID customer service at cs@ad-id.org for immediate assistance with onboarding, process, and pricing
- Ad-ID and NBCUniversal will provide support and documentation in the onboarding process.

Traffic instructions for units airing on the NBC Broadcast Network during the 2022 Winter Olympic Games must be emailed to NBC Sports – nbcnetworksportscommercialinstructions@nbcuni.com

Traffic instructions must include the following:

- Agency name/traffic contact/phone #
- Air date and event
- Client name/**Ad-ID code**/product/brand
- Title/length of commercial
- Revision # (if applicable)

*There should be no other instructions on the traffic. All event positioning requests, order of air, etc. should be placed through your Ad Sales contact. In addition, Sales Operations will not be responsible for executing any direction given on traffic regarding these requests.

**All Olympic units airing on the NBC broadcast network or any of the NBC cable properties require brand allocations be provided to the Sales Planners/ASRs prior to our traffic instruction deadlines. Allocations provided to the Sales Team must match the brands listed on traffic instructions from the agency. In addition, brand allocations will need to be provided for all billboards prior to air.

DEADLINES

JANUARY 24th, 2022

FINAL ADVERTISEMENTS TO AD STANDARDS

JANUARY 24th, 2022

TRAFFIC INSTRUCTIONS FOR BROADCAST AND CABLE NETWORKS

Traffic Instructions for Olympic Coverage on USA/CNBC

Please send Olympic traffic instructions for **USA, and CNBC**, to the corresponding DL below:

usacommercialinstructions@nbcuni.com

cnbccommercialInstructions@nbcuni.com

Commercial instructions must include the Network, Olympic flight dates **ONLY**, advertiser, agency, agency contact info, product/brand, Ad-ID, duration and **REVISION #** if applicable. For cable, blanket instructions are preferred. Aggregate traffic on cable must be sent to cable. It cannot be included on broadcast traffic as a note line. Traffic sent to the incorrect DL **WILL NOT** be forwarded, so please make sure to send to the correct DL for air.

NBCUNIVERSAL ADVERTISING STANDARDS

NBC Broadcast and Cable Networks & NBCU Digital Properties

<https://www.nbcstandards.com/>

GENERAL: The following procedures apply to the clearance of advertisements airing on the NBC Broadcast and Cable networks & NBCU Digital properties.

SUBMISSION OF MATERIALS: There are three ways to submit clearance materials to the NBC Advertising Standards Departments (“NBCU”) for review:

1. Upload materials to www.nbcstandards.com;
2. Submit materials through MediaQurator; or
3. Submit materials through MediaVu.

All clearance materials must be submitted using one of the above methods or they will not be reviewed. Clearance materials should not be sent to Traffic, Sales or the Media Operations Center (MOC) in Englewood Cliffs.

*****PLEASE MARK ALL COMMERCIALS AS “FOR THE OLYMPICS” *****

PRE-PRODUCTION REVIEW: Prior to production, advertisers should submit a script or storyboard of the proposed advertisement to NBCU. NBCU will request substantiation for all claims and authentication of all demonstrations and testimonial statements, as applicable. NOTE: The advertiser and its representatives are responsible for ensuring that the submitted materials are in compliance with all applicable governmental laws and regulations, including the rules of the Federal Communications Commission (FCC), the Federal Trade Commission (FTC) and the Federal Drug Administration (FDA), as well as NBCU’s internal guidelines, standards and policies. After reviewing the submitted materials, NBCU may approve the script or storyboard, request additional information, require modifications to the advertisement, or deem the advertisement not acceptable for air.

ROUGH CUT REVIEW: Advertisers must submit rough cuts for review before final production.

SUPPORTING DOCUMENTS: When possible, supporting documentation including—but not limited to—product testing, claim support, and affidavits should be submitted along with the script, storyboard, rough cut, or final advertisement. (For submissions via www.nbcstandards.com, attach as “related documents”.) If you are responding to an editor’s request, any materials you send must be submitted through the “reply” link at the bottom of the applicable clearance report or attached to a message sent to the editor via www.nbcstandards.com, MediaVu, or MediaQurator.

FINAL APPROVAL: All final advertisements must be slated with a unique AdID, a title, and the length of the advertisement, and submitted via one of the above submission methods. NBCU cannot give final approval to un-slated advertisements.

TIME FOR REVIEW: Advertisers should allow a MINIMUM of **3 business days** for review of clearance materials.

The deadline for submitting final advertisements to Advertising Standards for the 2022 Winter Olympics is January 24th, 2022.

NBCU Advertising Standards Staff List:

CONTACT	TITLE	EMAIL
Ajala, Mary (MA)	Associate Editor	Mary.Ajala@nbcuni.com
Asare, Jennifer (JA)	Vice President	Jennifer.Asare@nbcuni.com
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NBC BROADCAST CATEGORY LIST BY EDITOR – AUGUST 2021

CATEGORY	EDITOR	BACKUP	2 ND BACKUP
Online Retailers & Online Services	MA	JLO	MCG
Restaurants	MA	RB	JC
Skin Care	MA	KT	MP
Movies (Rated PG-13 & R)*	JA	JC	RB
Travel & Tourism	JA	ES	SS
Corporate, Organizations & Institutions	RB	JA	JLO
Food	RB	MCG	MW
Hair Care & Hair Removal	RB	KT	SS
Toys	RB	MP	JA
Automobiles, Auto Accessories, & Auto Retail	MCG	MP	MW
Cable, Satellite & Internet Providers	MCG	MW	KT
Office Supplies & Office Retail	MCG	MA	SS
Real Estate	MCG	ES	JC
Shipping Services	MCG	JC	JLO
Candies, Snacks & Gum	JC	JLO	RB
Department Store & Retail	JC	RB	ES
Eye, Ear & Dental	JC	ES	KT
Movies (Rated G, PG & All Disney / Disney Plus)	JC	SS	JA
Billboards	JLO	MCG	JA
Clothing, Jewelry, Luggage & Shoes	JLO	JC	ES
Movies (Rated PG-13 & R for all other studios)**	JLO	RB	MW
Oil & Gas	JLO	JA	KT
Paper Products & Plastic Bags	JLO	MP	RB
Dietary Supplements & Homeopathic Remedies	MP	SS	JLO
Non-Alcoholic Beverages	MP	JLO	RB
Personal Products & Contraceptives	MP	KT	MCG
Publications	MP	JA	KT
Services (e.g. Delivery & In-home Services)	MP	MW	MA
Electronics	SS	ES	JA
Finance	SS	JC	MW
Medical Devices & Pregnancy Tests	SS	JA	MP
Television Shows (Linear & Streaming)	SS	KT	JC
Weight Loss	SS	MW	MCG
Appliances & Housewares	ES	MA	JC
Baby Products	ES	MCG	JLO
Home Improvement & Gardening	ES	RB	JA
Insurance	ES	SS	MA
Medications (OTC & RX), Medical Procedures & Telemedicine Platforms	ES	MP	MCG
Pet Products & Pet Retail	ES	MW	MP
Alcohol	KT	MW	RB
Controversial Issues & Political Advertisements	KT	RB	JLO
Cosmetics & Fragrances	KT	SS	MCG
Video Games	KT	JA	MW
Cleaning & Laundry Products	MW	MP	KT
Computers	MW	JLO	SS
Gambling	MW	MCG	JA
Music	MW	KT	ES
Phones	MW	SS	JC
Sporting Goods	MW	ES	RB

* Warner Brothers Pictures, Sony Pictures and Paramount Pictures.

**Fox Entertainment, Universal Pictures and all other studios not listed in * above

COMMERCIAL DELIVERY GUIDELINES

Website for updated information: <http://nbcuni.force.com/commops>

NBC Universal requires all suppliers to utilize electronic delivery to ensure the most timely and accurate commercial processing. NBC Universal requires file based commercial content delivery from the vendors below. NBCUniversal does not accept ftp delivery of commercial content.

To arrange for a file-based delivery please contact:

Vendor Name	Telephone	Website/Email / Upload Specs URL
Adstream	877. 851. 1786	support.javelindelivers@adstream.com
Comcast Ad Delivery	855. 858.1942	www.comcasttechnologysolutions.com https://support.comcasttechnologysolutions.com/ad-delivery?topics=381
Extreme Reach	877. 769. 9382	support@extremereach.com https://app.extremereach.com/Content/ExtremeReachMasterFileSpecifications.pdf
On the Spot Media	855. 855. 6876	https://www.onthespotmedia.com/OTSMSpecs
Spotgenie	888. 202. 1631	http://static.spotgenie.com/specsheet/
Syncro Media Svcs	212 .273. 0500	www.syncroservices.com/upload
Yangaroo	866. 992. 9902	https://yangaroo.com/guidelines/

Electronic Commercial Delivery Codes by Vendor:

For all 2022 Winter Olympic commercial deliveries please use the **NBC Television Network** as your delivery destination for all content. Here is a quick reference of our vendors and their destination names:

	<u>Ad Stream/Javelin</u>	<u>Comcast Ad Delivery</u>	<u>Extreme Reach</u>	<u>On the Spot Media</u>	<u>Syncro Media Svcs</u>	<u>Yangaroo</u>
NBC	NBC	NBC	NBC Television Network	NBC UNIVERSAL NETWORKH	NBC TV Network	NBC Television Network
CNBC	CNBC	CNBC	CNBC	CNBC NETWORKH	CNBC	CNBC
USA	USA	USA	USA Network	USA NETWORKH	USA	USA

NBC Universal recommends that Olympic commercials be delivered with Closed Captioning (CC) and Video Descriptive Service (VDS) also referred to as Audio descriptive. For specific technical requirements please consult your file-based delivery vendor

Commercial Guidelines:

- NBCUniversal requires digital / file-based delivery of commercial content from pre-approved vendors.
- HD Commercials must have "H" on suffix i.e., **ABCD1234H**
- **Spots will be retained for 90 days from delivery date**
- All material must use SMPTE "drop-frame" time code
- Mix Engineers: provide -24 LKFS (+/-2dB) average dialog loudness for the long-form or global loudness for the short-form soundtrack.
- Content not conforming to NBCUNIVERSAL's -24LKFS average loudness specification will be loudness normalized by NBCUniversal to meet this requirement. This process shifts average loudness to -24LKFS with no impact to dynamic range.

For CALM ACT compliance the Federal Communications Commission (FCC or Commission) rules require commercials to have the same average volume as the programs they accompany. All NBCU commercial advertising is normalized to -24LKFS.

- i. Suppliers must provide soundtracks with a measured AVERAGE of -24 LKFS* (+/-2 dB) of the FULL PROGRAM MIX (not only DIALOGUE) by performing an ITU-R.BS.1770-3 loudness measurement as specified in the current version of ATSC-A/85 and approved by the FCC
- ii. Content loudness is to be mixed for a -24 LKFS average and not targeted to the high or low side of the +/-2 tolerance range`
- iii. In addition, all short-form content will be subject to a loudness measurement and normalization process to ensure an average loudness of -24 LKFS of the soundtrack. If necessary, this process shifts average loudness to -24 LKFS with no impact to dynamic range. Content delivered softer than NBCUniversal's -24 LKFS specification will be loudness normalized to a maximum loudness of -24 LKFS -2/true peak. The delivered peak level of soft content may restrict normalization up to the -24 LKFS target.

FCC Regulations-No False or Deceptive EAS Signals or Tones.

The FCC prohibits the transmission of the Emergency Alert System (EAS) codes or Attention Signal (853 Hz and 960 Hz transmitted simultaneously) or a recording or simulation thereof except in the case of an actual emergency or authorized EAS test.

The rule applies to all forms of content, including programs, commercials and other paid programming, PSAs, promos and other interstitial material. The FCC has not defined what constitutes a prohibited "simulation" and has brought enforcement actions against sound effects other than actual EAS tones. **Content containing EAS tones or simulations will not be accepted for broadcast.**

Watermarking and Tracking Technologies:

NBCUniversal does not support the use of audio or video watermarking or tracking technologies embedded in the ancillary data space or otherwise included in the materials for exhibition/transmission, and takes no responsibility for the use of such technologies or their preservation in transmission to the audience.

The deadline for electronic commercial delivery for the Olympics is Monday, January 24, 2022 for cable and broadcast.

Please note the following...

1. Technical Specifications can be found at <http://nbcuni.force.com/commops>.

2. **Also note, for all NBC Universal Properties, there is a limitation of 12 characters for all Ad-ID's.**

3. **For Cable** – Advertising Standards must review and approve all commercials for the NBC Broadcast Network and commercials falling into certain categories on the NBCU Cable Networks before they can air. Please see www.nbcuadstandards.com for complete procedures for sending commercials (both pre-production review and final slated commercials) for review as well as an editor list divided by category.

4. Only the commercials that are scheduled on the final playlist will be ingested for air. All commercials will be ingested 'as is', despite audio or visual discrepancies. Agencies will be notified of On Air discrepancies. Dub houses will be responsible for preventing these defective commercials.

5. **NBC recommends that all commercials airing during the 2022 Winter Olympic Games be delivered with closed captioning already embedded.**

6. All commercials and billboards must conform to the public and industry advertising standards and to the programming and operating policies of NBC Universal. Commercials and billboards must comply with NBC's technical standards. In no event shall NBC Universal be liable for the contents of a commercial in its telecast.

7. The placement and designation of commercial positioning shall be determined solely by NBC Universal Network & Cable Properties.

8. Commercial assets will be PURGED from all systems, **90 days** from last air date or after **90 days** if it never aired from the received date.

*****Purge Request Notification:** If for any reason you as an advertiser feel the need to have a commercial removed or purged out of NBCU library please send the notification to the appropriate Network DL listed on pages 1 or 2. Please be advised that NBC Universal has one central library for all its TV and Cable Networks therefore purging content for one network removes availability for all other NBC Universal TV and Cable Networks.

In the event that a commercial cannot air due to legal reasons and must be pulled off air immediately, please notify the appropriate Network contact by email and by phone.

BILLBOARDS:

Billboards are subject to review by NBC Ad Standards, please note the following:

- All claims must be supported. Claims requiring additional qualification are unacceptable.
- Sell-copy (e.g., prices, sales, etc.) is generally unacceptable, with the exception of slogans that have been well-established in the sponsors' commercials.
- Billboards may not reference more than one sponsor, cross-reference other television programs, or mention contests, sweepstakes, offers (including prices), and promotional teasers.
- Billboards may reference: (1) websites, only if they are exclusively owned by the sponsor of the billboard, and (2) hashtags, only if they originate with the advertiser. Websites that include backslashes are only permissible in the video of a billboard.
- All billboards must be submitted to the appropriate NBC Sales Operations department for technical approval (i.e. length, format, etc.).
- NBC Sports (broadcast only) accepts :05 (five second) billboards. (This is defined as 8-10 words maximum)

STATIC BILLBOARD FORMAT INSTRUCTIONS

- Our preferred file format is Illustrator .eps or .ai **with vector outlines in RGB color format**, giving us the ability to size the logo as needed.
- We will also accept **RGB-based** PSD, PNG, TIFF or TARGA files. The canvas size should be at least **900 x 600, 72 dpi** - with the logo full in that canvas (no excessive white space). The logo should be placed over your preferred background. We will take that full logo and put it in our billboard frame that is then keyed over a scenic or wide shot from the event.

ANIMATED BILLBOARD FORMAT INSTRUCTIONS

File specs:

- QuickTime .MOV format
 - ProRes422 (non-keyable), ProRes4444 (keyable)
 - Our HD standard: 16x9 format, **1920 x 1080 72dpi @ 50fps**
(50fps is the broadcast standard for Beijing 2022 – if this cannot be accommodated, please be mindful that 29.97/59.94 content will need to be framerate converted.)
- Millions of Colors

The following vendors are the ONLY means of animated billboard delivery for Broadcast & Cable:

	<u>Ad Stream/Javelin</u>	<u>Comcast Ad Delivery</u>	<u>Extreme Reach</u>	<u>On the Spot Media</u>	<u>Synchro Media Svcs</u>	<u>Yangaroo</u>
NBC	NBCTVOLYBB	NBC	NBC Television Network	NBCTVOLYBB	NBC TV Network	NBC Television Network

Billboard Delivery and Deadlines:

Billboard audio copy, static logos and audio/visual codes for animated billboards must be emailed to:

Olympicbillboards@nbcuni.com by January 17TH, 2022.

Please include the following information with your animated billboard trafficking:

- Ad-ID for audio and visual
- Vendor name of electronic delivery

Each email must have the client's name and brand in the subject line. Each static logo emailed must be clearly marked with an Ad-ID for both logo and script. Script copy should have the same code as the logo, but if that is not possible, then billboard script copy must be clearly identified with a separate Ad-ID.

***Please note: any billboard copy which exceeds :05 in length (8-10 words) will be rejected by NBC Sales Operations and need to be revised.**