



Tactics Page

As soon as a spot has an ISCI, it may be entered into AMP. In fact, we encourage spots to be entered as soon as possible. Asterisked fields are required for initial registration, additional details may be added later.

Spot Title – Official name of spot; may not contain the following special characters:

“ ” () < > / \

Agency – This will be auto populated based on user profile of person registering the tactic

Channel – High level media channel. Options: Video, Audio. Selection dynamically impacts Media Type and Talent Rights section

ISCI / ADID – Either ISCI or ADID for the tactic. The HD version of the ISCI will auto populate after entering SD version. Validation will ensure that ISCIs are not repeated. ISCIs may not contain a “-” or spaces.

Start / End Dates – The general start and end dates for when tactics may be used

Campaign Name – Official name of creative campaign with which spot is associated. As campaign names are entered, they will be added to a drop-down list to facilitate standardization

Media Type – Selections are dynamic based on Channel selection. Users may select more than one.

- For Channel = Video, Media Types are TV, Online Video.
- For Channel = Audio, Media Types are Radio, Online Audio

Spot Type – These fields enable users to clone spots.

- *Core* indicates that this is a stand-alone spot
- *Version* indicates that the user is registering a spot that is a version of another core spot.

The **Select Core Spot** field allows the user to select that spot and then the new spot will pre-populate all data from the core spot, except ISCI fields.

The Talent Rights section is only editable for core spots. When creating a version of a spot, that version will inherit the talent rights of the selected core spot. Any changes made to the core spot talent rights will be applied to all versions of that spot.

Product / LOB – Allows the user to select the product or line of business advertised in the tactic.

Target Audience Type – Allows the user to indicate if the tactic is for subscribers, nonsubscribers, or both

Message Type – Allows the user to indicate which message this tactic supports.

Spot Status – Use this field to indicate level of completion of tactics. Only the required fields on the Tactic Details page are necessary to begin registering the tactic. Completion of the remaining fields supports Comcast data analysis.

- Use *In Progress* to indicate that the agency is in progress of developing the tactic.
- Use *Published* to indicate that the tactic has been finalized and is available for use.
- Use *Inactive* to indicate that a tactic should no longer be used.
 - Inactive tactics will not be able to be selected for traffic, but will be available to search in the tactic dashboard.

Tactic Details [EXIT]

Tactic Title*
Blue Fish Test

Agency*
Test Agency

Select Channel**
AUDIO

ISO / ADID*
Blue1234

HD ISCI:

Start Date*
08/13/2019

End Date*
09/30/2019

Select or Search Campaign Name*
Blue Fish

Media Type*:
 Radio DJ Live Read Online Audio

Tactic Type:
 CORE VERSION

Select Product / LOB*
WIRELESS

Select Audience Type*
NON-SUBSCRIBER

Select Message Type*
PRODUCT LED ACQUISITION

Select Tactic Status*
IN PROGRESS

Traffic Status: Un-Submitted

CAD Status: UNSENT

Select Marcom Owner*
COLUMBUS OWNER 2

0:00 / 0:53 [DOWNLOAD TACTIC]

Offers – The offers modal allows the user to search all registered offers and select one or many for the tactic. User can narrow search results by Division and LOB and can search by offer code or description.

SD/HD/3D– Indicate if the tactic is HD, SD, or 3D. User may select more than one.

Language – Language of tactic.

Features – The features modal allows the user to select the features specifically highlighted in the tactic. Feature options will continue to be updated as new features are rolled out.

Length – Length of the tactic.

Segment – General Market or Hispanic (more segments have been added)

Closed Captioning – Indicate Yes or No

Talent Type – Indicate if tactic utilizes union or non-union talent

Talent Rights – Allows the user to record the talent rights that have been purchased for a tactic. The Talent Rights fields are dynamic depending on the media type selected. For each media type, the primary talent rights field will be mandatory, indicated by its pre-selection. Comcast users will not be able to select a tactic for traffic if the primary talent rights dates do not cover the length of that flight. **It is important to keep talent rights up to date.**

Upload Spot – Allows the user to upload a preview of the video or radio tactic. This will be available to Comcast users for use when aligning creative to flights.

Video Upload Specs:

- Format: MP4
- Video format: H264 (MPEG-4)
- Audio format: AAC (mp4a)
- Size < 20MB
- Resolution: 720x480
- Frame Rate: 29.97
- Audio Channel: Stereo
- Output sample rate: 44100 Hz
- Keyframe: 1 keyframe set per video

Radio Upload Specs:

- Format: MP3
- Size < 5MB

Upload Thumbnail – Allows the user to upload an image for a video tactic. This will be available to Comcast users for use when aligning creative to flights.

Thumbnail Upload Specs:

- Format: JPEG
- 90px wide x 60 px high

Select Offer(s)
OFFER 1

Offer Expiration*
08/31/2019

SD/HD/3D*: HD 3D

SD Format*: Letterbox Center Cut

Language: English Spanish

Features: XFINITY Home
[SELECT FEATURES](#)

Customizable: Yes No

Select Length*
300

Select Segment*
ASIAN

Closed Captioning: Yes No

Talent Type: Union Non-Union

Talent Rights ⓘ

SPOT

NATIONAL CABLE

LOCAL CABLE

SYNDICATION

NATIONAL NETWORK

INTERNET

INDUSTRIAL

MOBILE

INTERNATIONAL

Availability: 08/06/2019* TO 06/05/2019*

Availability:

Availability:

Availability:

Availability:

Availability:

Availability:

Availability: