

JCDecaux

DIGITAL COPY MANAGEMENT POLICY

CONTEXT

JCDecaux require **copy and scheduling instructions** in advance of playout in order to complete **copy preparation** activities. The specific minimum timeframes for any individual **campaign** are defined in the Copy Due Timetable.

What is involved in copy preparation?

COPY TESTING:

Applies only to complex dynamic copy campaigns where (for example) playout is responsive to proprietary live data feeds. In these circumstances there is a requirement for significant configuration of data connections, testing of the data triggers and responses, and the build of **copy load files**.

**This does not apply for 'standard' dynamic copy campaigns where, for example, playout is responsive to established JCDecaux data feeds such as time of day, weather conditions or location.*

COPY MODERATION:

Review of the images to be played to ensure they comply with JCDecaux, landlord, legal and local playout obligations and constraints.

**In certain circumstances, there is a requirement for the landlord to review and approve copy.*

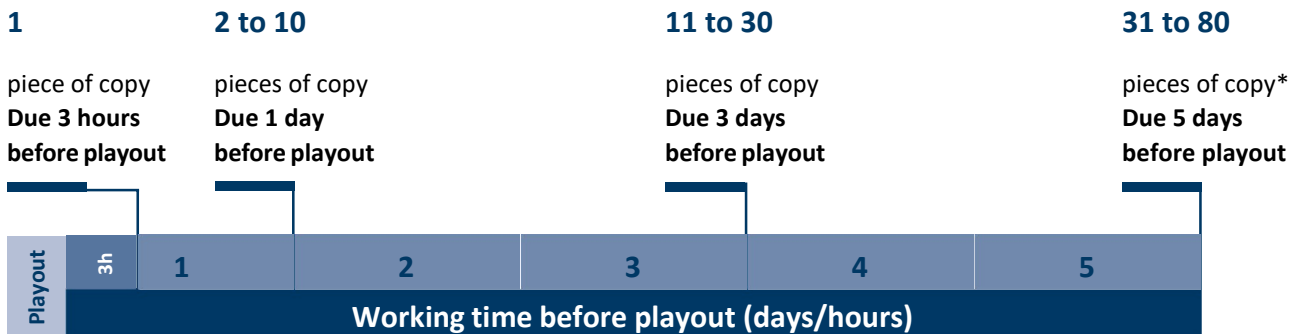
COPY SCHEDULING:

Deployment of copy over the JCDecaux digital network to the appropriate screens.

JCDecaux will endeavour to complete copy preparation for all copy as quickly as possible, to minimise any impact on campaign delivery.

COPY DUE TIMETABLE (STANDARD CAMPAIGNS)

For campaigns NOT requiring landlord approval or complex dynamic testing.



**For campaigns with >80 pieces of copy, please discuss with JCDecaux Campaign Management at point of booking.*

For dynamic campaigns, please allow 20 working days.

COPY DUE TIMES

Receipt of copy after copy due time may result in a delay to the first ployout of copy for the campaign, for which no compensation will be due from JCDecaux.

**No compensation will be due for lost impressions, and no ployout extension will be provided.*

Copy moderation and scheduling will be managed according to the copy due timetable. Late copy will be managed according to the date/time of delivery.

For campaigns with multiple pieces of copy delivered late, if default copy is provided, we will endeavour to prepare this default copy in line with the single copy service level to achieve maximum ployout whilst the remaining copy is prepared.

E.g. 1: Consider a campaign with 9 pieces of copy, delivered 5 working hours prior to time of first ployout with an identified default. The single default piece of copy will be guaranteed as ready for ployout. The remaining 8 pieces of copy will be guaranteed as ready for ployout within the next working day. As such the first day of ployout will be on a single piece of copy only.

E.g. 2: Copy for a single-copy campaign delivered 3 working hours to the first ployout will play as booked. Receipt of copy after copy due time may result in a delay to the first ployout of copy for the campaign, for which no compensation will be due from JCDecaux.

LANDLORD COPY GUIDELINES

TfL Policy (Summary)

- Must be legal and CAP compliant
- Comply with TfL Public Sector Equality Duty
- Must not be of an overtly sexual nature
- Must be HFSS Compliant
- Must not make reference to body images
- No adult entertainment
- No violent images or offensive weapons
- No matters of public controversy or sensitivity
- Nothing that makes negative references to TfL services
- No Political campaigns

Malls Policy

- Advertises a competitive Shopping Centre or Retailer that is competitive in nature to stores or activities carried out in the centre
- Contravenes any statutory or regulatory provisions or relevant codes of practice (including without limitation the rules of Advertising Standards Authority)
- Political or Religious Advertising
- Cigarettes or Tobacco Advertising
- Anything Offensive, Improper, Immoral, Illegal or which violates any intellectual property rights

Rail Policy

- Breaks the law
- Breaks the ASA code of practice
- Is likely to cause offence to a substantial part of the public
- Depicts or refers to nudity, indecency, obscenity, striptease, bodily functions
- Contains or refers to obscene language
- Advertises lap-dancing, escort agencies or massage parlours
- Depicts murder, scenes of terror or acts of violence
- Is political and calls for the support of or attacks a particular viewpoint, policy or political group
- Depicts graffiti or imagery that suggests the poster has been damaged or defaced
- Interferes with the safe and efficient operation of the Railway or Station
- May damage the interests of Rail partners, bring them into disrepute, or lead to unacceptable comment on Rail partners

POS Policy

Tesco and Waitrose & Partners both manage and sell their own media portfolios. Where the retailer concerned has negotiated a price or promotional mechanic with a supplier or, a supplier wishes to use the retailer's copyright and assets to appear in association with the retailer on co-branded creative then those campaigns must be arranged by the retailer's in-house teams (i.e. via Dunhumby and/or the Waitrose & Partners Media Centre). When communicating new or exclusive price messages, the retailer's own style, templates and fonts must be used. This is to keep below the line messaging in line with all other customer communication at store.

HTML GUIDELINES

HTML Policy

- All files should be tested in Broadsign Administration prior to delivery to JCD to ensure they are compatible.
- We do not test a file's technical capabilities; only the capability of it playing out on our screens.
- We only accept HTML.
- The file must have the fall-back embedded.
- Linear fall-back must be static (Default).
- The HTML file must be set up to the correct screen specs, as per the route frame ID report.
- The path must be an FTP; which if not used before may need to be whitelisted by Corp requiring additional time.
- Some HTMLs and linear files must be rotated (counter-clockwise) in Broadsign, so that it plays correctly on our screens – please see the route frame ID report for sites included.
- The ad duration must be as per the route frame ID report unless pre-agreed.
- The briefing document must contain images of the creatives and the advanced mode.
- The “External party” are in control of moderating the content and an agreement must be signed pre-testing.
- JCD will test the files on our internal screens and will run one night test in the live environment if required between 1am – 4am.

File Policy

- 1 to 10 files - 10 working days
- 11 to 30 files- 15 working days
- 30 - 50 files - 20 working days
- Any more must be pre agreed

Working Hours: Monday to Friday 9am to 5.30pm, excluding UK bank holidays

Required Documents

- The below must be supplied before testing can start:
- Signed Moderation Agreement
- Campaign Brief – include details on the expectations of the file
- Fall-back/Default copy to spec per format
- HTML file
- Monitor Sync/Advanced Mode

TERMS & CONDITIONS

Terms & Conditions

- Fall-back creative will be deployed without reference if dynamic files are not submitted with a briefing document in line with the file policy.
- If files are submitted outside of the file policy and if capacity allows, JCDecaux can offer an accelerated copy preparation service. This must be requested in advance of file delivery and will be charged at £500 net per file. This must be pre-approved and agreed in writing with a JCDecaux Delivery Manager.
- If the files are received by the deadline we will work to ensure that the files go live for the start of the campaign, subject to successful testing.
 - Fall-back will deploy in the event of:
 - No communication with the players
 - Failure of file in live environment
 - Inappropriate content playing in the live environment
- We allow 1 x resupply of content for each campaign per format, any additional amends/resupplies must be in line with the file policy which may incur additional testing costs, and extended testing times resulting possible delay in deployment of dynamic campaign. In this case no compensation or over show would be due.

Booking Terms & conditions: <http://www.jcdecaux.co.uk/booking-terms-conditions>

COPY DELIVERY DESTINATIONS

Partners should send their client's copy to the below email address. Receipt of the copy into the correct email address is used as the official date it has been delivered to us.

Route to Market	Copy Delivery Destination
Business Growth/Airports/Infocus/Retail Media/OneWorld	CampaignManagementBAR@jcdecaux.co.uk
Talon/Publicis/Rapport/Independent Specialists	CampaignManagementTPR@jcdecaux.co.uk
Kinetic/Dentsu/Landlord & Council Partnership (Digital & Paper)	CampaignManagementKD@jcdecaux.co.uk