



INSTRUCTIONS SPOT UPLOAD 2.1

Last updated: 01.07.2026

SPOT UPLOAD 2.1

1. GENERAL INFORMATION

This manual describes step-by-step how to operate the input form and the subsequent approval process.

2. STEP-BY-STEP INSTRUCTIONS

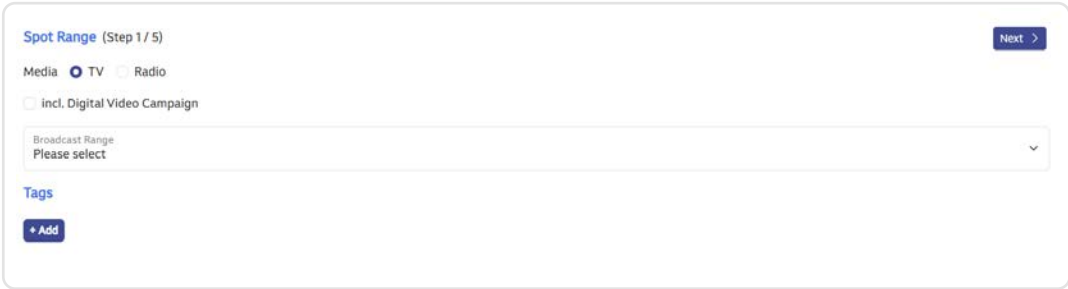
2.1. Selection of Medium

In the input form, select the desired medium (TV or radio) as well as the desired channels.

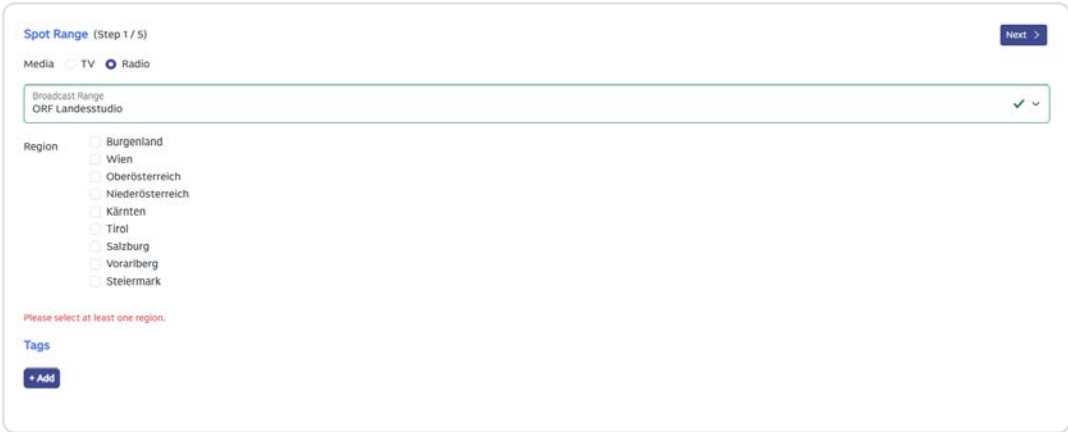
The options are:

- National television,
- ORF regional studios (TV or radio),
- Hitradio Ö3 & Radio FM4.

NEW: Additionally, there is the possibility to deliver ads simultaneously for your digital video campaigns. The corresponding checkbox must be checked for this purpose.



Radio spots for multiple regional studios can be transmitted in one step by selecting the desired regions.

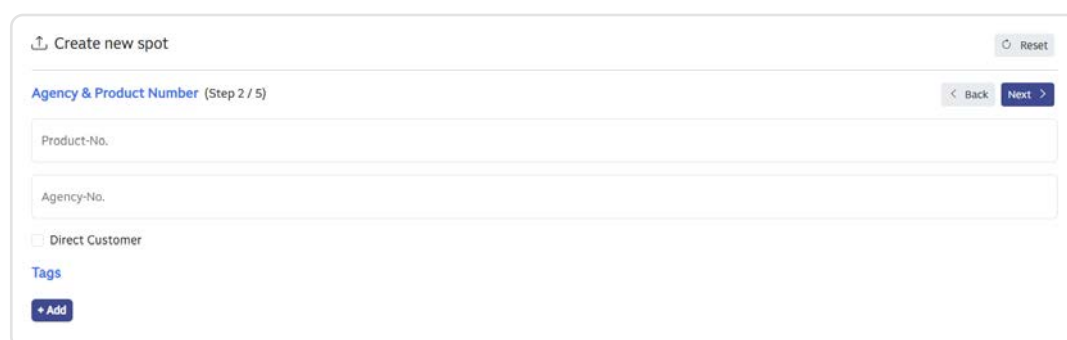


Note:

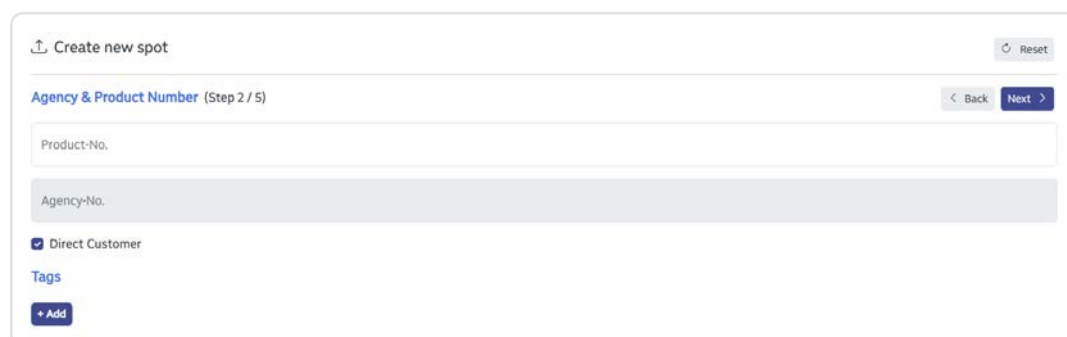
The spot delivery for Hitradio Ö3/Radio FM4 and the regional radios must be done separately. If your spot is to be broadcast both regionally and nationally, an additional upload must be done. This can be easily transmitted via the “Create spot mutation” function, with only a change required for the broadcasting.

2.2. Input of Product and Agency Number

In the next step, enter the product and agency-related data according to Publiplan. You can find this on the schedule, broadcast plan, or order confirmation.



If booking is done without a media agency, select the checkbox „Direct customer.“ The agency number field will automatically be locked and cannot be filled in.



2.3. Input of Spot Data

Spot name: maximum 20 characters

Spot duration: always round up to the nearest full second

Description: short keywords or spoken text for clear identification

To facilitate searching, individual keywords can be stored under the „Keywords“ section. Each keyword must be saved individually, spaces are not allowed.

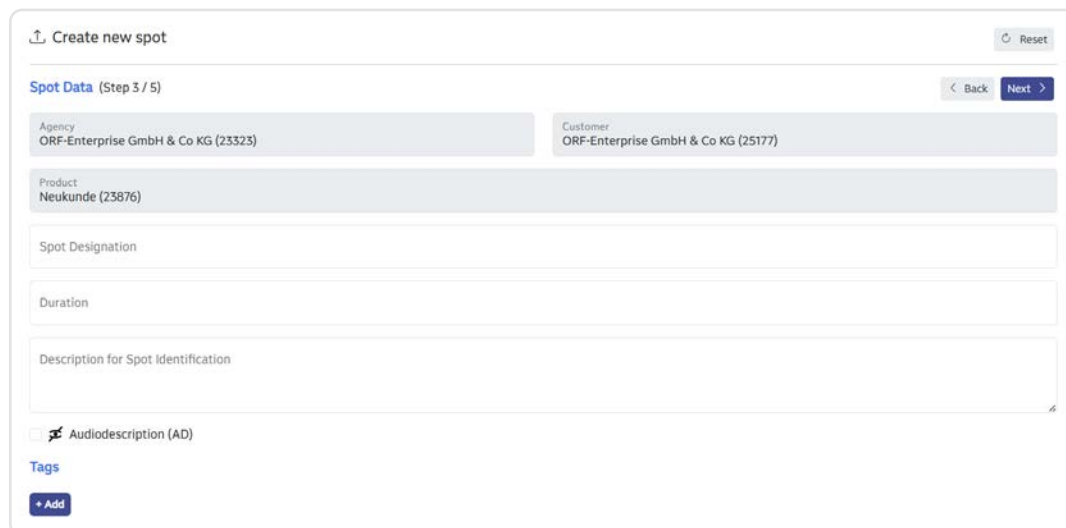
Audio description (new starting July 20, 2026)

Starting July 20, 2026, spots can be delivered in two-channel sound with audio description.

Pay attention to the following during production:

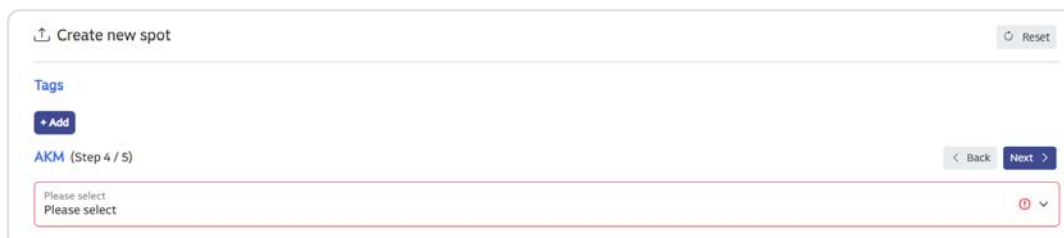
- Track 1 & 2 regular audio track
- Track 5 & 6 acoustic image description

If tracks 5 & 6 are not used, track 1 & 2 will automatically be used for playback. A new delivery of the spot is not necessary. Spots with occupied tracks 5 & 6 must be marked by checking the „Audio description“ checkbox.

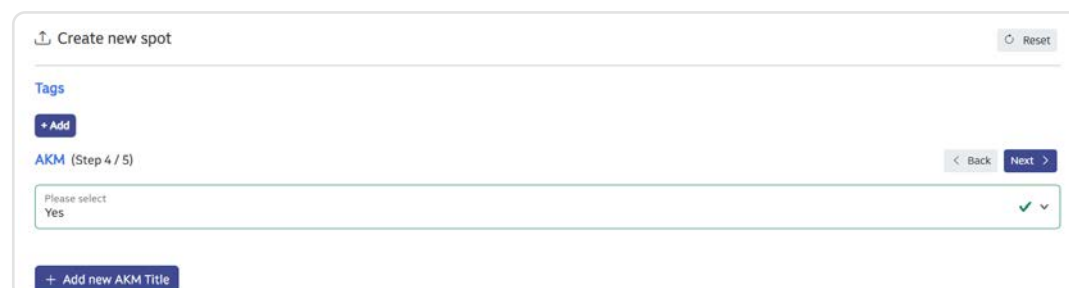


2.4. AKM Data (music)

In the next step, select the following options in the drop-down menu:

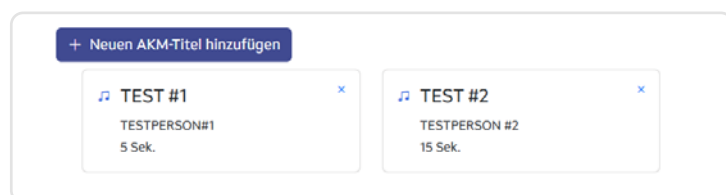


Yes

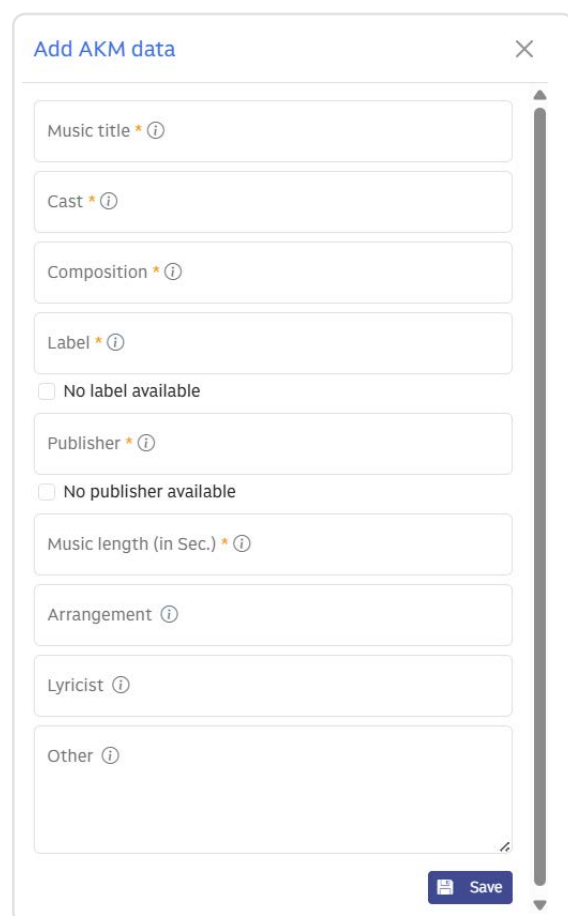


Select this option if you already have the data for the used music.

Under the button „Add new AKM title,“ you can store one or more music titles. The total duration of all AKM entries must not exceed the spot duration.



NEW: Required Fields



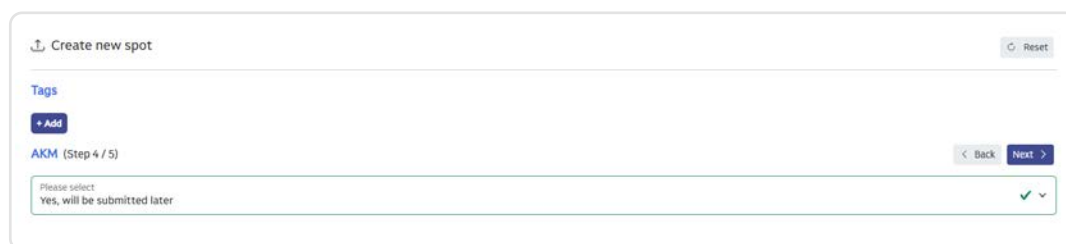
- ← Titel of the used music piece
- ← Name of the performers or musical ensemble. If no information is available, enter the same data as in the composer field.
- ← Information about the authors of the composition
- ← If no label is available, please check the checkbox
- ← If no publisher is available, please check the checkbox

No



Select this option if no music is used in the spot. No further entries are required.

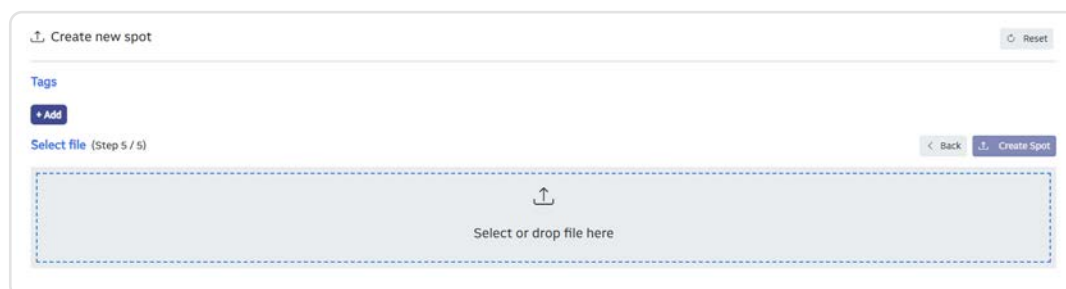
Yes, will be submitted later



Select this option if music was used in the spot, but the corresponding information is not yet available. The missing data must be supplemented by January 5 of the following year. The AKM required fields will remain editable for clients or agencies until January 5 of the following year. Starting January 6 of the following year, the fields will be locked, and the data automatically forwarded to AKM/LSG. Changes will not be possible afterward.

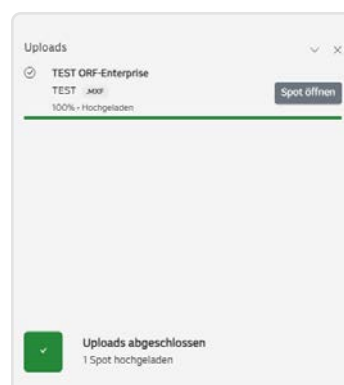
2.5. Select File

Add the spot file via drag & drop or by „Select File“ and complete the process with „Create Spot.“



Please make sure the upload is complete before closing the browser.

After a successful upload, the uploader will receive an automatically generated confirmation email. The technical examination of the file is automatically carried out by ORF.



2.6. Review by Client/Agency

The client or media agency will receive another automatically generated email informing them of the spot's transfer to ORF-Enterprise. The upload can be checked and possibly adjusted in the „Spot Upload“ or „Spot Overview“ tabs.

Without Media Agency:

The content approval occurs automatically. No additional approval step is required. Further processing by ORF-Enterprise will occur promptly.

With Media Agency:

The spot must first be approved content-wise by the media agency. Changes can still be made before approval (e.g., spot name, product number, etc.). Only after „agency approval“ is further processing by ORF-Enterprise possible. No content review by ORF-Enterprise occurs beforehand.

[Add new spot](#) [Spots](#) [Requirements](#) [FAQ](#)

Spotdetails

Zurück zur Übersicht

0:00 / 0:20

NL20_2409_OE3_HERB

✓ Spot freigeben

Stichworte

#REZEPTE x #HERBSTSCHMANKERL x #KÜRBIS x + Hinzufügen

Spot

Spotbeschreibung

NL20_2409_oe3_Herb

Dauer

20

Medium

HF

Erstellt

19.09.24 09:17

Archiv-Nummer

Ausstrahlung

UEB

Beschreibung zur Spot-identifikation

Die beliebtesten Rezepte für Aufläufe, Strudel und Tartes Saisonale Herbstschmankerl mit Kürbis

Kundendaten

Agentur

ORF-Enterprise GmbH & Co KG

Agentur-Nr.

23323

Kunde

ORF-Enterprise GmbH & Co KG

Kunden-Nr.

21845

Produkt

ORF-Nachlese

Produkt-Nr.

40208

Uploader

Pruduc Tion

Status

Agentur-Freigabe

Inhaltlich geprüft

An Radiopostfach übergeben

Aktionen

↓ Spot herunterladen

3. STATUS

The current status of the spot is visible at any time in the spot overview.

State

✓ Checked

? Archiveno.

✗ Techincal

? ORF Transfer

? Content

? ORF3 Transfer

Green Checkmark: Okay

Red X: Faulty

?: Review pending

4. NOTE

Depending on the size of the uploaded spot, it may take up to 5 minutes for the spot preview to become available and start.

We are very happy to answer any further questions you may have!