

iBroadcast 2 – video or audio clips added on the programme page

Introduction	2
File formats accepted by iBroadcast	2
Find the programme page	3
Upload and publish the clip	4
Removing a clip from the live site.....	12

Introduction

iBroadcast lets you upload video and audio clips and publish them to pages at www.bbc.co.uk/programmes.

To publish an audio or video clip to a programme page, you need:

- the audio or video file
- a title and description
- a still image to appear in the player
- rights and guidance information



File formats accepted by iBroadcast:

Video .mov or .mp4

Audio .wav or .mp3

There is a 50 GB file size limit for uploading video or audio to iBroadcast 2.

Images .jpg

There is a 4 MB file size limit for uploading images to iBroadcast 2. Images should usually be 16:9 aspect ratio. The recommended image size is 1920 x 1080 pixels.

N.B. For audio clips on radio pages, the image will be cropped to a square in BBC Sounds, but will show as 16:9 landscape on the programme page. So your 16:9 image needs to have the subject in the middle of the picture. Anything on the extreme left or right will be lost in BBC Sounds.

<https://confluence.dev.bbc.co.uk/display/iBroadcast/File+formats>

Find the programme page

Find the programme page where you want the audio or video clip to appear. In this example it's an episode of Sunday night with Nikki on WM 95.6.



Now find this page in iBroadcast, so you can edit it.

Copy the PID from the page URL and search for it in iBroadcast.

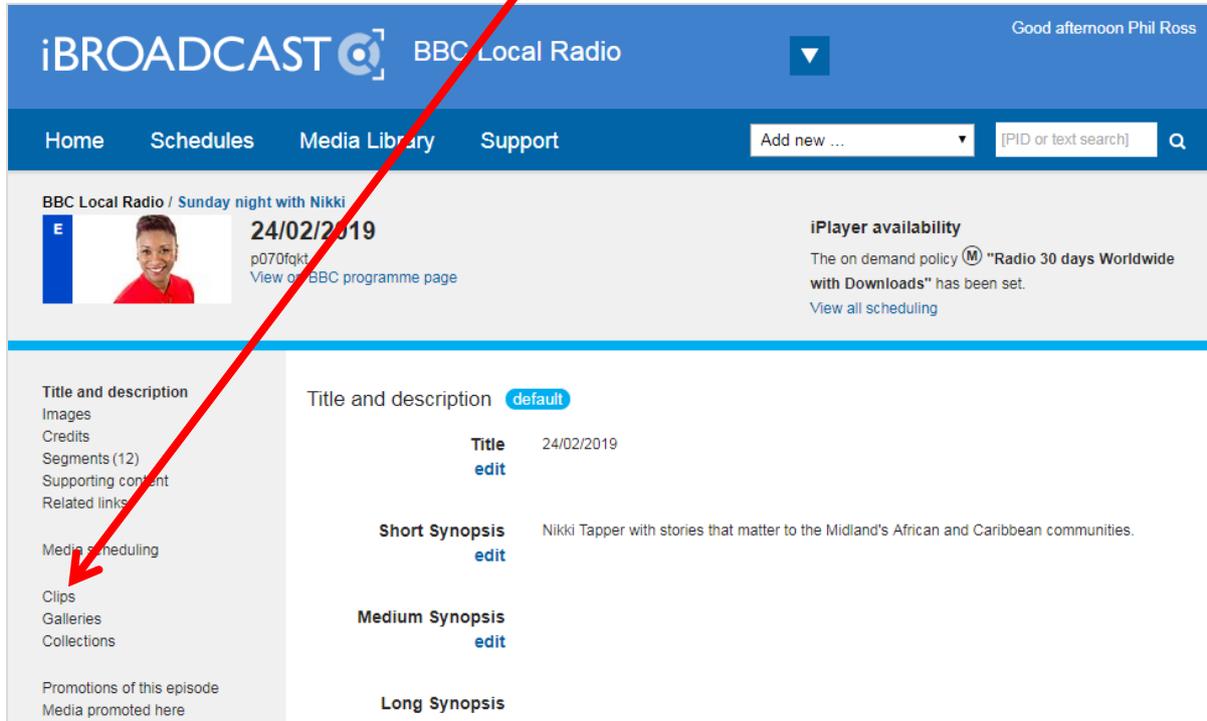


Or use Flipr to take you from the web page in to iBroadcast.

Instructions on how to set up Flipr: <https://production.bbc.co.uk/ibroadcast/flipr>

Upload and publish the clip

This is the page in iBroadcast. Click on **Clips** in the left-hand column.



The screenshot shows the iBroadcast interface for BBC Local Radio. The top navigation bar includes 'Home', 'Schedules', 'Media Library', and 'Support'. The main content area displays the episode 'BBC Local Radio / Sunday night with Nikki' for the date '24/02/2019'. A red arrow points from the 'Clips' menu item in the left-hand column to the 'Clips' section in the main content area.

Clips

Title and description **default**

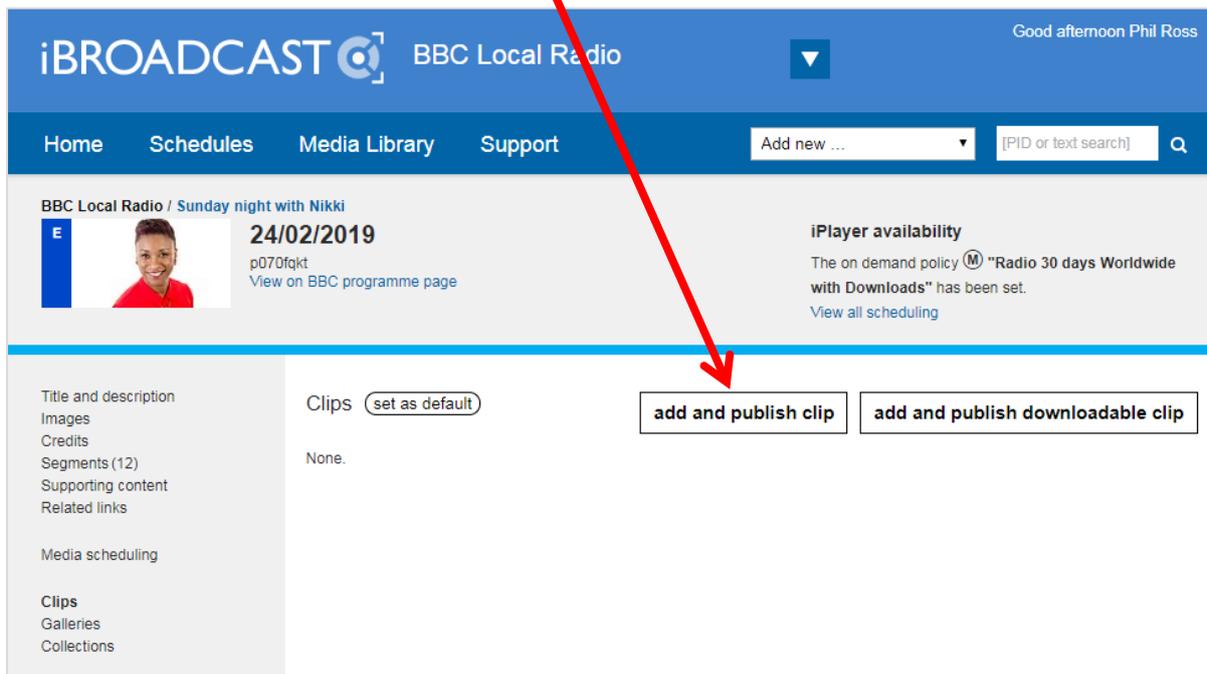
Title 24/02/2019
[edit](#)

Short Synopsis Nikki Tapper with stories that matter to the Midland's African and Caribbean communities.
[edit](#)

Medium Synopsis
[edit](#)

Long Synopsis

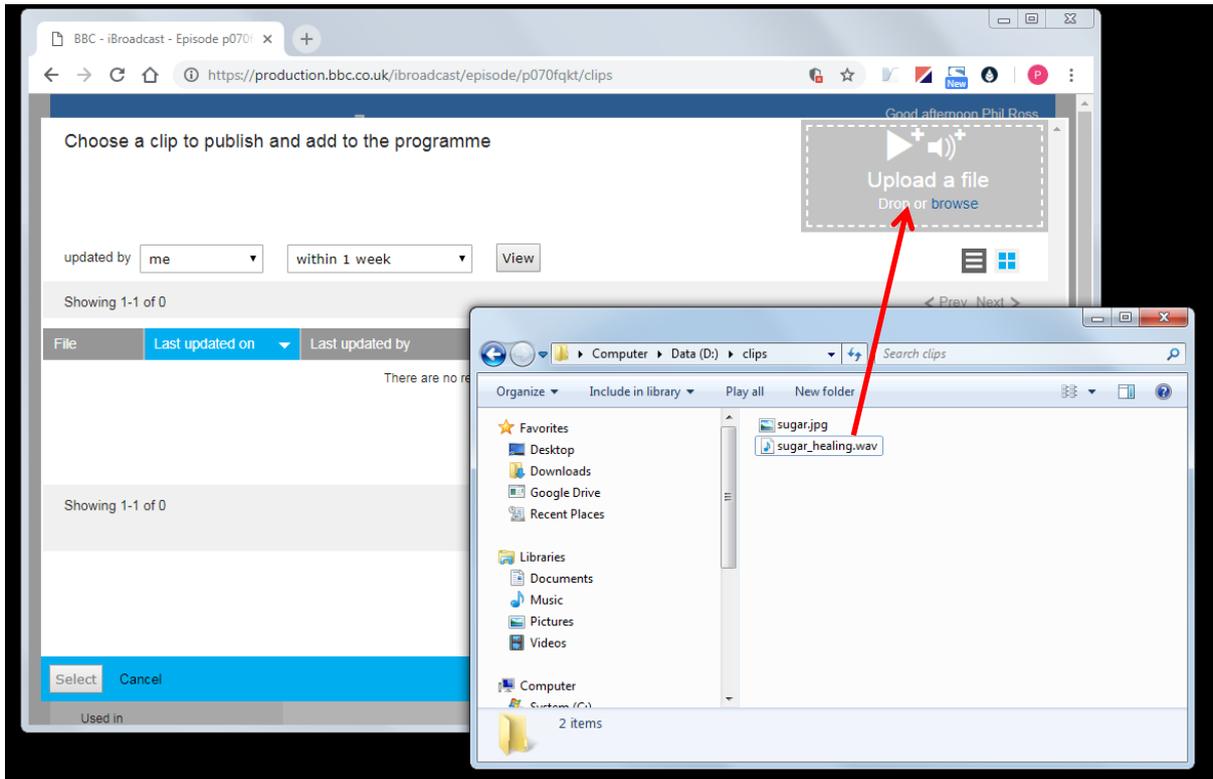
On the next screen click on **add and publish clip** (NOT the other button).



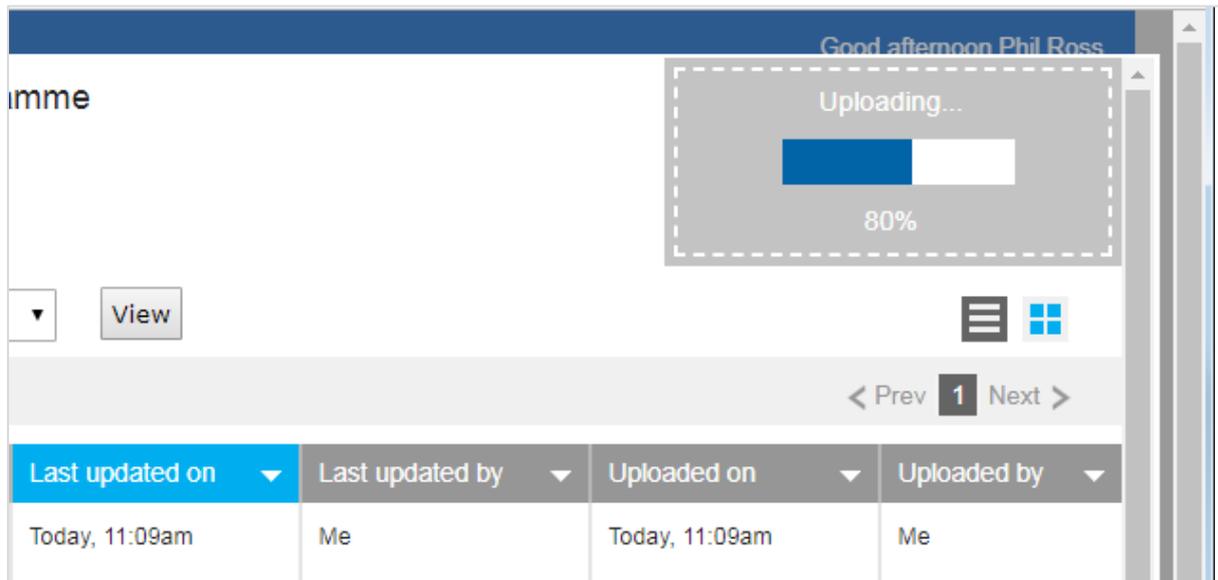
The screenshot shows the iBroadcast interface for BBC Local Radio. The top navigation bar includes 'Home', 'Schedules', 'Media Library', and 'Support'. The main content area displays the episode 'BBC Local Radio / Sunday night with Nikki' for the date '24/02/2019'. A red arrow points from the 'add and publish clip' button in the main content area to the text above.

add and publish clip **add and publish downloadable clip**

The next step is to upload your video or audio clip file. Drag it in to the grey box.



The upload progress is displayed.



Once the upload is complete, you will see this screen. There are five steps to publish the clip.

iBROADCAST Training Good morning Phil Ross

Home Schedules Media Library Support Add new ... [PID or text search] Q

BBC Local Radio / Sunday night with Nikki / 24/02/2019 /
sugar_healing.wav

Publish Clip cancel next

Add title and description (1/5)

* Title: 110 CHARACTERS LEFT
sugar_healing.wav Paste from Word

* Short synopsis: Use episode short synopsis 89 CHARACTERS LEFT
Paste from Word

Add medium synopsis [optional]
Add long synopsis [optional]
Caption: 127 CHARACTERS LEFT
Paste from Word

Clip Type:

- Additional material
- BBC Store Preview
- Best of
- Extract
- Making of
- Recap
- Trailer
- Embargoed

Alternate Ids: [optional]

DBpedia URL [] add

Your DBpedia URL needs to be in the correct format e.g.
http://dbpedia.org/resource/British_Broadcasting_Corporation

cancel next

Step 1: Add title and description

Enter a title and short synopsis.

These will appear on the web page, so make sure you add a meaningful title and synopsis, spelled and capitalised correctly. No full stop at the end of the title.

Don't leave the default file name as the title (e.g. sugar_healing.wav).

Ignore the other fields on this screen. Click the green **next** button.

Step 2: Select clip standard image

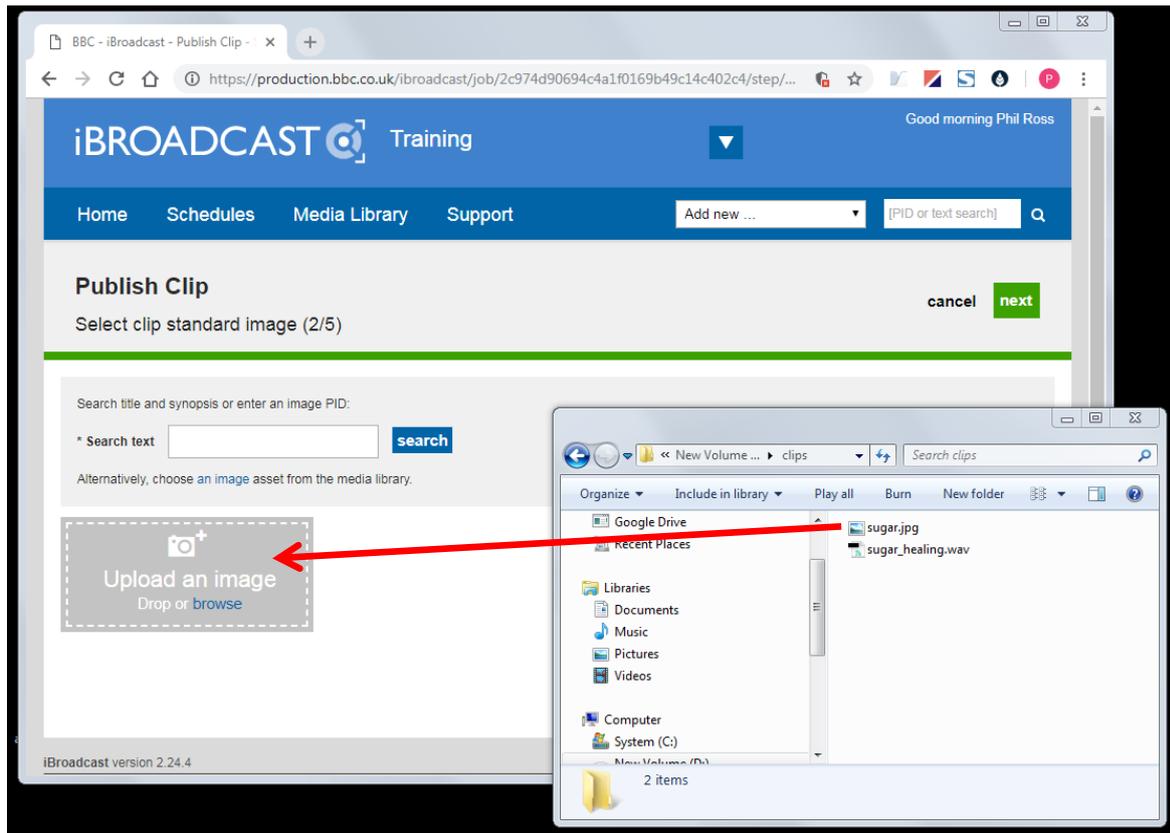
This is the still image which shows on the media player. It must be **.jpg** format.

NB: *Images must be 16:9 aspect ratio. Preferred size is 1920 x 1080 pixels.*

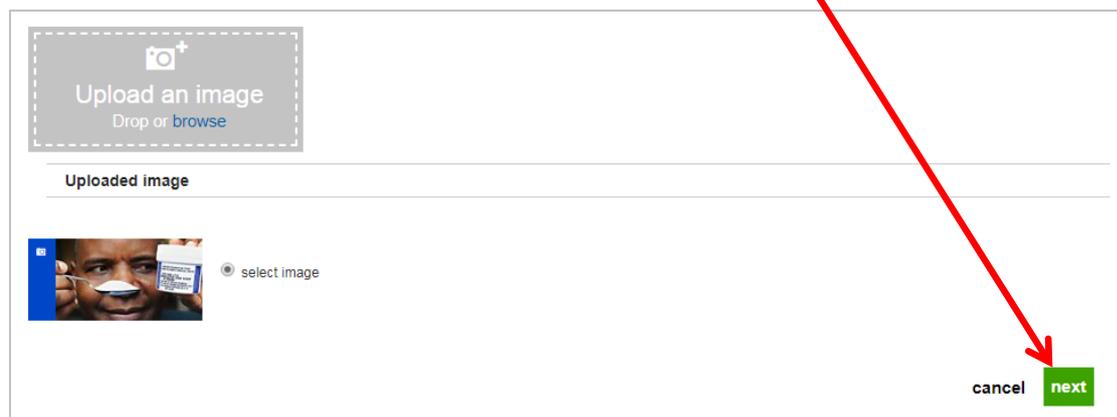
Images on audio clips will appear square in BBC Sounds.

Resizing or cropping of images must be done before you upload them to iBroadcast, using image editing software such as Photoshop or croppola.com.

Drag your image in to the grey box.



Once uploaded, the image is displayed. Click the green **next** button.



Step 3: Add on-demand streaming info

Choose how long the clip will be available for, and whether it will be available internationally or just in the UK.

In most cases this will be “Forever International”, but you must check your local policy and any rights restrictions.

Click on the setting you need. Don't use any of the “DRM” options, if you have them.

You can delay the publication if necessary, and also choose a time for the clip to expire.

You can choose your own custom policy if you want to change the defaults.

The screenshot shows the iBROADCAST Training interface. At the top, there's a blue header with the iBROADCAST logo and 'Training' text. Below the header is a navigation bar with 'Home', 'Schedules', 'Media Library', and 'Support' links. A search bar and a dropdown menu are also present. The main content area shows a clip titled 'BBC Local Radio / Sunday night with Nikki / 24/02/2019 / New Clip'. The 'Publish Clip' section is active, with a progress indicator 'Add on-demand streaming info (3/5)'. Below this, there's a section for choosing a rights policy. The text reads: 'Choose a rights policy for the period of time, platforms and territories that your clip has clearance for. You need to be sure your material is rights cleared before you publish it. Use the Programme Pages Rights Guidelines to help you assess the rights position.' A list of options is shown, with 'Forever International' selected. Below the list is a 'Create a custom policy' link. The next section is 'Choose when you want it to go live'. It includes a note: 'Your clip can be live for a period of time no longer than the max. availability in the rights policy selected above.' There are input fields for 'Start Date' (25/03/2019), 'Start Time' (11:35), 'End Date', and 'End Time'. At the bottom, it says 'DURATION: IN PERPETUITY'.

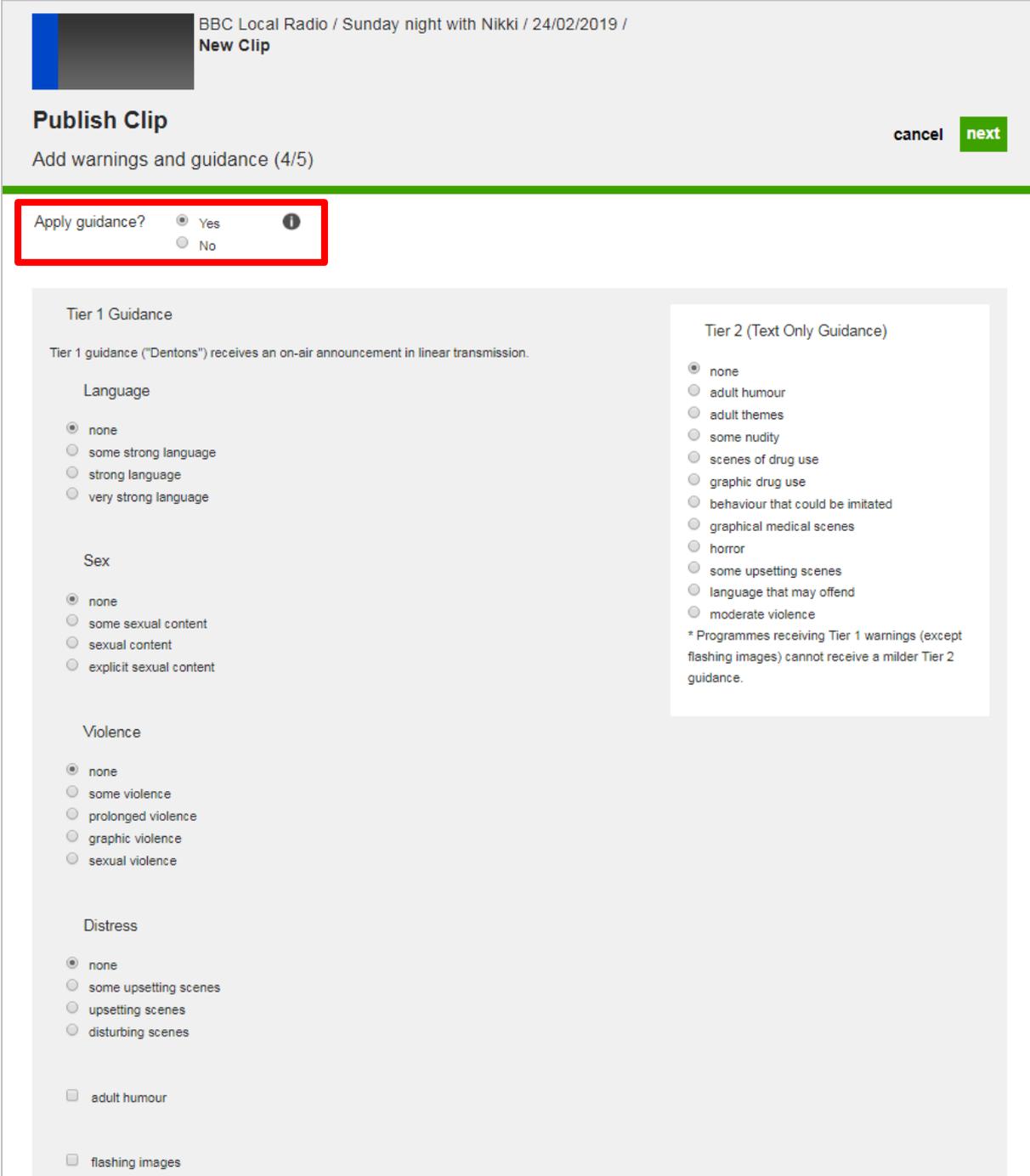
Click **next**.

Step 4: Add warnings and guidance

Add warnings if the clip requires it. These appear as written warnings on the clip player and activate the parental guidance lock.

Click on the  icon near the top of the page for guidelines.

Select the Yes button if you need to add warnings, and tick the one(s) you need.



BBC Local Radio / Sunday night with Nikki / 24/02/2019 /
New Clip

Publish Clip

cancel **next**

Add warnings and guidance (4/5)

Apply guidance? Yes  No

Tier 1 Guidance

Tier 1 guidance ("Dentons") receives an on-air announcement in linear transmission.

Language

- none
- some strong language
- strong language
- very strong language

Sex

- none
- some sexual content
- sexual content
- explicit sexual content

Violence

- none
- some violence
- prolonged violence
- graphic violence
- sexual violence

Distress

- none
- some upsetting scenes
- upsetting scenes
- disturbing scenes

adult humour

flashing images

Tier 2 (Text Only Guidance)

- none
- adult humour
- adult themes
- some nudity
- scenes of drug use
- graphic drug use
- behaviour that could be imitated
- graphical medical scenes
- horror
- some upsetting scenes
- language that may offend
- moderate violence

* Programmes receiving Tier 1 warnings (except flashing images) cannot receive a milder Tier 2 guidance.

Click **next**.

Step 5: Publish clip

All the required information has now been added to your clip.

Here you can edit the Genres, which will help clips be findable in BBC Sounds. Don't add more than two specific genres.

On this screen you can check and edit all the info if necessary.

iBROADCAST Training Good morning Phil Ross

Home Schedules Media Library Support Add new ... [PID or text search] Q

BBC Local Radio / Sunday night with Nikki / 24/02/2019 / sugar_healing.wav

Publish Clip cancel **publish** ✓

Publish (5/5)

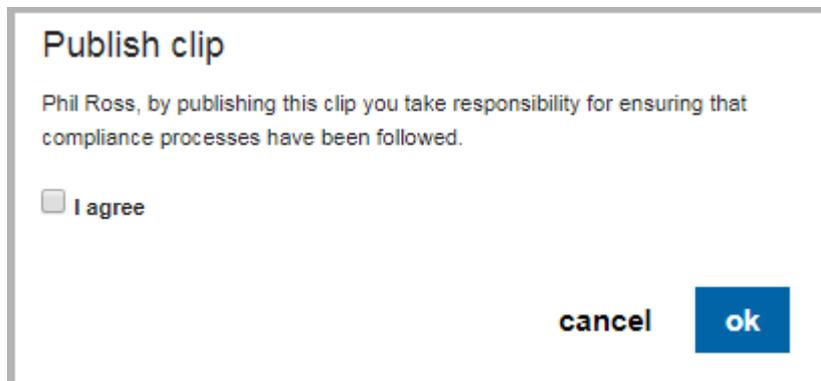
Review the clip you are about to publish (amend any details if required)

After publishing the clip, you can return to iBroadcast at any time to manage its on demand streaming availability to BBC services.

Parent edit	BBC Local Radio / Sunday night with Nikki / 24/02/2019
Audio edit	 source: [sugar_healing.wav]
Title edit	The Healing Power of Sugar
Short Synopsis edit	Dr. Moses Murandu talks about his pioneering work using sugar to heal wounds.

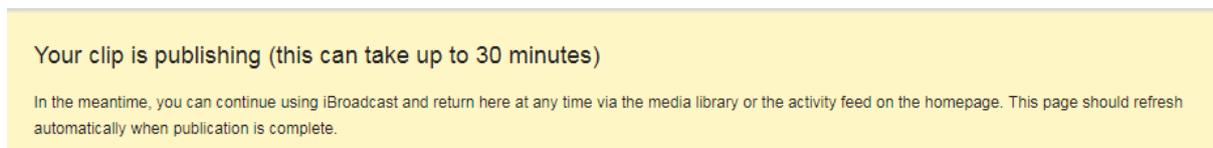
Click the green **publish** button.

In the window that appears, tick the box to agree to the compliance guidelines, and click **ok**.
Make sure you know the clip compliance process for your division.



After a few moments you will see this yellow banner.

You can close iBroadcast if you want, and leave the clip to publish.



It may take some time before the clip shows as “published”.

Once the clip has published you will see a summary page, showing its live status in the top right corner. And the clip now has a PID of its own, shown in the top left corner.



You can find the clip in the iBroadcast Media Library now, and it will show its title and PID.

File	Last updated on	Las
 Select a task... ▼	The Healing Power of Sugar p0623h7k sugar.mp3	23/03/18, 2:54pm mer .uk

Removing a clip from the live site

Revoking (removing) audio or video clips should only be done as a last resort: where, for example, there are legal issues or issues of demonstrable potential harm.

Content cannot be revoked unless this has been specifically agreed by Helen Thomas, Controller English Regions (or in her absence, a nominated deputy) and requested by one of English Regions' nominated revokers. These are Laura Ellis and Michael Macfarlane.

(Duty manager in Birmingham can help locate revokers via 0176800).

Radio revocations are carried out between the hours of 0730 and 1800 by New Media Support team in Birmingham. An email should be sent to "ER Sounds"

ERSounds@bbc.co.uk with:

- email proof of permission from Helen Thomas or her nominated deputy
- the exact title and time of the programme to be revoked
- the reason for revoking

Outside of these hours, an email should be sent to Digital 24/7 Operations

Digital.247Operations@bbc.co.uk