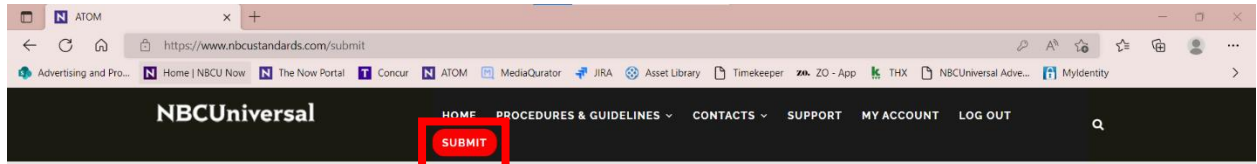


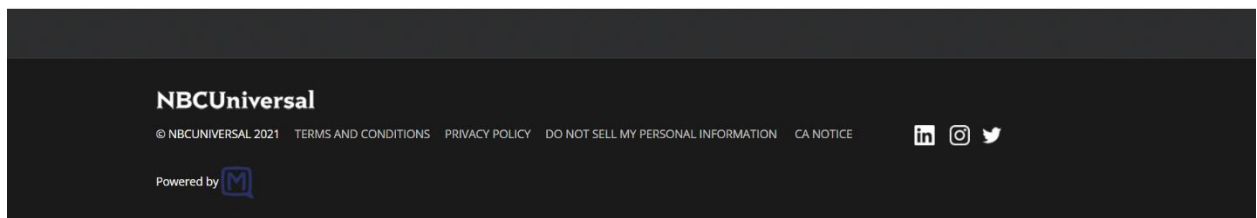
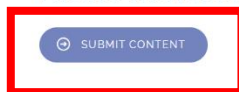
ATOM USER GUIDE - UPLOADING MATERIALS TO THE NBCU STANDARDS WEBSITE

After [requesting an account](#), you will receive an email that your account has been set up. You may then login and begin the uploading process. See screenshots below for steps.

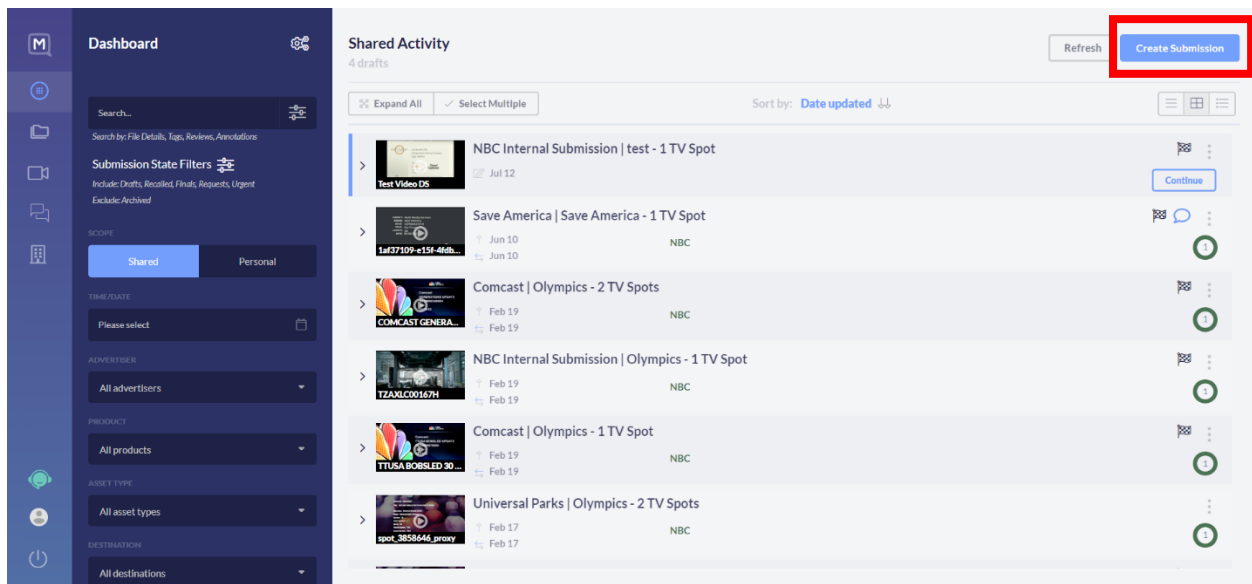
1. Once you are logged in click the **RED SUBMIT** button, and click **SUBMIT CONTENT**.



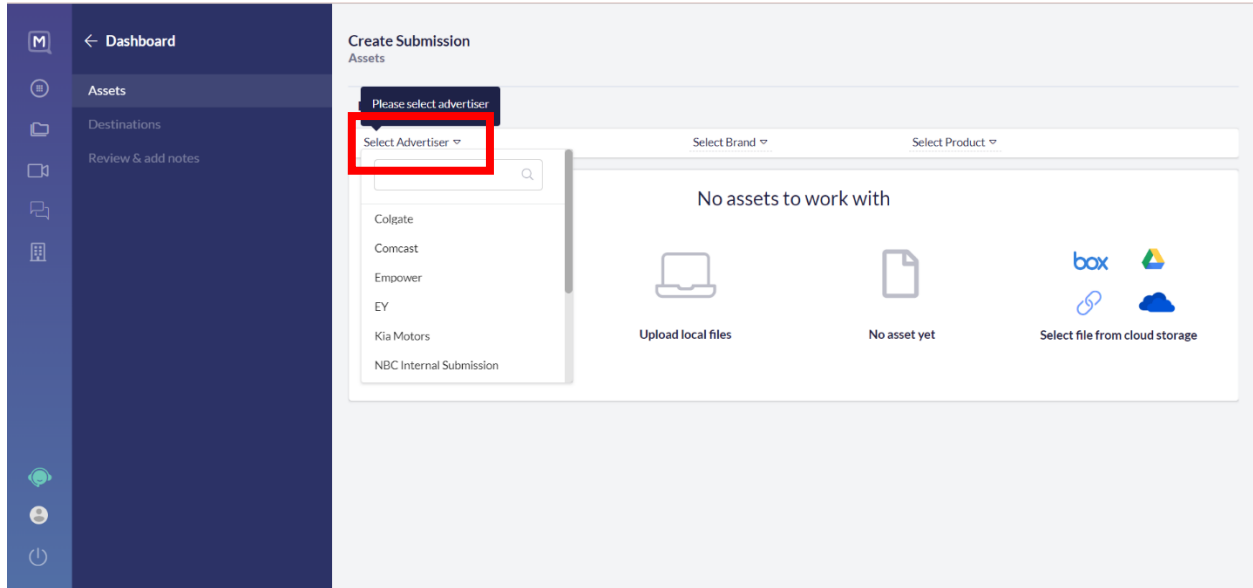
Please click below to submit via MediaQuarator



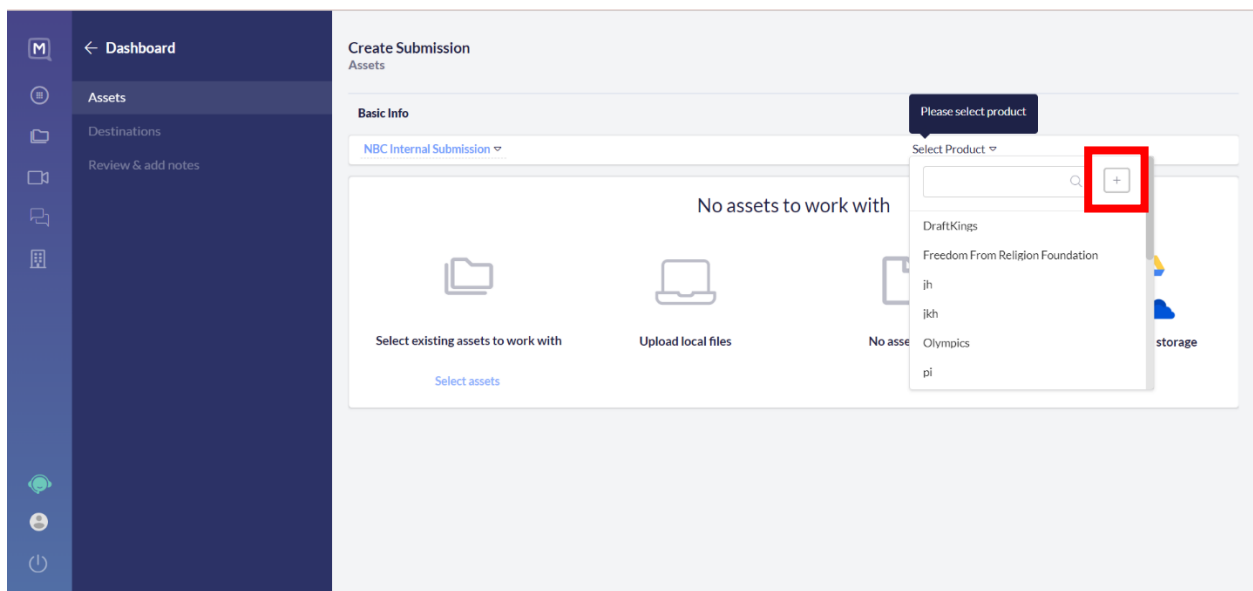
2. Click on **Create Submission** in the top right corner.



3. First, **select your advertiser**, these should be added to your account upon request by the Standards team. Find your advertiser in the drop-down menu. If you need to request a new advertiser, please [contact us](#) through our website.



4. Then, select your product. To add one you haven't used before click on the **plus sign**.



5. You will be brought to this window where you can enter the **product name/title**. This is the **only** field you need to fill in this window. Then hit **save**.

The screenshot shows a 'Create Product' modal window. At the top right are 'Cancel' and 'Save' buttons, with 'Save' highlighted by a red box. Below the title, it says 'Please provide the following:'. There are three dropdown menus: 'ADVERTISER' (set to 'NBC Internal Submission'), 'BRAND' (set to 'Select brand'), and 'CATEGORY' (set to 'Select Category'). Below these is the 'NAME / TITLE' field, which is highlighted with a red box and contains the placeholder text 'ENTER PRODUCT NAME HERE'. To its right is an 'ABBREVIATION' field. Below these is the 'PROJECT CONFIGURATION' section with a 'Default' dropdown and a checked 'Allow Reviewer Escalation' checkbox. At the bottom is a 'Select Destinations' dropdown and a 'SHARED DESTINATIONS' section with several destination cards like 'Golf Channel', 'NBC', 'NBC Cable', 'NBC Cable News', 'NBC - Regional Sports Networks', 'NBCU Local', 'Oxygen', and 'Peacock'.

6. For this demo, our product name is “test.” After saving the product name/title it will automatically populate in the **Select Product** dropdown. Then select how you would like to upload your spot.

The screenshot shows a 'Create Submission' page. At the top is the title 'Create Submission' and 'Assets'. Below is the 'Basic Info' section with two dropdown menus: 'Advertiser' (set to 'NBC Internal Submission') and 'Product' (set to 'test'). Below this is a section titled 'No assets to work with'. Inside this section are four options: 'Select existing assets to work with' with a 'Select assets' link, 'Upload local files' with a laptop icon, 'No asset yet' with a document icon, and 'Select file from cloud storage' with 'box' and Google Drive icons. The entire 'No assets to work with' section is highlighted with a red box.

7. Once your asset has been uploaded, fill out the following: **Type**, **Length**, whether it's a **Final**, and **ISCI/AD-ID code**. The Project should auto-populate since you created a Product in step 5. Once finished, click on **Next Step**.

The screenshot shows the 'Create Submission' interface for 'Assets'. The left sidebar contains navigation links: Dashboard, Assets (1), Destinations, Review & add notes, and a bottom section with icons for chat, user, and power. The main content area has a 'Basic Info' section with a dropdown for 'NBC Internal Submission' and a 'test' project name. Below this, an 'Assets' section lists one asset: 'Test Video DS'. This asset has a 'TV Spot' type, a length of ':30', a 'Final' status, and an ISCI/AD-ID code of 'FAKEISCI555'. The 'Next Step' button is highlighted with a red box.

8. Next, choose the **Destination** of where you would like the spot to air. Once completed, click on **Next Step**. (For Broadcast, select **NBC**)

The screenshot shows the 'Create Submission' interface for 'Destinations'. The left sidebar is the same as the previous screenshot. The main content area has a 'Destinations' section with a list of destinations: Golf Channel, NBC, NBC Cable, NBC Cable News, NBC - Regional Sports Networks, NBCU Local, and Oxveer. The 'Next Step' button is highlighted with a red box.

9. Lastly, mark the spot as **Urgent** (if applicable) and add the **Air Date**. After that, click on **Send**.

The screenshot shows the 'Create Submission' form in a dashboard. The left sidebar contains navigation links: Dashboard, Assets, Destinations, Review & add notes, and a bottom section with icons for chat, user profile, and power. The main form area has a title 'Create Submission' and a subtitle 'Review & add notes'. At the top right are buttons for 'Save Draft', 'Previous Step', and 'Send' (highlighted with a red box). The form fields include: Advertiser (NBC Internal Submission), Product (test), Contact (Adstandards Intern Submitter), and a section for 'Urgent' (checked, highlighted with a red box), 'Target air date' (07/17/22, highlighted with a red box), and 'Reminder Date' (07/16/22). Below these fields are tabs for 'Comments' and 'Comments by destinations'. The 'Comments' tab is active, showing a text area with a placeholder 'Submission comments' and a toolbar with options for Normal, Bold, Italic, Underline, and a link icon. At the bottom, there are sections for 'Assets in Submission' and 'Assets'.

10. You should receive a confirmation email once you have successfully uploaded your submission.

If you have any questions during this process, feel free to [contact support](#) through our website, we are happy to help!