

adstream

AU SD DELIVERY SPECIFICATIONS

SD File Specifications

Quicktime H.264 625/50

Video:

Codec: AVC

Container: MOV

Profile: Main@L3

Interlacing: Upper/Top Field

Frame Size: 720x576 or 1024x576 (PAL)

Frame Rate: 25 FPS

Aspect Ratio: 16:9

Audio:

Codec: Integer (Little Endian) PCM

Sample Rate: 48kHz

Sample Size: 16bit

Channels: Stereo

Quicktime ProRes 422LT or 422HQ 625/50

Video:

Codec: Apple ProRes 422

Container: MOV

Profile: LT or HQ

Interlacing: Upper/Top Field

Frame Size: 720x576 or 1024x576 (PAL)

Frame Rate: 25 FPS

Aspect Ratio: 16:9

Audio:

Codec: Integer (Little Endian) PCM

Sample Rate: 48kHz

Sample Size: 16bit

MPEG-2 Program Stream 625/50

Video:

Codec: MPEG-2 Program Stream

Container: MPEG-2 Program Stream

Profile: 4:2:2 Profile @MainLevel (422P@ML)

Bitrate: 50Mb/s CBR

Chroma Subsample: 4:2:2

Interlacing: Upper/Top Field

GOP Structure: I Frame Only

Frame Size: 720x576 (608 Inc VBI) or 1024x576 (PAL)

Frame Rate: 25 FPS

Aspect Ratio: 16:9

Audio:

Codec: MPEG1 Layer-2

Sample Rate: 48kHz

Sample Size: 16 bit

Channels: Stereo

SD Video Level Requirements

TV Format: PAL

Aspect Ratio: 16:9 FHA

Title Safe: 16:9

All Video Signals Should Comply With ITU-R BT.601 And Video Signals Should Not Exceed The Specified Limits
Video Levels Should Not Exceed 700mV, Or Fall Below 0mV
Gamut Out Of Legal Safe

Following EBU recommendation Rec.103-2000 will allow a small tolerance, assuming no more than 1% of the active picture is in error.

- Luminance (Y) -1% and 103%
(ie between -7mV and 721mV)
- RGB video levels -5% and 105%
(ie between -35mV and 735mV)

SD Audio Level Requirements

ITU-R 1770 (OP48/59)

All commercial soundtracks must be measured using ITU-R BS 1770-3 loudness meter to ensure compliance to the following delivery specification:

- Reference Level: 1kHz @ -20dBFS
- Integrated Loudness Program: -24 LKFS
- Target Level Tolerance: +/-1 LU
- Maximum True Peak: -2dBTP

Refer to Free TV OP59 for correct loudness measurement and management techniques.

On the digital scale, audio must not exceed -2dB as measured on a True Peak Meter.

A TVC must contain 12 frames of complete silence, ie no voiceover, active dialogue, music, effects or atmos, at the beginning and end of a commercial.

Example of a 30 Second TVC:

- Audio starts - 00:00:10:13
- Audio ends - 00:00:39:13

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SD File Specifications

	Duration	Example timecodes
Clapper Board & Countdown Combined	8"	00:00:00:00 - 00:00:07:24
Black	1"24 frames	00:00:08:00 - 00:00:09:24
Black w/ 1st Frame Indicator *	1 frame	- 00:00:09:24
TVC (First And Last 12 Frames Must Be Mute)	30	00:00:10:00 - 00:00:39:24
Black	3"	00:00:40:00 - 00:00:42:24

Clapper Board Information:

A valid Clapper Board is **MANDATORY**

The following details below must be included on the clapper board:

- Key Number
- Client
- Product
- Title
- Duration
- Aspect Ratio
- Date of Production
- OP48 Compliant

Additional Information:

Clapper Board must be 8 seconds of still image of ID Board and countdown combined. Must be completely silent with no audio pop followed by 2 seconds of black.

TVC must start at exactly 10 seconds plus 3secs of black at the end of the commercial.

Local Clearance:

A key number should include no more than 13 alphanumeric characters.

Dashes, slashes and hyphens are treated as spaces and are ignored.

It must be cleared through Commercials Advice (CAD) before broadcast.

A CAD approval number must be obtained.

For further information on Digital Delivery Formats For Commercials, please refer to Operational Practice OP-29:

<http://goo.gl/6rvGLq>

**Black w/ 1st Frame Indicator:*

A small white square must be placed in the top right hand corner of the active picture in the black frame immediately before your first active frame of vision