



NORDIC

The 625/50 Digital Betacam must be sent to Cartoon Network (full address below). Also a VHS Pal copy is required or alternatively M-Peg files can be sent by email to salesopsuk@turner.com for pre-viewing purposes. More than one commercial can be placed on the Master Dub, to a maximum of 35 segments per Master, the same applies for the VHS. If a single segment on a multi-segment master fails the delivery specification the entire master may be rejected.

Audio Format:

Audio must be full mix on all tracks.

Track 1 Danish Full Mix (dual mono)

Track 2 Finnish or Swedish Full Mix (dual mono)

Track 3 Swedish Full Mix (dual mono)

Track 4 Norwegian or Swedish Full Mix (dual mono)

- Video levels must not exceed 1.05 volts (105%).
- DBCT audio levels peaks should not exceed -10dB with regard to peak level.
- Reference level = -18dBFS.
- TAPES IN STEREO WILL NOT BE ACCEPTED.**

Tape Format:

- Tapes are to be supplied on 625/50 Digital Betacam format.
- Betacam SP tapes will **not** be accepted.
- All tapes must be single cut.
- All commercials must be produced in whole seconds (zero frames)
- VITC (Vertical Interval Timecode) and LTC (Longitudinal Timecode) must be present and matching.
- Average programme audio levels for all Turner Channels are intended to fall within the range +2 to +6dB relative to reference level. They should also have a suitable dynamic range for transmission.
- The following formats are accepted:
 - 4:3
 - 14:9 LB
 - 16:9 FHA (please note anamorphic content is aspect ratio pre-converted during ingest and will be transmitted 14:9 LB in a 4:3 frame).
- Please note that the Cartoon Network station identifier logo is positioned in the top right hand corner of the 4:3 viewing area, covering an area of 70 active picture lines (from start of picture at line 23 - therefore line 93 F1 and line 406 F2) and 200 pixels from the right of the screen. These measurements allow for a limited amount of "safe area" around the station identifiers.
- A CHARGE of £75** will be incurred if these format requirements are not met in time for transmission.

Tape Instructions:

Tapes must have:

- Name,
- Identification code for each commercial up to 12 characters long (e.g. **TURCARSCO030**=**TUR**ner, **CAR**toon, **SCO**oby Doo, **30** sec)
- Advertiser Name
- Length
- Production company name and phone number.

Tapes must be sent to:

Gaëlle Choppé / Kim Gibbard
Cartoon Network Traffic
Turner Broadcasting Systems
16 Great Marlborough Street
London W1F 7HS
United Kingdom

Deadlines:

Commercial tapes and written instructions **must** be received at least **5 working days** prior to the first airdate, for pre-transmission checks. **Late copy charges may be charged if notice is not given.**

Tape Clearance:

All tapes must abide by **OFCOM** regulations.

Tape Disposal:

All tapes are held for no longer than 1 year. After this time the tapes will be destroyed unless otherwise requested in written instructions.

Traffic Team:

Karl Anderssen	Director	Tel: +44 207 693 1127
Gaëlle Choppé	Sales Operations Senior Coordinator	Tel: +44 207 693 1081
Kim Gibbard	Sales Operations Coordinator	Tel: +44 207 693 1130