

Commercials and Public Service Announcements (PSAs)

Scope: This document is intended to detail technical specifications for Commercials and Public Service Announcement material acquired by Crown Media International (CMI) for use on The Hallmark Channel. This revision supersedes all previous Specifications for Commercials and Public Service Announcements. For the purpose of clarity, Commercials and PSAs share the same specifications.

Tape Formats:

- All Commercial material is to be supplied in native (unconverted) PAL Digital Betacam or NTSC Digital Betacam format. Standards converted material may be accepted at the sole option of Crown Media International, with prior notification.
- No tapes are to be copied from a digital master other than by SDI (Serial Digital Interface) interconnection. A Digital Betacam copy via analog interconnection is not acceptable.
- No Commercial material will be accepted in a format other than Digital Betacam without prior approval by CMI Ad Traffic Department.
- All materials are to be free from audio, video and servo disturbances.

Media Labeling: *upload*

- Labels must accurately reflect the titles, ISCI numbers and other identifying information for the material on the tape.
- Labels must accurately note the Commercial reel's start, end and duration.

Reference Video:

- Full Field Reference Color Bars are to be recorded for one minute preceding slate, leader and Commercials.
- Color Bars must represent the following Commercial material, recorded through the same signal path as the Commercial.
- Color Bars must be 100% Luminance, 75% Chroma, 0% Setup.

Commercial Video:

- Luminance of Commercial material must be between 0 and 700 mv.
- No pedestal is to be applied.
- Chroma of Commercial must be within RGB Gamut as viewed on Tektronix WFM601 double diamond display.
- PAL vertical blanking must not exceed line 23. PAL horizontal blanking must not exceed 12.0 microseconds.
- NTSC vertical blanking must not exceed line 21. NTSC horizontal blanking must not exceed 12.0 microseconds.
- Program is to be free of disturbances and anomalies of any kind.

Reference Audio:

- 1 kHz tone is to be recorded on all channels co-incident with Color Bars.
- Reference level is -20 dBFS.
- Reference audio must represent the following Commercial material, recorded through the same signal path as the Program.
- Emphasis is not to be applied; Emphasis "Off".

Commercial Audio:

- Commercial material must be uncompressed, peaks not to exceed -12 dBFS.
- The maximum allowable transient peak must not exceed -8 dBFS.
- Audio phase variation must not exceed $\pm 5^\circ$ at 20 kHz.
- Audio synchronization must not exceed ± 1 field.
- Emphasis is not to be applied; Emphasis "Off".
- Neither Dolby Pro Logic nor Dolby Digital encoding is acceptable.

Time Code, PAL:

- Linear Time Code (LTC) – 25 fps, Non-Drop Frame, locked to video.
- Vertical Interval Time Code (VITC) – Lines 19 & 21 identical to LTC.
- Time code must be continuous and ascending throughout.
- Program start of first reel at 10:00:00:00 exactly. Successive reels of the same program are to start at the next highest hour, yielding unique time codes for all frames.

Time Code, NTSC:

- Linear Time Code (LTC) – 29.97 fps, Drop Frame, locked to video.
- Vertical Interval Time Code (VITC) – Lines 12 & 14 identical to LTC.
- Time code must be continuous and ascending throughout.
- Program start of first reel at 01:00:00:00 exactly. Successive reels of the same program are to start at the next highest hour, yielding unique time codes for all frames.

Commercial Reel Format:

- Minimum of 30 seconds black leader and/or program slate with time code, followed by
- One minute of Color Bars and 1 kHz Tone on all channels at -20 dBFS, with time code, followed by
- Minimum of 30 seconds of black leader and/or Commercial slate with time code, followed by
- Commercial start, first frame on the exact time code hour.
- Successive Commercials on multi-cut reels are to start at exact time code minutes (:02 frames for Drop-Frame NTSC), half minutes and :00 frames, or quarter minutes and :00 frames.
- A slate is to be placed on all materials preceding each Commercial stating the Title of the Commercial, the Agency producing the Commercial, Product Identifier, Identification number (ISCI code) and frame-accurate duration.
- Following the final Commercial, a minimum of one minute black leader with time code.
- A printed log for each reel is to be included with the Commercial materials detailing all cuts contained, stating the Title of the Commercial, the Agency producing the Commercial, Product Identifier, Identification number (ISCI code) and frame-accurate duration.

Individual Commercial Format:

- Commercials must conform to the following timing standards:

15-second announcements:	14:10 to 15:00
30-second announcements:	29:10 to 30:00
60-second announcements:	59:10 to 59:28 (NTSC Drop-Frame)
	59:10 to 1:00:00 (PAL)
- Materials that do not adhere to the specified durations may be edited for time or rejected. Charges for correction time required may be assessed to the agency providing the materials.

Commercial Content, Technical:

- CMI reserves the right to Technically Reject Commercial materials deemed to be of inferior technical quality, regardless of the source of the defect.

Audio Format, Latin America - Spanish:

1. Spanish (Stereo Left or Mono)
2. Spanish (Stereo Right or Mono)
3. English or Spanish (Stereo Left or Mono)
4. English or Spanish (Stereo Right or Mono)

Audio Format, Brazil – Portuguese:

1. Portuguese (Stereo Left or Mono)
2. Portuguese (Stereo Right or Mono)

1. Dansk (Stereo Left or Mono)
2. — " — Right —
3. — " — Left —
4. — " — Right —

Nordisk feed
 hvor mange spjg?

02.00

?

3. English or Portuguese (Stereo Left or Mono)
4. English or Portuguese (Stereo Right or Mono)

Audio Format, English:

1. English (Stereo Left or Mono)
2. English (Stereo Right or Mono)
3. Music and Effects (Stereo Left or mono)
4. Music and Effects (Stereo Right or mono)