



MTV Networks Nordic Commercial Film Delivery

If you have booked commercial time on any of the MTV Nordic channels and are currently looking into delivering your commercial to us for transmission, please take note of the following:

Please ensure your ad arrives at least 5 working days prior to TX.

Delivery Option 1

Our **preferred method of commercial delivery is digitally via Adtoox**:

https://eexpress.adtoox.com/help/data/Robohelp/!SSL!WebHelp/Welcometo_E.C.express_help_documentation.htm

Delivery Option 2

In the event that you are unable to deliver your commercials via Adtoox, please send a **digi beta** that meets the requirements specified below to:

MTV Networks by
North Media Operations
It. Neveritaweg 6
1033 WC Amsterdam
The Netherlands

For delivery queries, please email NorthMediaOperations@mtvne.com
For urgent enquires please contact Willemijn. Out +31 6 10 83 78 36

MTV Nordic - Digi Beta Requirements

Tape Label

Please ensure the label features:

- client name
- product name
- film code
- aspect ratio
- time codes
- duration
- TX channel
- TX date

This information allows us to identify your tape and to air it as per your request so please make sure the tape label lists the correct details.

Please note: When creating the film codes, use set spot code standards for each country (Norway, Sweden, Denmark, Finland).

If you have any questions about this, please contact Miriam Palaric, Senior Airtime Planning - Nordic Region, phone: +46 8 506 780 32, e-mail: palaric.miriam@mtvne.com

TechSpec

Please ensure the digi beta adheres to the following technological specifications:

Description	Digital Betacam
Alignment reference	Sony ZHP
Signal timing	625/50 (PAL)
Output levels and timing	Aligned Sony DVM500P (or equivalent) should produce a CCIR 656/270MHz signal which when converted to analogue produces PAL signal conforming to EBU specification.
Aspect ratio	16:9FHA or 4:3
Audio reference level	-18dB relative to max count (Headroom 18dB)
Audio alignment reference	Sony CR1 18PS
Peak audio level	Reference +8dB
Audio pre-emphasis	None
Black Level	When a pixel is black, the specified voltage transmitted or recorded is Zero (0) Volts. Any lower than this level is illegal
Peak White	When the pixel is at maximum brightness (luminance) the voltage is +0.7 Volts (700mV)
Audio tracks	Any Brightness (luminance) Higher than +0.7 is illegal A1 & A3 left, A2 & A4 right

Time Code (SMPT/EBU)

The time code should be 8-field (PAL) locked to video and should be continuous throughout the programme (including the header section). VITC should be recorded on lines 19 and 21 and should be identical to the LTC.

Order of Recording

Recorded material must conform to the specifications outlined below:

Timecode	Duration	Video	Audio	1KHz	1KHz	1KHz
09:58:30:00	60"	100% or 75% Colour Bars	1KHz	1KHz	Silence	Silence
09:59:30:00	27"	Clack or ider	Silence	Silence	Silence	Silence
09:59:57:00	3"	Black	Silence	Silence	Silence	Silence
10:00:00:00	Programme	Programme	Left	Right	As Ch.1	As Ch2
Prog. End	30"	Black	Silence	Silence	Silence	Silence

Audio line up tone should be identical in phase on both audio tracks for mono material or audio 1 interrupted tone and audio 2 continuous tones for stereo material.

Important: Only one commercial should be recorded on each tape.

Unfortunately, a digi beta that does not meet the above mentioned technical criteria cannot TX and redelivery will in all likelihood cause a delay in getting your commercial to air.