



1. Technical specifications

1.1. General

All spots must comply with EBU standard.

1.2. Quality

TV commercials must have the same quality as that of the TV programmes, and a similar technical quality standard is therefore mandatory. TV commercials that according to the opinion of SBS TV A/S do not meet this standard, may be rejected. Some of the reasons for rejection are as follows:

- Bad picture and sound quality
- Imperfect synchronisation of sound and picture
- Sudden finish of sound and picture
- Speech difficult to understand, text difficult to read
- Effects that can be mistaken for a technical error

1.3. Length of TV Commercials

All lengths (numbering whole seconds) of TV commercials are accepted, however, no longer than 5 minutes. A split-spot may only consist of two parts.

1.4. Formats

File format

SBS TV A/S accepts two types of digital files, when delivered to our ftp server. For access to ftp upload, please visit <http://sbstv.dk/upload/>

Standard Definition (SD):

MPEG-2, ProgramStream, Interlaced, Upper field first.
50 Mbps, Constant Bitrate, GOP size:12 (IBBPBBPBBPBBP) or I-frame only.
Resolution: 720 x 576, Pal 25 fps (50i), 4:2:2
MP2 384Kbps embedded Audio, 48 kHz, Stereo up to 8 channels.
or:
MXF Format, SMPTE 377M,
OP1A Specifications
IMX 30 Mbps
Resolution: 720 x 608
Pal 25 fps (50i) (non-square pixels)
PCM embedded Audio, 48 kHz, 16 bit Stereo up to 8 channels.

High Definition (HD):

Resolution: 1920 x 1080
Pal 25 fps (50i)
MXF Format
50 Mbps, Long GOP, 4:2:2
PCM embedded Audio, 48 kHz, 16 bit Stereo up to 8 channels.

Video levels

Black level: 0%

White: 100%

P-P Luminance: 700 mV

Chrominance: 75 %

Video aspect ratio

For SD material: 16:9

For HD material: 16:9

Tape format

TV commercials to be shown by SBS TV A/S can be delivered on tape against a fee of DKR 250,- per tape, however only up to a maximum of DKR 500,- per campaign. The Commercial must be recorded on Digital Betacam, delivered in 625 linier/ 50 PAL-standard, 16:9 (Anamorphic). The individual commercial is to be recorded only once on a tape and the tape must be rewound. More than one commercial on a tape is only permitted if so agreed beforehand.

1.5. Start signals

Start signals: Files

Files must be supplied with time code, time code track must be equipped with an uninterrupted and consecutive time code in compliance with the EBU standard. Files must always begin on time code 00:00:00:00, have 2 sec. of black at begin and end of commercial, and be supplied with commercial ID and clock.

Start signals: Tapes

Tapes must be supplied with time code, time code track must be equipped with an uninterrupted and consecutive time code in compliance with the EBU standard.

Commercials/programs must always begin on the time code 00:02:00:00, and end with no less than 60 sec. black.

Tapes must start off with a 90 sec. colourbar (100% white, 75% chrome) and a pilot tone (see reference), followed by no less than 10 sec. of black without sound. If possible also a clock, commercial ID and uninterrupted sync, at the change to the commercial. The last 3 sec. before the start must be black (black & burst).

1.6. Audio

Commercials must be recorded in **stereo** (ch.1=left / ch.2=right) or **mono** (ch.1+2=Final mix).

Sound must be in phase and mono compatible.

Audio: Files

Max Peak: -12 dBFS truepeak (Digital-scale).

The commercial's loudness level shall not exceed -4dBu to 0dBu according to Leq (A) (IEC 60804), measured with Dolby LM100 in short-term mode.

Audio: Tapes

Max Peak: + 4,5 dBu. (Nordic-skala).

1.7. Naming of files

- Unique ID.
- Maximum 15 digits
- Identifiable name. In example advertiser, product, length.
- use only international letters or numbers (no Æ, Ø, Å or symbols).
- No spaces, if necessary, use underscore.

1.8. Delivery note, reference file, and labels

When delivering commercials, whether tape or file, to SBS TV A/S, a delivery note and KODA report must be included.

Tapes should be supplied with a label containing:

- Name of advertiser and agency
- Name of product / campaign
- Title of commercial
- Spot length

Please note: The label cannot be placed on the side of the tape, as this is reserved for a barcode.

Delivery notes for files can be send to reklamer@sbstv.dk, with a clear reference to the advertiser, product and spottitle.

For viewing purposes, please send an email to reklamer@sbstv.dk containing a file in .mpg, .mov or similar standard format. File size/resolution must be no higher than 2MB/30 pr. second. The email must be clearly marked with spot title or other code, matching tapes or files delivered.

Please note: commercials produced in 4:3 format, and converted into 16:9 pillar-box, will be rejected.

1.9. Damaged material

SBS TV A/S's liability in connection with damaged tapes belonging to the customer is, whether or not the tapes received by SBS TV A/S are original master tapes or copies, limited to the actual expenses related to production of a copy, and can never exceed the amount received by SBS TV A/S for airing the TV commercial. Complaints must be raised within 5 days after the customer has received the video tape.

1.10. Deadlines

Video tapes and files with TV commercials must be received by hand at SBS TV A/S no later than 3 working days before the date of the first transmission.

If the deadline for SBS TV A/S is due, the producer/advertising agency themselves will have to take care of dubbing and shipping the material to the other SBS TV local TV-stations.

Please note that SBS TV A/S will be unable to comply with the GRP guarantee unless the campaign is prolonged with an equivalent period of time.

In case of a late delivery, whether tape or file, the following extra charges will apply:

	Booked spotlength	Different spotlength
No later than 3 working days before 1. run	Kr. 0,-	Kr. 0,-
2 working days before 1. run	Kr. 1.000,-	Kr. 2.000,-
1 working day before 1. run	Kr. 2.000,-	Kr. 4.000,-
Later delivery	Kr. 5.000,-	Kr. 10.000,-

Prices are excl. VAT.

1.11. Other terms

Should the customer not request the return delivery of master tapes, SBS TV A/S reserves the right to destroy masters (commercial tapes or files). However, destruction will not take place earlier than six months after the last transmission. SBS TV A/S also reserves the right to destroy received but not transmitted master tapes/files. However, no earlier than three months after the master has been received by SBS TV.

Delivery address for tapes

SBS TV A/S
Att.: Plannerafdelingen
Mileparken 20A
2740 Skovlunde



December 2008