

# Viasat Broadcasting UK Ltd

Technical Specification for Commercials and Sponsorship

All commercials must be addressed to:	All sponsorship credits must be addressed to:
Viasat Broadcasting <b>Attention: Commercial Copy Controller</b> Viasat Broadcast Centre Horton Road West Drayton Middlesex UB7 8JD UK	Viasat Broadcasting <b>Attention: Compliance</b> Viasat Broadcast Centre Horton Road West Drayton Middlesex UB7 8JD UK

## INTRODUCTION

*If the following criteria are not met Viasat will reject material*

All commercials must arrive in London at least 3 working days prior to transmission

Commercials must be submitted on Digital-Beta tape format.

05 to 30 minute size tapes only (small cassettes).

Commercial durations to be 10, 15, 20, 25, 30, 40, 50, 60 second lengths, as standard.

We require one commercial per tape, clearly labelled on the tape matching the ident clock on the tape.

In exceptional circumstances Viasat may accept a maximum of 5 commercials on one tape, the tape and clocks must be clearly labelled with correct start of message before each commercial.

Quicktime file is to be send to: [referencefiler@tv3.dk](mailto:referencefiler@tv3.dk)

## SPOT IDENTIFICATION CODE

Spot code: To make sure that the commercial spot has a unique code, please give the spot the following 12 -digit:

AAAPPPVVLLL

AAA=3 letters for advertiser

PPP=3 letters for product

VVV=3 numbers for version

LLL=3 numbers for spot length

Please attach manifesto.

## LABELS

One label should be placed on the top of the cassette, not on the spine, clearly stating the contents of the tape.

Information required is the name of the commercial, industry code (recognised client reference code), duration and start timecode and country.

## TIME CODE

There must be continuous LTC+VITC EBU standard timecode on the tape. The first frame of the commercial must start at timecode 05:00:00:00 with VITC on lines 19 and 21. Both LTC and VITC shall be coherent.

## VIDEO

Video levels are based on the PAL System I which specifies 0 to 100% RGB Limits. We require that signals meet the easier EBU Recommendation R103-2000:

Luminance limits -1% and 103%

Chrominance 105% max - RGB values to not exceed limits -5% to +105%.

Commercial video content shall be presented at 16:9 FHA aspect ratio.

All material needs to be 4:3 compatible and safe areas should be respected on all material

## AUDIO

Audio track 1 stereo left – Stereo is preferred, but mono is acceptable.

Audio track 2 stereo right

Audio track 3 optional but as track 1 if recorded

Audio track 4 optional but as track 2 if recorded

Line up test tones shall at the start of tape shall be recorded at:

1kHz (125nW/m) for metal analogue tape corresponding to OdBu = 0.775Vrms sine-wave.

1kHz (-18dBFS) for Digital Betacam tape corresponding to OdBu = 0.775Vrms sine-wave.



Audio peaks should not exceed 2dBu above 0dBu reference level for analogue, or not to exceed 2db above EBU Digital reference level of -18dBFS.(U.K PPM 4.5)

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 (this is also represented by -22dBFS & -18dBFS). Commercials with 'audio pre-emphasis' are not acceptable and will be rejected.

#### **LEADER AND ENDING**

40 seconds of colour bars and tone should start the tape followed by an identification clock or caption.

The identification must give the title of the commercial, identification number (recognised client reference code), duration and start time code.

*The ident clock should cut or fade to black 3 seconds before the start of the commercial at 04.59.57.00*

There may be times when the last frame of a commercial is held on air for up to 10 seconds; however this will only be possible if a "freeze frame" is provided.