



Red Bee Media

**Technical tape delivery specification for
Commercials**

Applies to all channels transmitted by Red Bee Media

Introduction

Commercial copy is delivered to the Red Bee Media either by delivery of suitable tapes to Red Bee Media, or by approved electronic delivery suppliers.

It is not Red Bee Media policy to return copy.

Commercials must conform to the current BCAP Television Advertising Standards Code. (Broadcast Committee of Advertising Practice).

All commercials intended for United Kingdom transmission on any Red Bee Media service must be approved by Clearcast.

Delivery Format and recording

Tape copy should be submitted on Digital Betacam format.

The recorded video must be a compatible 625 line, 25 frame standard, conforming to CCIR 601.

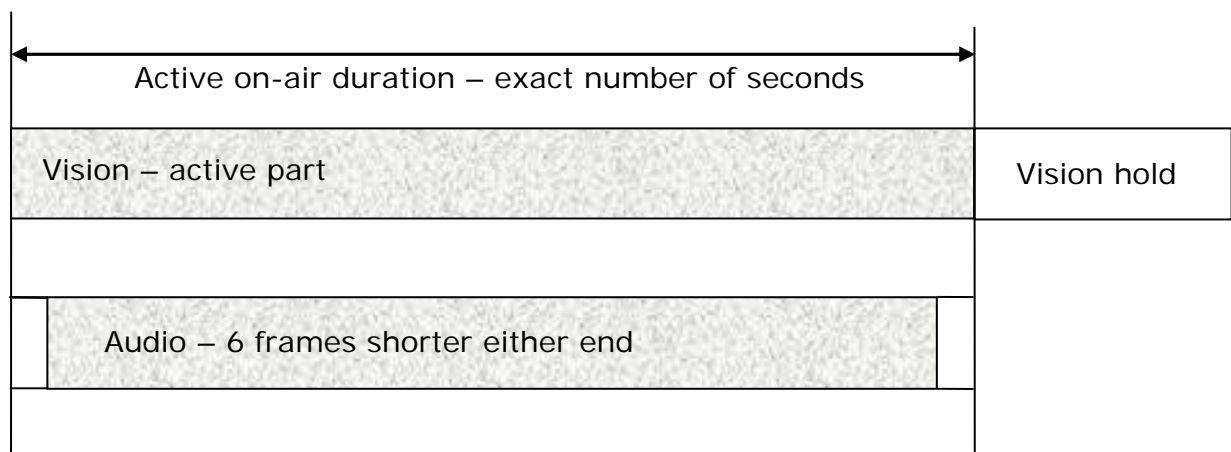
Vision should be legal such that in the RGB domain all the R, G, B signals are within the range 0 to 100% of peak luminance.

The aspect ratio must be 16:9 full height anamorphic and protected for 14:9 transmission. The widescreen 16:9 full height commercial copy supplied will be presented on widescreen services in 16:9 anamorphic format and on non-widescreen services in a 14:9 slight letterbox format, matching the format of many existing programmes. It is essential that delivered widescreen copy is produced to the UK Broadcasters' specification for 16:9 shoot & protect 14:9 as outlined in Appendix A.

Format should have the transmission audio on tracks 1 and 2, and be in synchronism with the vision.

Stereo sound is standard for commercials on all Red Bee Media services. Advertising that is not stereo should be delivered with phase coherent mono sound on both audio tracks.

There should be 6 frames of audio silence at the start and end of the item and the duration should not exceed the stated length. At the end of the item there should be a 10 second hold on vision followed by 30 seconds of black. (No 'Living Freezes')



Subtitles for the hard of hearing should be recorded on television line 335 and conform to the "World System Teletext" standard. The clock should state "Teletext 888" if subtitles are present.

Line-up and Identification

Advertising copy requires a unique identifier supplied by the advertising agency and approved by Clearcast (for UK transmission).

For tape copy:

The box must be marked externally with the clock numbers of each item on the tape, and there must be a log sheet inside listing for each item submitted:

- Timecode of start of message
- Identifier/clock number
- Item active duration
- Product name

The first (or only) item must be recorded such that the start of message is at timecode 10:00:00:00 with any subsequent items to have start of message's at integer minutes. LTC and VITC must match, be phase coherent with video, be continuous and contiguous, and must not pass through 00:00:00:00. VITC must be on line 19 & 21 pairs.

The recording must start with a line-up signal consisting of at least 1 min of line-up reference comprising:

- Video: 75% or 100% colour bars
- Audio: reference tone on each track, comprising 1 kHz tone at 0dBu (-18 dBFS, PPM 4), phase coherent, on tracks 1 and 2.

For all copy

A clock is to precede each item for at least 20 seconds duration. The clock should identify:

- Product name
- Identifier/Agency copy number (clock number)
- Commercial/sponsorship item duration
- 'Teletext 888' if subtitles are present
- Stereo or mono audio
- Statement of 16:9 FH anamorphic aspect ratio

Black and silence should exist for 3 seconds between the clock and the first frame of picture.

Note: The start of message is measured from the first frame of active picture. Vision fade-ups are acceptable - in which case the first non-black frame is taken to be the start of message.

Process, Compliance and Quality Control

Sound and vision quality should be equivalent to ITU-R broadcast scale grade 4 or 5. Any technical defect which is apparent in the source master tapes or in file delivered copy will be referred to the agency or supplying company for correction and re-submission.

Any breach of Ofcom/ASA technical guidelines will similarly be referred for correction and resupply.

Legally required captions which are outside the designated 14:9 safe caption area, (see appendix A) do not meet the Ofcom guideline requirements, or are otherwise illegible will not be accepted.

Text which is there for legal or regulatory purposes (the “small print”) must comply with BCAP Guidelines. Height is measured using flat-topped letters, where possible, e.g. “v”, “w” or “x”. If there is both upper and lower case lettering the lower case letter will be used to determine text height.

BCAP Guidelines state that the minimum text height is 16 television lines, except where there is a solid single-coloured background when the text height can be 14 lines.

Audio Loudness Control

Red Bee Media policy and the BCAP code (rule 6.9) require that audio signal levels should have a consistency of perceived loudness such that the viewer does not need to adjust receiver volume between programmes, junctions and advertising breaks.

Audio loudness is to be measured using equipment operating with the ITU-R BS1770 characteristic. The reference level must be set to -18dBFS and the rolling integration window set to 4 seconds. Audio level measurement is a two stage process:

1) The audio level must be adjusted such that the maximum ITU loudness reading reaches at least -3dB on the scale and does not exceed 0dB. This is the combined loudness, the individual tracks may peak over 0dB as long as the combined level is within the stated levels.

2) In addition, audio must be further limited, if necessary, such that a Peak Programme Meter type IIa does not register over PPM 6 at any point during the item. This may result in a reduced ITU loudness level in some circumstances.

Flashing images

To avoid causing problems to viewers with photosensitive epilepsy Ofcom issued guidelines for the assessment of flashing images and patterns in commercials.

The factors that need to be taken into account are:

- Prominence and image position.
- Flashing lights.
- Flickering Images
- Rapidly changing images
- Static patterns
- Moving patterns

Inter-line flicker: there should be no more than 3 flashes or intensity changes per second or 6 flashes in any 2 second period. Changing images should be present for at least 8 frames. Flashing colours should also be avoided.

Static patterns which resemble a dart board, circular sectors, whirling wheels or swirls should be completely avoided. Interline flicker can be produced when a computerised graphic is displayed with fine lines that are alternately black and white or high contrast ratio. This can cause a flicker rate of 25 times per second even though the caption is static.

Computer screens that are part of a television shot can cause a flicker on the finished programme due to the different scanning rates of the 2 systems. Please see the latest guidance notes from Ofcom and if in any doubt please refer to Red Bee Media Service Delivery Manager for Commercials.

Any breach of the Guidelines on flashing images will result in the programme being rejected.

Delivery (advertising)

Advertising broadcast tape copy for all Red Bee Media services to be delivered to:

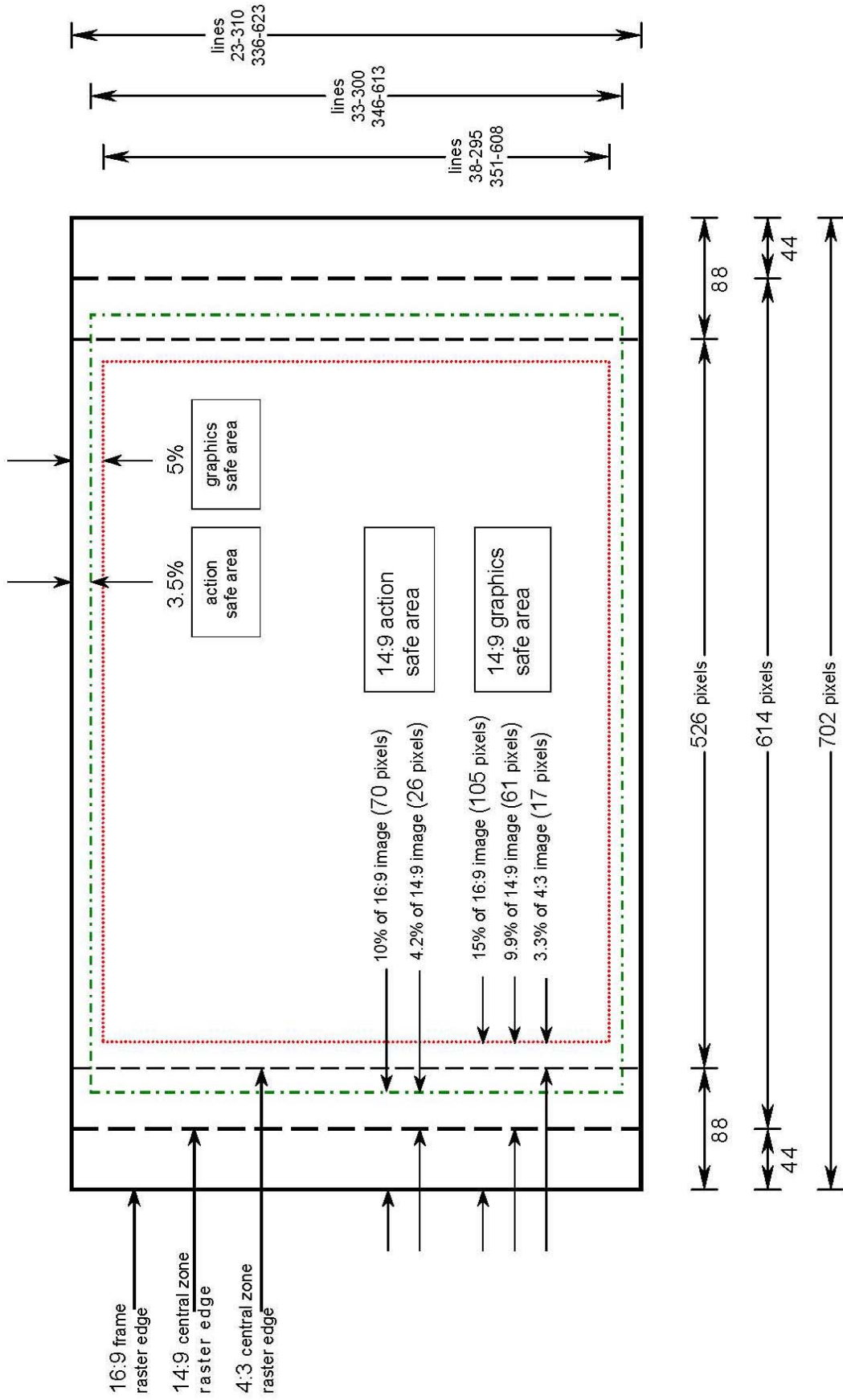
MIA Reception
BCG D6
Broadcast Centre
Back Gate
Dorando Close
London
W12 7TP

Supplier contact details must be marked on the tape box.

Contacts

For any queries relating to the specification and delivery of copy please contact RedBeeMedia-MMCommercials@redbeemedia.com

Appendix A:



Appendix (a) 16:9 Shoot to Protect 14:9, defining action and graphics safe areas