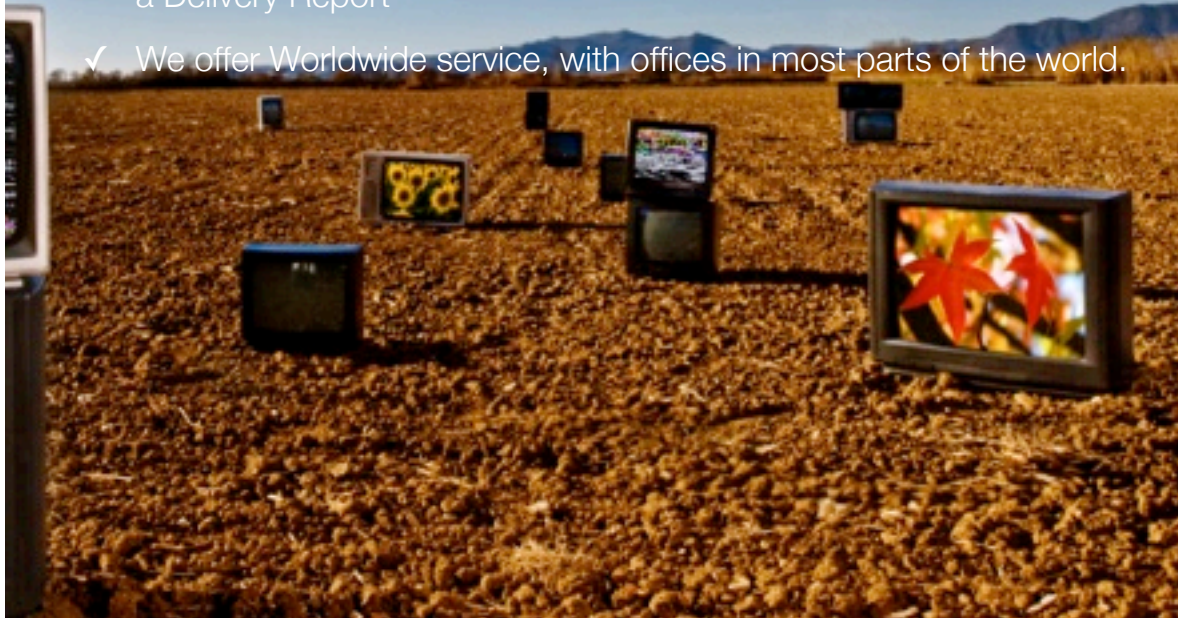


# HD & SD Technical specifications

Adstream France

A better way to deliver

- ✓ We offer 24/7 - Support
- ✓ We have personal contact with the TV stations
- ✓ We are always up to date on TV stations specifications and requirements
- ✓ All TV spots are individually quality checked
- ✓ When your order has been completed, you will automatically receive a Delivery Report
- ✓ We offer Worldwide service, with offices in most parts of the world.



Adstream, international leader of commercial digital delivery for Print, TV and Radio.

30	Offices over the world
93	countries delivered
+5.000	TV Stations connected
+1.000.000	TVCs delivered per year
+2.200.000	Print commercial per year



## Adstream France digital delivery offer

To take advantage of our international digital delivery system and ordering your TV commercials deliveries, please visit our web site at URL <http://www.adstream.com>

For registration or any other additional information contact us at:

Email : [tv\\_fr@adstream.com](mailto:tv_fr@adstream.com)  
Tel : +33 (0)1 80 03 12 50  
Mobile : +33 (0)6 76 15 15 71

## How to send us broadcast material

Your broadcast material can be send to Adstream France using our nVerge transfer application or pushing on our FTP server. We strongly recommand to use nVerge. For your nVerge or FTP registration contact us at:

Email : [tv\\_fr@adstream.com](mailto:tv_fr@adstream.com)  
Tél : +33 (0)1 80 03 12 40  
Mobile :+33 (0)6 76 15 15 71

Each video file will be named with the identifier (Clock number for UK, PubID for France, etc...). Example «*FR\_ABCD\_FGHI\_9999\_999\_F.MPG*».

In case of FTP transfer we ask you to provide, in addition to the video file, a text file that contains all metadata about your TV commercial. This text file is equivalent of the traditionnal tape form.

## Adstream France quality control

With Adstream France quality control, you are sure your TV Commercials will be technically accepted by all the Sales-Houses and TV stations in France. Our quality control deals with 6 different check-points of your broadcast material:

- 1 - Compliance of your file format with Adstream format specifications
- 2 - Video structure of your master
- 3 - Correspondance between TVC slate informations and Adstream TVC order description
- 4 - Safe title zone
- 5 - Compliance of video/audio signal with Eurosport International standard
- 6 - Subjective perception of your TVC

Each of these check-points are detailed hereafter.

In case of quality control failure of your master, you'll receive a QC report explaining problems detected and/or service prices for standardisation of your master (when it is possible).

## International Delivery

If you need International Delivery, Adstream France can provide you all our international technical specifications that allow you to deliver your TV commercial over 93 countries.

# 1 - Adstream HD & SD master file format

Master file has to be 16/9 and compliant with one of the following formats:

HD Formats	MPEG2 100i	Apple Pro Res 422 HQ	QuickTime Wrapped HD XDCAM	8 Bit Uncompressed
<b>Vidéo</b>	<b>PREFERED FORMAT</b>			
Codec	MPEG2 Transport Stream	Apple Pro Res HQ	XDCAM HD422	Quicktime
Profile	422 @ High Level	High	4:2:2 @ High	Quicktime Uncompressed
Video format	HD	HD	HD	HD
Resolution	1920x1080i	1920 x 1080i	1920 x 1080i	1920 x 1080i
Trame	Upper field first	Upper field first	Upper field first	Upper field first
Chroma	4:2:2	4:2:2	4:2:2	4:2:2
Bitrate	100 Mb/s CBR	+/- 130 Mb/s VBR	50 Mb/s CBR	+/- 830 Mb/s CBR
GOP structure	i-Frame Only (Closed Gop)			
Echantillonnage couleur	YUV	YUV	YUV	YUV
<b>Audio</b>				
Codec	PCM / WAV	Integer Little Endian PCM	Integer Big / Little Endian	Integer Little Endian PCM
Type	Stéréo / Dual Mono	Stéréo / Dual Mono	Stéréo / Dual Mono	Stéréo / Dual Mono
Rate sample	48Khz	48Khz	48Khz	48Khz
Bit sample	24 bits	24 bits	24 bits	24 bits

SD Formats	MPEG2 50i	Apple Pro Res 422 HQ	IMX 625/50	8 Bit Uncompressed
<b>Vidéo</b>	<b>PREFERED FORMAT</b>	<i>Final-Cut / After Effects</i>	<i>Final-Cut / After Effects</i>	<i>Final-Cut / After Effects</i>
Codec	MPEG2 Program Stream	Apple Pro Res 422 HQ	Quicktime or MPEG2	Quicktime
Profile	422P@ Main Level	High		Quicktime Uncompressed
Video format	SD	SD	SD	SD
Resolution	720 x 576	720 x 576	720 x 576	720 x 576
Type	625/50 PAL	625/50 PAL	625/50 PAL	625/50 PAL
Trame	Upper field first	Upper field first	Upper field first	Upper field first
Chroma	4:2:2 YUV	4:2:2 YUV	4:2:2 YUV	4:2:2 YUV
Bitrate	50 Mb/s CBR	+/- 50 Mb/s VBR	50 Mb/s CBR	+/- 170 Mb/s CBR
GOP Structure	i Frame Only		i Frame Only	
<b>Audio</b>				
Codec	MPEG Audio Layer 2	Integer Little Endian PCM	Integer little Endian PCM	Integer Big / Little Endian PCM
Type	Stéréo / Dual Mono	Stéréo / Dual Mono	Stéréo / Dual Mono	Stéréo / Dual Mono
Bitrate	384 Kb/s			
Rate sample	48Khz	48Khz	48Khz	48Khz
Bit sample	16 or 24 bits	16 or 24 bits	16 or 24 bits	16 or 24 bits

For other format, please contact us before.

## 2 - Master video structure

Master video structure has to be like this:

EBU/UER bars 100% & tone 1000 Hz @ -18dbfs *	5 secondes
Film Slate	7 secondes
Black & silence	3 secondes
Video commercial	X secondes
Black & silence	5 secondes

\* Adstream France can provide you video sample of EBU/UER bars 100% & tone 1000 Hz @ -18dbfs

For instance, for a 30 secondes TV commercial, video structure should be :

### Master video structure for a 30 sec TV commercial:

<u>Timecode In</u>	<u>Timecode Out</u>	<u>Content</u>
00:00:00:00 -	00:00:04:24	EBU Bars <b>100%</b> & tone 1kHz @ -18dbFS
00:00:05:00 -	00:00:11:24	ARPP PubID slate
00:00:12:00 -	00:00:14:24	Black & silence
00:00:15:00 -	00:00:44:24	TV Commercial (30 sec)
00:00:45:00 -	00:00:49:24	Black & silence

### 3 - Slate details

Slate contains the following informations:

Slate Information	Information Type
Film Identifier (ARPP FilmID)	Mandatory
Agency	Mandatory
Product	Mandatory
Advertiser	Mandatory
Title	Mandatory
Version	Mandatory
Commercial Duration	Mandatory
Aspect Ratio <i>(Only 16/9 FHA (14/9 title safe) accepted for french market)</i>	Optional
Audio format + Language(s) <i>(Stereo / Dual mono + Languages on tracks)</i>	Optional
Fade to/from black <i>(If you've inserted fade to/from black, thank you to declare)</i>	Optional
Subtitles <i>(If you've inserted subtitles, thank you to declare)</i>	Optional

Any lack of mandatory information or inconsistency between slate information and TV commercial description in our ordering system will cause a QC failure and Adstream France will ask you to re-send a new master with correct slate information.

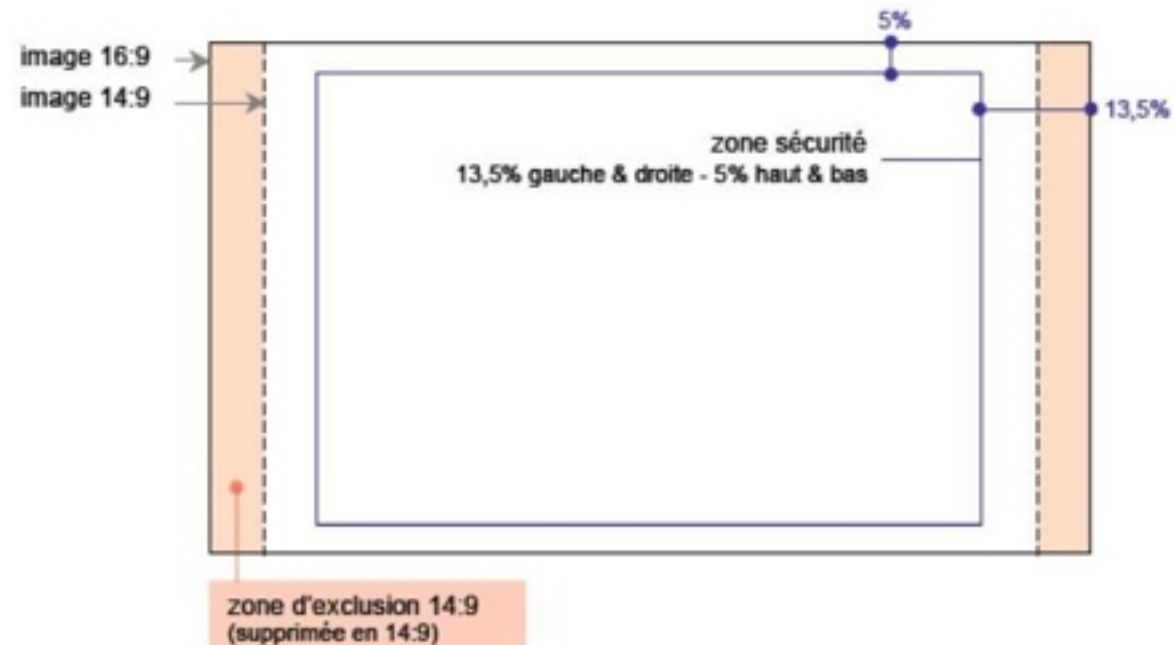
*P.S. : ARPP slates are compliant with Adstream Slate specifications.*

## 4 - Title safe zone and legal texts

All logos, Scrolling texts, product pack-shots and any others graphics have to be inside the 14/9 title safe zone.

In addition, we remind you that ARPP clearance oblige you to:

- ▶ insert legal texts for all food and electronic communication of TV commercials.
- ▶ Legal texts have to be inside the 14/9 title safe zone. This area is centered and represents a horizontal surface of 73% and vertical surface of 90% of a 16/9 FHA global area.





## 5 - Technical standards & specifications

Technical standards and specifications of video material have been defined according to following French market references:

- ▶ ITU-R.BT601 & ITU-R BT.709
- ▶ EBU R103-2000 & SMPTE 274M
- ▶ EBU R92-1999
- ▶ ITU-R BS.1770-1 et 1770-2
- ▶ EBU R128

French market video standards

Signal	PAL SD 625/50
Luminance (YPrPb)	700mV, +/- 3% de tolérance
Chrominance (RVB)	700mV, +/- 5% de tolérance
Black level	0 mV
Luminance scale	-1% à +103% (-7 à 721 mV)
Chrominance scale (RVB)	-5% à +105% (-35 à 735mV)
Gamut	100 %
First visible video line (full line)	n°24 for SD / n°42 for HD
Last visible video line (full line)	n°310 for SD / n°1121 for HD

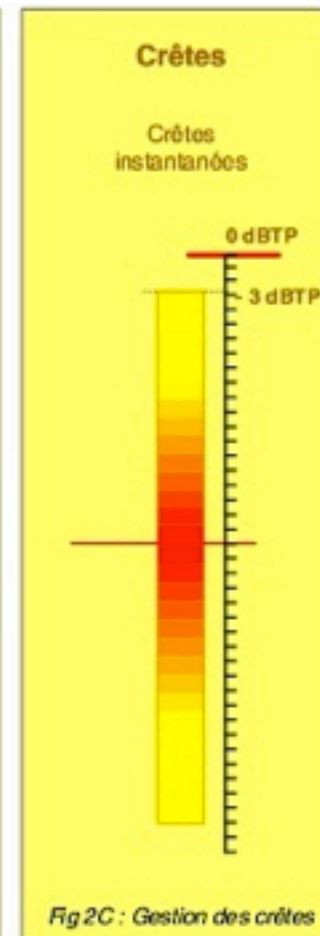
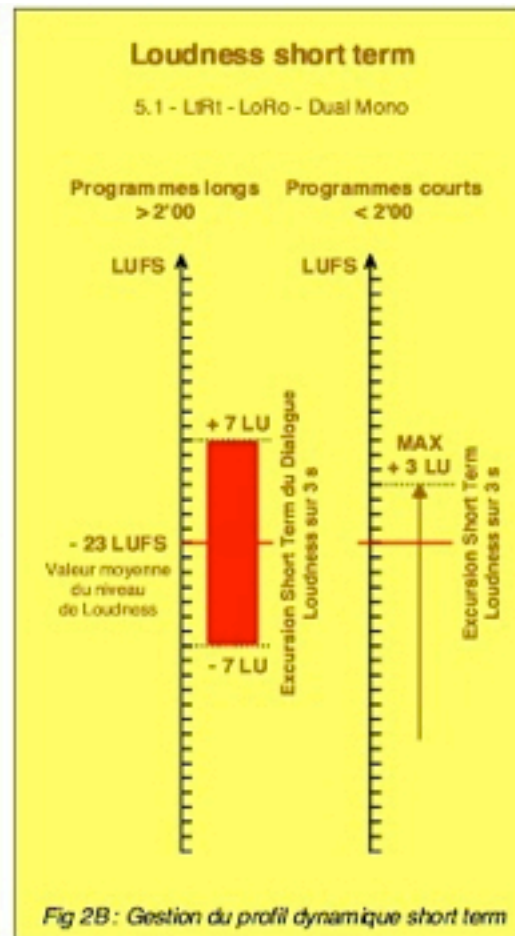
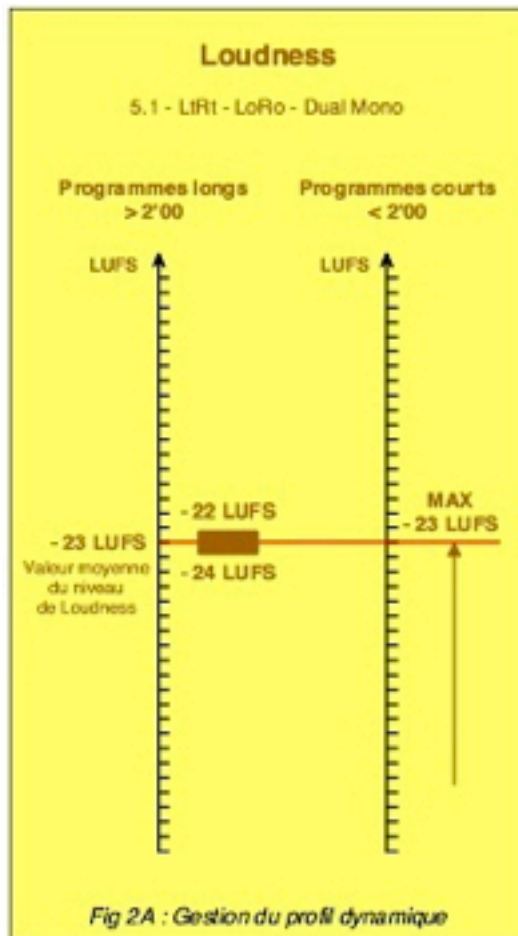
French market audio standards

Audio tone reference level at 1000Hz	-18 dBFS -18 LUFS
Audio True Peak	< or = -3.0 dBTP
Integrated Loudness level <sup>1</sup>	-23.0 LUFS
Short Term Loudness level (< 3 sec) <sup>1</sup>	< or = -20.0 LUFS max
Loudness Range - LRA	Between +5 & +20 LU
Left Stereo (AES1 Piste1)	Chanel 1
Right Stereot (AES1 Piste2)	Chanel 2
Double mono	Identical on both Canal 1 & 2 Tolerance +/- 0.5dB Cohérence de phase < 15° à 10kHz
Mono/Stereo complaiancy	Complaiant

<sup>1</sup> For films < or = 2 minutes

## 5 - Technical standards & specifications (Next)

1st of January 2012, TV commercial film has to be compliant with new french loudness standards . These standards have been defined by CST and Ficom organisations. The document CST-RT-017-TV-V3.0-2011 based on EBU R128, defines the following loudness levels and scales specifications:



## 6 - Subjective perception

In addition to technical analysis of audio and video, Adstream is proceeding a video subjective control in order to detect:

- drops,
- artefacts
- aliasing
- Image noise
- Visible problems of editing or effects
- Moiré
- Speed and readability of scrolling / legals texts
- Compression problems
- NTSC -> PAL transcoding problems
- etc...

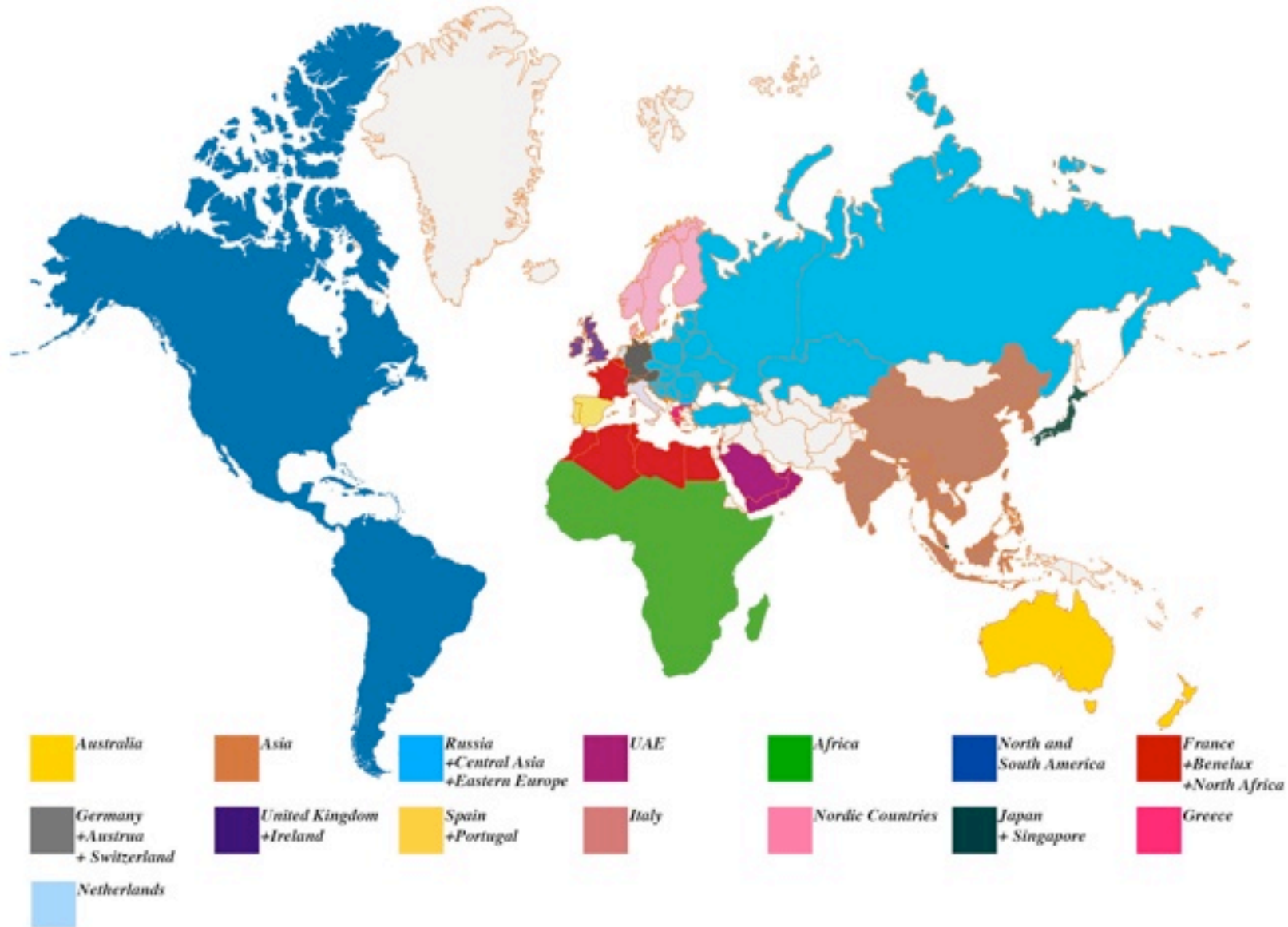
Adstream also proceeds to an audio subjective control in order to detect:

- Audio scratches
- Audio compression
- Dynamic problems
- Phasing problems
- etc..

# Adstream International footprint



Adstream France help you to organize and to send your masters over the world :



# Western Europe contacts

## France and North Africa (incl Egypt)

*DEFAULT CONTACT IF BELOW CONTACTS UNAVAILABLE*

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# Worldwide Contacts (Out of Western Europe)

## **Russia + Central Asia + Eastern Europe**

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Email [anita.kuripla@adstream.com](mailto:anita.kuripla@adstream.com)

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## **Africa (excluding North Africa)**

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