

Supplying Commercial Copy to IMDAdSat as MPEG 2 Files via File Transfer Protocol

Technical Requirements

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The file name must only be the clock number in full, and nothing else unless otherwise stated. File name should not exceed 15 characters.

Commercials should be delivered in 16:9 FHA aspect ratio. Copy may be rejected or a VT correctional applied, if these specs are not adhered to:

Example for a 30" commercial

Clock:

09:59:30:00	Unique clock number and countdown from 30"
09:59:57:00	Black and silence
10:00:00:00	Video In Point (Start of Message)
10:00:00:12	Audio In Point
10:00:29:13	Audio Out Point
10:00:29:24	Video Out Point (End of Message)
10:00:30:00	Start of 10" freeze of final frame
10:00:39:24	Last frame of freeze
10:00:40:00	Start of 10" black & silence
10:00:49:24	End of black
10:00:50:00	End of file

File:

Video Codec:	MPEG-2 422P@ML (4:2:2 Colour space) Program stream
Video Bitrate:	50 mbps I Frame Only GOP structure
Resolution:	720x608 (we can accept 720x576)
Aspect Ratio:	16:9 (14:9 text safe)
Frame Rate:	25
Rate Control:	Constant Bit Rate (CBR)
Audio Codec:	Mpeg 1 layer 2 (we cannot accept uncompressed PCM audio)
Audio Bit Rate:	384 kbps
Audio Sample Rate:	48 kHz
Field dominance:	1st field / Upper field first.

We require broadcast standard 625/50 (PAL) @ 720x608 resolution including VITC on lines 19 & 21 and TeleText (if included) on line 335.

An FTP username and password details will be provided by IMD