

Supplying Commercial Copy to IMDAdSat on Digi Beta

Technical Requirements

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The tape and tape box must be clearly labeled with the commercial title and clock number.

Commercials should be delivered in 16:9 FHA aspect ratio and adhere to the following spec:

For a 30" commercial

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

10" copy	= 40" Black and Silence
20" copy	= 30" Black and Silence
40"/60"/90" copy	= 20" Black and Silence

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

Compilation tapes containing commercials from the same campaign are acceptable. The above spec. must be applied to each commercial and each commercial should start on the next complete minute.

i.e

10:00:00:00 (Commercial 1)

10:02:00:00 (Commercial 2)

10:04:00:00 (Commercial 3)

A record report should be provided with all compilation tapes.

Delivery Address:

IMD AdSat
62 Lower Mount Street
Dublin 2