TV media technical data sheet

TECHNICAL SPECIFICATIONS FOR DELIVERY OF ADVERTIZING FILMS TO TMC REGIE

It is explicitly agreed that the film delivered must respect the specifications of the "FIMM/DIFFUSEURS recommendations concerning the production of magnetic, audio and video recordings intended for broadcasting".

Technical standards

Production standard:

- Stereo sound – Dolby Prologic Stereo or possibly Mono.
- Allocation of sound tracks in the case of use of a second language version: use of tracks 1 and 2 for stereo or Dolby Prologic sound in French and use of tracks 3 and 4 for the second language

Cassette: new small format

- Beta Digital

Magnetic flux on tape should respect the manufacturer's specifications.

Numeric compression: where audio or video numeric compression is used during the production process of an advertizing film, this must be indicated along with the type of compression and the speed.

Organization of the tape

When the advertizing film is recorded, and using the same VTR, there should be a recording of

- one minute of bar pattern (chroma: 75%, luminance: 100%) and a reference frequency (1000 Hz for mono sound on tracks 1 and 2 or 1000 Hz for stereo sound, discontinuous, interrupted for 0.25 seconds every three seconds on track 1 and continuous on track 2) at the reference level (0 Vu/4 dB or - 18 dBFS). The tonalities of the two tracks should be coherent (same source) and in phase.
- followed by a clap, meaning a black coded for 10 seconds with
    - the title of the campaign or product
    - the title of the film and its version number, its start TC and its length (HH:MM:SS: II)
    - a description of the audio tracks: mono 1 or 2, stereo left or right channel, the presence of multi-channel coding (Dolby)

- then seven seconds of a visual countdown followed by three seconds of coded black and audio silence before the first effective image of the film
- **after the last image**, the programme should be followed by a black of at least 30 seconds and silence on ail the available audio tracks.

If there are several advertizing films on the same medium, the same standards shall apply to each of them (10 seconds of bar pattern at the start of the segments will be enough)

We are broadcasting advertisement on channel **TMC** and **NT1**.
If a campaign is planed on both channels please make sure to send **only one tape for both** TMC and NT1 ratio **16/9**.

Video specifications

If the production format (height/width ratio) chosen by the advertizer is different from the broadcasting format defined by the standards in force in 16/9th, black lines will be necessary to adapt the production format to the broadcasting format.

Audio specifications

Level: maximum level for peaks: 8 dB above the reference level (0 Vu/4 dB or -18 dBFS).

Track allocation:
In mono, the signal is registered on tracks 1 and 2, identically and in phase
In stereo, tracks 1 and 2 correspond to the left channel and tracks 2 and 4 to the right channel

Audio/visual synchronization: the video and audio signals are inter-synchronous at +/- 5 ms.

Audio phase: the sound rendering of the “stereo-mono reduction" should not be altered by an excessive frequency loss. These losses are often due to phase opposition between the left and right tracks.
In stereo or in “Dolby surround", the phase between left, right, centre and back should be respected in order to obtain a proper spatial reproduction.

Reference frequency:
1. Mono tracks: even and uneven tracks, 1000 Hz continuous at the reference level
2. Stereo tracks
Right stereo (even track): 1000 Hz continuous at the reference level (0 Vu/4 dB or -18 dBFS).
Left stereo (uneven track) 1000 Hz intermittent at the reference level, interrupted for 0.25 seconds every 3 seconds for identification of the track. The tonalities of the two tracks should be coherent (same source) and in phase.

Dolby Surround coding: the Dolby Surround channels should respect the following minimum characteristics:

- frequency response: 30 Hz at 12.5 kHz (+/- 3 dB)
- signal/noise ratio: 50 dB (CCIR/ARM) for 0 Vu
- "back" channel: passband limited to 7 kHz and noise reduction of the "DOLBY B" type
- response differential between channels transmitted: ≤ 1 dB between 400 Hz and 10 kHz
- relative phase error between channels: < +/- 90° a t a frequency of 10 kHz
- separation between channels transmitted: > 25 dB between 400 Hz and 10 kHz

Time code

The tape should have a continuous, increasing, non-stop LTC time code which does not go through 24:00:00:00. The first effective image of the first programme will start at TC 10:00:00:00. The LTC code must be slaved to the image frequency.

Labelling

The label glued to the cassette should indicate:

- the identification of the service provider
- the title of the campaign or product
- the number of films present on the cassette
- a description of the audio tracks: mono 1 or 2, left or right channel stereo, the presence of multi-channel coding (Dolby).

TECHNICAL IDENTIFICATION SHEET

Each cassette should be accompanied by a sheet indicating:

- the identification of the service provider
- the title of the campaign or product
- the number of films present on the cassette which are to be taken into account
- for each film: the title, the version number, the start TC and the length (HH:MM:SS: II)
- a description of the audio tracks; mono 1 or 2, left or right channel stereo, the presence of multi-channel coding (Dolby).

VERIFICATION

Before the tapes are delivered to TMC REGIE, they should be verified in the standard broadcasting format (SECAM for 16/9th broadcasting) and listened to in stereo or Dolby Surround stereo where applicable.