

How to deliver TV commercials to French TV channels digitally with IMD



IMD is an independent company, and pioneered digital tv delivery in France.

IMD manages from unique master source deliveries to all tv advertising French hubs and channels. Each delivery is monitored from beginning to end and in total safety through IMD's dedicated network. In this document you'll find all information you need to start using IMD services.

NB : this document concerns French deliveries only. If you need to deliver into others countries of our IMD World service, please contact us.

How to place an order to IMD ?

Please contact our team at +33 (0) 1 49 49 99 70 or by email tv@imdtv.fr so that we set you up on our online order interface

How to provide your master to IMD ?

IMD accepts masters in two forms:

- As a Master Quality file- preferred. (see next page for details)
- Digibeta

From your source, IMD will create each broadcast file as per each channel specifications and will deliver them via dedicated integration.



howto_IMDUK_20111220

For all information, please contact our tv departement :

IMD – 53, rue d'Hauteville 75010 Paris - +33 (0)1 49 49 99 70 – tv@imdtv.fr

Standard & Audio

625/50 (PAL) Digibeta only. Video content needs to be calibrated at 100% for chrominance and 100% for luminance. Luminance value should not exceed 700mV with 5% of tolerance.

Stereo on audio tracks 1&2 or 1&2 and 3&4. Levels at -18dBFS (+4dbu) with a maximum at -9dbfs (+13dbu).

Each tape needs to start with 90 sec of bars and tone at 1000Hz / - 18dBfs. Tapes must be labelled clearly and without ambiguity with campaign name and client name. Please provide a full log of contents with timecodes

From the 1st of january 2012, audio mixes needs to be compliant to the regulation related to the loudness CST – RT – 017 – TV – V3.

Long term maximum loudness value is -23LUFS, short term should not exceed -20LUFS.

True Peak level should not exceed -3dbTP and peak level should not exceed -9dbFS

Complete official documents on the following links :

[http://www.arpp-pub.org/IMG/pdf/140911 - Pub TV et intensite sonore v-def-2.pdf](http://www.arpp-pub.org/IMG/pdf/140911_-_Pub_TV_et_intensite_sonore_v-def-2.pdf)

<http://ficam.fr/upload/documents/CSTR017TVRecTechPADEditeursV3.pdf>

Note about image aspect ratio

Since April 2nd 2008, 16/9 FHA is the unique aspect ratio for all French tv commercials masters. All commercials need to be provided to us in 16/9 FHA. **For those channels requesting 14/9 letterbox, IMD will create the appropriate file As per industry rules.**

NB: please make sure that your legal mentions respect French ARPP safety areas, as described here:

http://www.arpp-pub.org/IMG/pdf/informations_169_avril_v2_1_.pdf

File identification

Each file must be named with its own PubID number, or, in absence thereof, with the title as it shows on the identification slate.

NB: Please don't use any characters like "/" or "\". Please prefer "_" to replace spaces and uppercase characters with no accents.



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How to send us master files

FTP account

Before sending any file, please contact our TV team (+ 33 1 49 49 99 70 or tv@imdtv.fr). A dedicated ftp will be created for yourself or your post –house. It is also important that we receive a few test files from you prior to the first delivery.

Master file parameters

Each film must be encoded separately into one of the following formats and respect specifications

SD*			
Type	MPEG 2	IMX50	Apple ProRes
File Format	MPG (MPEG Program Stream)	MOV (QuickTime) /MXF (OP1a)	MOV (QuickTime)
Video			
Format:	MPEG 2	IMX50	ProRes 422
Format Profile	422@Main / 422@High		Normal
Width	720	720	
Height	576 / 608	576 / 608	576 / 608
Display Aspect Ratio	16:9 FHA	16:9 FHA	16:9 FHA
Bitrate Mode	Constant		
Bitrate	50 Mbps	50 Mbps	
Framerate	25 FPS	25 FPS	25 FPS
Chroma Subsampling	4:2:2	4:2:2	4:2:2
Interlacing	Interlaced Top Field First	Interlaced Top Field First	Interlaced Top Field First
GOP Structure	I Frame Only		
Audio			
Format	MPEG 1 Layer 2 (MP2)	PCM	PCM
Bitrate Mode	Constant		
Bitrate	384 Kbps		
Channels	2 (Stereo)	2 (Stereo)	2 (Stereo)
Sample Rate	48 kHz	48 kHz	48 kHz
Bits per Sample	16 / 24 bits	16 / 24 bits	16 / 24 bits
Loudness Value	-23 LUFS	-23 LUFS	-23 LUFS

**for HD deliveries, please contact us*

File layout

- 7 sec of slate with identification details listed below
- 3 sec of black/silence
- Commercial content
- 1 sec of black/silence

The slate must show the following informations :

- PubID number
- Agency
- Advertiser
- Product
- Title
- Length
- Health warnings (if required)

Important : IMD accept only files as per these specifications. In case of non-respect of these specifications, material can be rejected or extra costs for corrections can be applied.



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How to send us Digibetas

Identification Slate

An identification slate is required before each commercial with the following details
The slate must show the following information :

- PubID number
- Agency
- Advertiser
- Product
- Title
- Length
- Health warnings (if required)

Organisation of content on tape (example for a 30s commercial)

- | | |
|------------------|----------------------------------|
| • 09 :59 :50 :00 | PubID identification slate |
| • 09 :59 :57 :00 | black and silence |
| • 10 :00 :00 :00 | audio and video in |
| • 10 :00 :29 :24 | audio and video out |
| • 10 :00 :30 :00 | black and silence (1sec minimum) |

If you have many commercials on one tape, this organisation applies to all of them. Each segment should begin at the next full minute after the previous segment.

**Please deliver your tape to
IMD - Département TV. 53, rue d'Hauteville 75010 Paris (fond de cour gauche).**

Important : *IMD accept only material as per these specifications. In case of non-respect of these specifications, material can be rejected or extra costs for corrections can apply. We keep master tapes for a maximum of 2 months and they must be collected by client before expiration of this period. After this period, they will be destroyed or recycled without any further notification.*