
Commercial standards and technical specifications

French tv stations - Montreal



1. Standards and delivery

- This document is intended for all internal and external suppliers delivering commercial creatives to the following television channels:
 - Canal D, Canal Vie, Investigation, Z, RDS, RDS 2, RDS info, Noovo, Elle Fictions, Max
- Commercials must be in mxf format and be subtitled. (see page 3 for more details)
- Commercials and instructions must be delivered at least 48 business hours prior to airing.
- Broadcast instructions must be sent by email at this address: **instructionsroutagetv@bellmedia.ca**
- Commercials must be delivered using one of these methods:
 - by using one of these delivery platforms: Extreme Reach, La Majeure, AudioZ, Yangaroo, Comcast, Deluxe, Spot Genie
 - by MediaShuttle (a procedure can be provided by your Traffic Coordinator)
- Commercials must come with a Telecaster number. <https://clearance.thinktv.ca>
- Any creative that hasn't been on air for more than 6 months will be destroyed.

Bell Media reserves the right to refuse any creative that does not meet the specifications of this document.

Please contact your Traffic Coordinator for any questions related to this document:

instructionsroutagetv@bellmedia.ca

2. Technical specifications

Video essence and Codec specifications		Track	Stereo Program	5.1 Surround Program								
Stream Type	MPEG-2 Transport or Program Stream	Track 1	Left	Left								
Wrapper	MXF OP1a – XDCAM HD422	Track 2	Right	Right								
Essence Format	MPEG HD	Track 3	Silence	Center								
Video Format	MPEG-2 Long GOP (upper field first)	Track 4	Silence	Low frequency effects (<i>LFE</i>)								
Frame Size	1920 X 1080	Track 5	Silence	Left Surround								
Aspect Ratio	16 X 9	Track 6	Silence	Right Surround								
Frame Rate	29,97 (frames/sec.) 59,94 (fields/sec.)	Track 7	Left Described Video (or left stereo mix)	Left Described Video (or left stereo mix)								
Bit Rate/Type	50 Mbps CBR	Track 8	Right Described Video (or right stereo mix)	Right Described Video (or right stereo mix)								
Profile	4:2:2	All Others	Silence	Silence								
Closed Captions	EIA708/608	<table border="1"> <thead> <tr> <th>Target Loudness</th> <th>REQUIREMENTS</th> </tr> </thead> <tbody> <tr> <td>-24 LKFS (±2 LU)</td> <td rowspan="5"> <p>Program time code must be drop frame based and begin at 00:00:00;00.</p> <p>No headers or footer should be present, including color bars, slates or black signal.</p> <p>Stereo program material will be up-mixed to 5.1 upon ingest.</p> <p>Closed captioning must be present and compliant with both EIA-608 and EIA-708, and must be embedded in the video file. As a last resort, an SCC file with the same name and timecode as the broadcast file can be provided separately.</p> </td> </tr> <tr> <th>Max peaks 5.1</th> </tr> <tr> <td>-3 dBTP</td> </tr> <tr> <th>Max peaks Stereo</th> </tr> <tr> <td>-12 dBfs</td> </tr> </tbody> </table>			Target Loudness	REQUIREMENTS	-24 LKFS (±2 LU)	<p>Program time code must be drop frame based and begin at 00:00:00;00.</p> <p>No headers or footer should be present, including color bars, slates or black signal.</p> <p>Stereo program material will be up-mixed to 5.1 upon ingest.</p> <p>Closed captioning must be present and compliant with both EIA-608 and EIA-708, and must be embedded in the video file. As a last resort, an SCC file with the same name and timecode as the broadcast file can be provided separately.</p>	Max peaks 5.1	-3 dBTP	Max peaks Stereo	-12 dBfs
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Audio Stream Type	AES											
Audio Bits	24bit											
Audio Sample Rate	48kHz											
Film 24p conversions method												
3:2 pulldown (SMPTE RP 197-2003)												
Questions? Write to your traffic coordinator												