

Production and delivery of TV advertisements

Date: 16.3.2022

TECHNICAL REQUIREMENTS

Duration of TV advertisements

– The tolerance limit for TV ad duration is +3 frames.

Container (wrapper)

Suitable container formats include MXF, MPEG, QuickTime. We also support many other formats.

Video format

We support a large number of formats.

Our in-house format that requires the least transcoding is:

- MPEG-2
- 422@HL (1920x1080i25, 4:2:2)
- 50 Mbit/s

Video signal

Please do not use any «illegal colours». The tolerated colour space as per EBU R103 and ITU.R BT709-6 must be observed.

Please note that we limit entire TV ads linearly to the maximum video level of 105% and the minimal video level of -5%, if this level is exceeded in places.

In the case of interlaced material (half-frame material) please ensure that within a given file you only use image material with the same field sequence.

A safety margin of 3.5% on all sides for the action safe area and 5% on all sides for titles, text and graphics must be observed to ensure that they are displayed in full on all end devices (see EBU R95 – 2017).

Audio format

- 2x PCM, 24 bit, 48kHz

We also support many other formats as well as multichannel audio. If you deliver multichannel audio, please use one of the following audio configurations:

Multichannel audio mixes must be stereo-compatible.

Option 1: Second stereo track for audio description or second language

Group 1 (Local language)		
Stereo (2.0)	L	Channel 1
	R	Channel 2
Group 2 (Audio Description/Secondary language)		
Stereo (2.0)	L	Channel 3
	R	Channel 4

Option 2: Multichannel Audio

Group 1 (Local language)		
Stereo (2.0)	L	Channel 1
	R	Channel 2
Multi Channel Audio (5.1)	L	Channel 3
	R	Channel 4
	C	Channel 5
	LFE	Channel 6
	Ls	Channel 7
	Rs	Channel 8

Option 3: Multichannel audio & audio description/ second language

Group 1 (Local language)		
Stereo (2.0)	L	Channel 1
	R	Channel 2
Multi Channel Audio (5.1)	L	Channel 3
	R	Channel 4
	C	Channel 5
	LFE	Channel 6
	Ls	Channel 7
	Rs	Channel 8
Group 2 (Audio Description/Secondary language)		
Stereo (2.0)	L	Channel 9
	R	Channel 10
Multi Channel Audio (5.1)	L	Channel 11
	R	Channel 12
	C	Channel 13
	LFE	Channel 14
	Ls	Channel 15
	Rs	Channel 16

Audio signal

Level as per EBU R128 s1. The key elements of the standard are:

- Programme loudness: -23 LUFS
- Tolerance for programme loudness: +/- 0.5 LU
- Maximum permitted true peak: -3 dBTP
- Maximum short-term loudness: -18 LUFS (additional specification for short sequences such as advertising clips and trailers)
- Loudness range (LRA): should be seen as a qualitative descriptor. No reliable and meaningful guidelines can be provided for short clips.

If audio is delivered that is not in line with the EBU R128 s1 level, Admeira AG normalises the volume using linear adjustment during processing in order to meet EBU R128 s1.

This ensures that the dynamic range remains the same.

Pay attention to any delays between the sound and the picture. In principle, delays are not permitted. The tolerance values specified in EBU R37 – 2007 apply.

- The sound may be max. 5 ms early (sound before picture).
- The sound may be max. 15 ms late (sound after picture).

TIME offer

The TIME TV ads are as a rule subject to the same technical and legal requirements as regular TV ads, with the following exceptions:

- Note the “Advertisement” caption at top left (for details, see “Legal”).
- The TIME TV ad duration is 10s, the tolerance limit is 0 frames.

LEGAL ASPECTS

SUISA

- Each feature requires its own SUISA no.
- If the same feature is used in a different national language, a new SUISA no. is not required.
- Each subsequent change to the picture and/or sound requires a new SUISA number.
- Please observe the SUISA requirements with regard to clarification of copyright.

“Advertisement” notice

- For TV ads longer than 60 seconds and for TV ads for the Time offer, the word for “Advertisement” (Ger: “Werbung”, Fr: “publicité”, It: “Pubblicità”) must be displayed throughout in the top left-hand corner of the picture in the relevant national language. This “Advertisement” notice must be easily legible and clearly recognisable against any background. Select a font size for the notice that is large enough for viewers to read without any difficulties.

DELIVERING TV ADS

Electronic transfer (files)

- We recommend using the free electronic delivery service via our Admeira mediaport platform <https://mediaport.admeira.ch>.
- We also support the fee-based services provided by various suppliers.
<https://www.adstream.com>
<https://www.peach.me>

Delivery deadlines

- TV adverts should be delivered preferably five days or at the latest three days before they are first due to be broadcast. This gives us time to address any legal or technical problems.
- If TV ads cannot be delivered to us on time for production reasons, an alternative delivery deadline and an appropriate procedure must be agreed with the Admeira AG Handling & Distribution team.
- Deliveries for the “Express Spot” offer can be processed until shortly before broadcast by special agreement. Please contact us for further details.

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