

## RECOMMENDATIONS FOR THE PRODUCTION OF TV SPOTS FOR TF1 SWISS SWITCHOVERS:

### ADS

As a reminder, **the minimum duration of a spot is 5 seconds.**  
For spots of **more than 60 seconds**, you must indicate, in letters, the word “Publicité” within the graphics safe area, and this from the 61st second.

Spots must be produced in format 16/9 Full Format.

The graphics safe area (GSA) must be strictly complied with for all legal information (EBU-R095\_June 2017 Norm) for 16/9 displays.

Generally, all legal information must be legible. The font, the size, the colour as well as the broadcasting duration of the legal information must allow for a complete reading, even from a distance.

### MEDIA

We wish to receive digital files in HD format (cf. p.2).

- Should you not be able to deliver in HD digital format
- Should you be in possession of another format or of a physical media
- Should you require advice or have any questions, please feel free to contact us at the following address: [ingest@anyscreenads.com](mailto:ingest@anyscreenads.com)

**The spots must reach Anyscreen Ads ten working days before the date of the first broadcasting.**

You can upload your spots as digital files via the site: [www.anyscreenads.com](http://www.anyscreenads.com)

**Fill out the available form.**

**In any case, please provide us with the SUISA number.**

This certifies that you have taken all legal measures concerning copyright.

If you do not have a SUISA number yet, you can request one via the site [www.suisa.ch](http://www.suisa.ch)

You must also inform us if your spot is a replacement for a spot uploaded previously.

**Please note that in order to be broadcast, each spot must have its own SUISA number.**

As soon as your spot is received, you will receive an acknowledgement email. A second confirmation email will be sent once your spot is certified “ready to air”. In case of problem, we will call or email you.

**Should you not be able to meet our ten working days delivery deadline, please let us know ASAP.**

ANY QUESTIONS?  
[INGEST@ANYSCREENADS.COM](mailto:INGEST@ANYSCREENADS.COM)

### DEADLINES AND DELIVERY

[WWW.ANYSCREENADS.COM](http://WWW.ANYSCREENADS.COM)

THE TRANSFER IS FREE

# Anyscreen Ads

## TECHNICAL DATA

HD

## FILE FORMAT

### IMAGE FORMAT

High Definition : 1920x1080

Frame rate : PAL-system 25 images/second, interlaced (progressif mode is not allowed)

Picture Ratio : 16/9 Full Format

### CONTAINER AND CODEC

Container .MOV / Codec : XDCAM HD 422/50Mbit/s, Prores 422, Prores 422 (HQ)

Container .MXF / Codec : XDCAM HD 422 / 50Mbit/s.

### The file format specifications:

SMPTE 377M : Material Exchange Format MXF

SMPTE 378M : Material Exchange Format MXF Operational Pattern 1A

SMPTE 379M : MXF Generic Container

SMPTE 381M : Mapping MPEG Streams into the MXF Generic Container

SMPTE 12M-2 (2008) : MXF Time Code implementation

MXF OP1a frame wrapping

Header and Footer : close and complete

Time Code: SMPTE 12M-2 (2008)

Time Code must be present in Material Package , Source Package and System Item.

All Time Code Starts must have the same value as "System Item" Time Code Start.

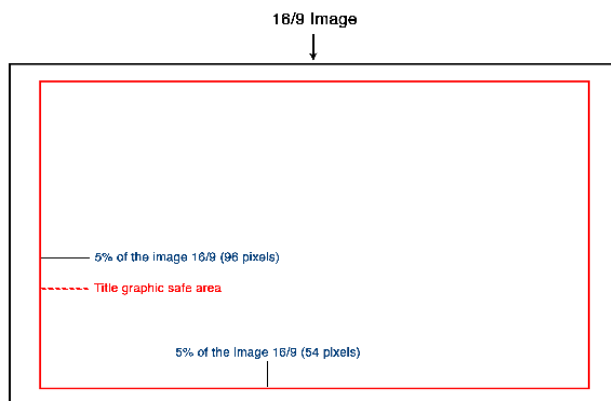
### VIDEO SIGNAL STANDARDS

The signal must be Gamut Legalised (ITU-R BT.709)

Max. Luminance 100%=700mV (EBU N10)

Field dominance: Top Field First (Upper)

The 16/9 graphics safe areas must be complied with according to the EBU-R095\_ June 2017 Norm standards.



### AUDIO SIGNAL STANDARDS

Quantification 24 bits

Sampling frequency: 48KHz

Codec: non compressed

The mono signal must be recorded simultaneously on audio tracks 1 and 2. For stereo signals, the left channel must be recorded on track 1 and the right channel on track 2.

The stereo signal must provide mono compatibility.

Pair 1 PCM	Pair 2 PCM
1-2	3-4
French version	Empty

# Anyscreen Ads

## AUDIO MODULATION

The standard R128 is in use.

The expected values for short programmes <2min

Loudness Integrated: -23+0 LUFS max

Loudness short term: -20 LUFS max

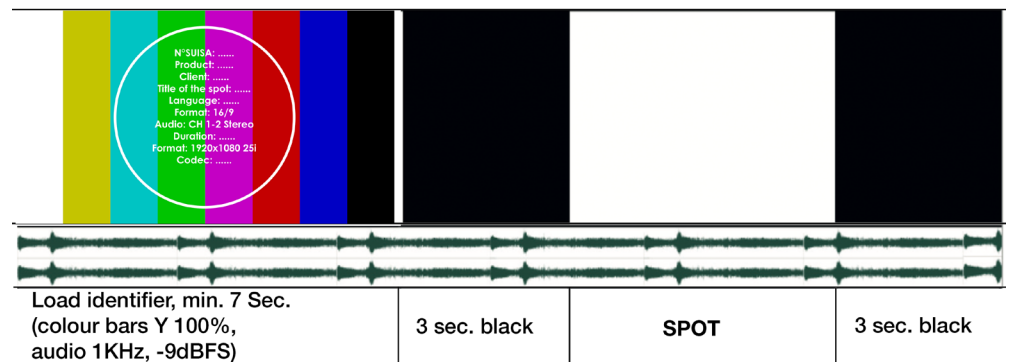
True Peak Level = -3 dBTP max

## FORMATTING THE LOAD IDENTIFIER

The video must be frame accurate.

The file must include, at the beginning, a 10-second load identifier composed of 7 seconds of bars superimposed by a reference circle, an audio modulation signal from 1KHz to -9dBFS on tracks 1-2 and an information board, followed by 3 seconds of black with no audio modulation.

FIGURE 1



## CONTENT OF THE INFORMATION BOARD

The content of the information board must include the following elements:

- SUISA n°
- Name of the product
- Name of the client
- Title of the spot
- The language
- The video format 16/9 (in all cases)
- The Audio CH1-2 stereo data (in all cases)
- The duration
- The image format 1920x1080 25i
- The Codec data.

FIGURE 2

