



NORDIC

The 625/50 Digital Betacam must be sent to Cartoon Network (full address below). More than one commercial can be placed on the Master Dub, to a maximum of 35 segments per Master, the same applies for the VHS. If a single segment on a multi-segment master fails the delivery specification the entire master may be rejected.

Audio Format:

Audio must be full mix on all tracks.

Track 1 Danish Full Mix (dual mono)

Track 2 Finnish or Swedish Full Mix (dual mono)

Track 3 Swedish Full Mix (dual mono)

Track 4 Norwegian or Swedish Full Mix (dual mono)

- Video levels must not exceed 1.05 volts (105%).
- DBCT audio levels peaks should not exceed -10dB with regard to peak level.
- Reference level = -18dBFS.
- TAPES IN STEREO WILL NOT BE ACCEPTED.**

Tape Format:

- Tapes are to be supplied on 625/50 Digital Betacam format.
- Betacam SP tapes will **not** be accepted.
- All tapes must be single cut.
- All commercials must be produced in whole seconds (zero frames)
- VITC (Vertical Interval Timecode) and LTC (Longitudinal Timecode) must be present and matching.
- Average programme audio levels for all Turner Channels are intended to fall within the range +2 to +6dB relative to reference level. They should also have a suitable dynamic range for transmission.
- Please note that the Cartoon Network station identifier logo is positioned in the top right hand corner of the 4:3 viewing area, covering an area of 70 active picture lines (from start of picture at line 23 - therefore line 93 F1 and line 406 F2) and 200 pixels from the right of the screen. These measurements allow for a limited amount of "safe area" around the station identifiers.
- A CHARGE of £75** will be incurred if these format requirements are not met in time for transmission.

Tapes must be sent to:

**European Sales Operations
Turner Broadcasting Systems
16 Great Marlborough Street
London W1F 7HS
United Kingdom**

Tape Layout:

- 09:58:30:00 - 09:58:59:24 = Black (30 seconds)
- 09:59:00:00 - 09:59:29:24 = Bars and Tone (30 seconds)
- 09:59:30:00 - 09:59:56:24 = Clock countdown/slate (27 seconds)
- 09:59:57:00 - 09:59:59:24 = Black (3 seconds)
- 10:00:00:00 - 10:00:29:24 = Commercial (30 seconds for example)

Deadlines:

Commercial tapes **must** be received at least **5 working days** prior to the first airdate, for pre-transmission checks. **Late copy charges may be charged if notice is not given.**

Tape Clearance:

All tapes must abide by **OFCOM** regulations.

Tape Disposal:

All tapes are held for no longer than 1 year. After this time the tapes will be destroyed unless otherwise requested in written instructions.

Traffic Team:

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