



## MTV Networks Nordic Commercial Film Delivery

If you have booked commercial time on any of the MTV Nordic channels and are currently looking into delivering your commercial to us for transmission, please take note of the following:

**We recommend that all material is delivered electronically through Adtoox**

Adtoox media platform "E.C.express" is the industry standard delivery solution for commercials, trailers and on air graphics. E.C.express enables lowered distribution costs, lowered lead times, additional quality controls and online storage. Also, when using E.C.express, only one file upload is required (independent of the number of broadcasters used in the campaign).

### How to upload a spot

First time user? Simply follow the steps below:

1. Create a user login at [www.adtoox.com](http://www.adtoox.com) (once, first time logging in).
2. Create a customer account\* (once, first time delivering a spot).
3. Generate a new copy code (a unique copy code is needed per each commercial). If you already have a copy code, please "add" that one instead.
4. Upload the files (the commercial).
5. If needed - play and download commercials online and track upload status.

For further information, please visit [www.adtoox.com](http://www.adtoox.com) or go directly to the Quick Guide below:

[https://ecexpress.adtoox.com/help/data/Robohelp/ISS!/WebHelp/Welcome\\_to\\_E.C.express\\_help\\_documentation.htm](https://ecexpress.adtoox.com/help/data/Robohelp/ISS!/WebHelp/Welcome_to_E.C.express_help_documentation.htm)

**Adtoox also offers support free of charge to all users:**

Switchboard:	+46 (0)8 626 29 00 or <a href="mailto:info@adtoox.com">info@adtoox.com</a>
Technical support:	+46 (0)8 626 29 28 or <a href="mailto:support@adtoox.com">support@adtoox.com</a>
User support:	+46 (0)8 626 29 29 or <a href="mailto:support@adtoox.com">support@adtoox.com</a>

\* The delivery fee is 390 SEK per commercial and TV station it is supposed to be aired in.

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### **In exceptional cases, tapes are accepted using the specification below**

In the event that you are unable to deliver your commercials via Adtoox, please send a digi beta that meets the requirements specified below to:

MTV Networks bv  
North Media Operations  
tt. Neveritaweg 6  
1033 WC Amsterdam  
The Netherlands

For delivery queries, please email [NorthMediaOperations@mtvne.com](mailto:NorthMediaOperations@mtvne.com)

For urgent enquires please contact Willemijn Out +31 6 10 83 78 36

## MTV Nordic - Digi Beta Requirements

### Tape Label

Please ensure the label features:

Client name / Product name / Copy Code / Aspect ratio / Time codes / Duration / TX channel / TX date

This information allows us to identify your tape and to air it as per your request so please make sure the tape label lists the correct details.

Please note: When creating the film codes, use set spot code standards for each country (Norway, Sweden, Denmark, Finland).

If you have any questions about this, please contact Miriam Palaric, Senior Airtime Planning - Nordic Region, phone: +46 8 506 780 32, e-mail: [palaric.miriam@mtvne.com](mailto:palaric.miriam@mtvne.com)

### TechSpec

Please ensure the digi beta adheres to the following technological specifications:

Description	Digital Betacam
Alignment reference	Sony ZRP
Signal timing	625/50 (PAL)
Output levels and timing	Aligned Sony DVW500P (or equivalent) should produce a CCIR 656 270Mbit/s signal which when converted to analogue produces PAL signal conforming to EBU specification.
Aspect ratio	16:9FHA or 4:3
Audio reference level	-18dB relative to max count (Headroom 18dB)
Audio alignment reference	Sony CR8 1BPS
Peak audio level	Reference +8dB
Audio pre-emphasis	None
Black Level	When a pixel is black, the specified voltage transmitted or recorded is Zero (0) Volts. Any lower than this level is illegal
Peak White	When the pixel is at maximum brightness (luminance) the voltage is +0.7 Volts (700mV)
	Any Brightness (luminance) Higher than +0.7 is Illegal
Audio tracks	A1 & A3 left, A2 & A4 right

### Time Code (SMPTE/EBU)

The time code should be 8-field (PAL) locked to video and should be continuous throughout the programme (including the header section). VITC should be recorded on lines 19 and 21 and should be identical to the LTC.

### Order of Recording

Recorded material must conform to the specifications outlined below:

Timecode	Duration	Video	Audio
09:58:30:00	60"	100% or 75% Colour Bars	1KHz / 1KHz / 1KHz / 1KHz
09:59:30:00	27"	Clock or ident	Silence / Silence / Silence / Silence
09:59:57:00	3"	Black	Silence / Silence / Silence / Silence
10:00:00:00	Programme	Programme	Left / Right / As Ch.1 / As Ch2
Prog. End	30"	Black	Silence / Silence / Silence / Silence

Audio line up tone should be identical in phase on both audio tracks for mono material or audio 1 interrupted tone and audio 2 continuous tones for stereo material.

**Important: Only one commercial should be recorded on each tape.**

Unfortunately, a digi beta that does not meet the above mentioned technical criteria cannot TX and redelivery will in all likelihood cause a delay in getting your commercial to air.