

Technical Specifications

1. Quality

TV commercials must be kept at the same high quality as TV programmes, and must comply with the same technical standards (EBU Standards). TV commercials that, in the opinion of TV 2, do not comply with these requirements will not be transmitted. Reasons for rejection could be:

- Poor audio or video quality
- Poor synchronization between video and audio
- Abrupt ending of audio and/or video
- Unintelligible speech/text

Creative effects, which may be mistaken as technical errors, will not be accepted unless previously approved by TV 2.

2. Length of commercials

TV 2 does not accept commercials shorter than 5 secs. This applies for split spots as well. Split spots of more than two splits require previous approval by TV 2.

3. Format

TV commercials must be supplied on Digital Betacam, IMX or Betacam SP tapes on small cassettes in 625 lines/ 50 fields pr. sec. (PAL) 16:9 (anamorphic) format. Furthermore, a reference copy of the TV commercial must be supplied as a media file. A film form must be attached with the media file. Files should be e-mailed to spot@tv2.dk. Only one copy of the master tape is required (even if the commercial is to be transmitted on one or more regional channels and/or national channels).

4. Tape recording

A tape must contain only one recording of one TV commercial. The cassette must be rewound.

5. Tape delivery

Master tapes must be forwarded to: TV 2, Att.: Traffic, Tegllholm Allé 16, 2450 Copenhagen SV

6. Deadline

TV commercials for transmission on national and/or regional TV 2 must reach TV 2 no later than 4 working days prior to the first date of transmission. This may vary in connection with holidays. Later delivery can only be made when agreed to by TV 2. When linking TV commercials due to late delivery, a fee will be charged.

7. Film forms and labels

When delivering tapes to TV 2, a completed film form including a KODA report must be enclosed. In addition to the KODA information the film form must contain information about advertiser, advertising agency and producer. It is therefore important that the form is completed and attached. A completed form must also be attached media files containing name of advertiser and advertising agency, net spot length, title of the commercial and audio registration (mono/stereo).

8. Reference signal RET

Master tapes must commence with a minimum of 90 seconds EBU colour bar (known as 100/0/75/0 bars), corresponding to Sony reference tape "CR5 – 1 B PS". The time code tracks should be recorded with a continuous and uninterrupted time code of 1 kHz in accordance with EBU standards.

Level on Betacam SP cassettes: 0 VU corresponding to Sony reference tape CR8 – 1 B PS (0 VU = 100n Wb/m²).

Level on Digital Betacam or IMX cassettes: 18DBFS (~0 VU).

9. Start signal

Ahead of the commercial clip must be a minimum of 10 seconds of black (no sound) preferably with count-down clock. The last 3 seconds must be black (without clock). No sync interruption at the transition to the actual commercial.

10. Commercial beginning

The commercial should always begin at TC 00:02:00:00.

11. Commercial ending

At the end of the commercial the tape must cut to black and no sound.

12. Audio recording

Both audio tracks 1 (left) and 2 (right) are to be used for transmission. The stereo sound must be mono compatible. If the commercial is recorded in mono, identical sound should be recorded on both audio tracks – in phase. The audio level should not exceed +6 dB compared to the 0 dB test tone – measured on a standard PPM meter.

13. Audio processing at transmission

TV 2 wishes to maintain the same audio listening level for programmes and commercials. During transmission TV 2 automatically attenuates the audio of each commercial to ensure that heavily compressed or distorted soundtracks are not perceived higher than adjacent commercials or programmes. The audio is attenuated 0-4 dB and is kept constant for the duration of the commercial. The attenuation is proportional with the perceived sound energy and is compensated to match for the human ears hearing curve. To ensure that surrounding information (effects etc.) in a stereo/surround signal is not lost in mono TV receivers, TV 2 uses a 90 degree filter” when summing “right and left” to the mono signal. Mono = left (-45°) + right (+45°) – 3 dB.

14. Correction of tapes not meeting the requirements TV 2 can, in exceptional cases, bring about necessary corrections against payment of a fee of DKK 5.000.

