

Guidelines regarding Delivery of Television Advertisement Material to TV Slovenija

Technical specifications for the delivery of television advertisements to TV Slovenija

General

TV Slovenija accepts television advertisements as files which need to be prepared according to the technical specifications as listed below. Any programme that doesn't comply with the stated requirements would and shall be rejected by TV Slovenija.

Video

Bit rate of the video track: at least 50 Mb/s, resolution of 1920 x 1080 pixels in the active image, frame-rate: 25 frames / 50 fields interlaced per second, upper field first (or odd first).

Audio

Audio is distributed in a stereo pair. If the file contains more than two audio tracks, all other tracks (3, 4, 5, 6, 7, 8) should be mute.

The stereo format is defined as: Channel 1 (Lo/Lt) and Channel 2 (Ro/Rt).

The stereo aspect must be in phase.

The audio format is PCM 16bit or 24bit with a sampling rate of 48kHz.

The loudness level of the content must comply with EBU R128:

Loudness -23.0 LUFS ± 0.5 LU, Maximum True Peak -1dBTP.

<https://tech.ebu.ch/docs/r/r128.pdf>

Approved file formats

Files with television advertisements that are to be broadcasted by TV Slovenija should be delivered in one of the following HD file-formats:

- XDCAM HD422 1080i
- AVC INTRA 100
- Apple ProRes 422
- Apple ProRes 422 HQ
- Avid DNxHD 185

<i>XDCAM HD422 1080i</i>	
wrapper	mxf/MXF Standard OP1a: SMPTE 378M
video encoding	MPEG-2 422P@High Level
bit rate	50 Mbps CBR
resolution	1920x1080
field order	Top Field First
frame rate	25
colour sampling	4:2:2
GOP structure	15 (M=3, N=12)
audio encoding	uncompressed PCM
sampling rate	48 kHz
bit depth	24/16
tracks	8/4
channels per track	1/2

AVC INTRA 100	
wrapper	mxf/MXF Standard OP1a: SMPTE 378M
video encoding	H.264/MPEG-4 AVC High 4:2:2 Intra@Level 4.1
bit rate	100 Mbps CBR
resolution	1920x1080
field order	Top Field First
frame rate	25
colour sampling	4:2:2
GOP structure	I-frames only
audio encoding	uncompressed PCM
sampling rate	48 kHz
bit depth	24/16
tracks	8/4
channels per track	1/2

Apple ProRes 422	
wrapper	mov/Quicktime
video encoding	ProRes Standard
bit rate	122 Mbps VBR
resolution	1920x1080
field order	Top Field First
frame rate	25
colour sampling	4:2:2
GOP structure	I-frames only
audio encoding	uncompressed PCM
sampling rate	48 kHz
bit depth	24/16
tracks	8/4
channels per track	1/2

<i>Apple ProRes 422 HQ</i>	
wrapper	mov/Quicktime
video encoding	ProRes High Quality
bit rate	184 Mbps VBR
resolution	1920x1080
field order	Top Field First
frame rate	25
colour sampling	4:2:2
GOP structure	I-frames only
audio encoding	uncompressed PCM
sampling rate	48 kHz
bit depth	24
tracks	8
channels per track	1

<i>Avid DNxHD 185</i>	
wrapper	mov/Quicktime
video encoding	VC-3
bit rate	185 Mbps CBR
resolution	1920x1080
field order	Top Field First
frame rate	25
colour sampling	4:2:2
GOP structure	I-frames only
audio encoding	uncompressed PCM
sampling rate	48 kHz
bit depth	24
tracks	8
channels per track	1

Television advertisement file content

All television advertisements should start at a time code of 00:00:00:00.

A television advertisement starts with the first frame and/or audio, and ends with the last frame and/or audio. It shouldn't contain Ident clock or slate or any content that is not supposed to be broadcasted.

File name

Each file name is unique.

It should contain:

- a prefix MTO
- the name of the client
- the title of the television advertisement
- the duration in seconds
- the date of delivery (YYYYMMDD)
- the subsequent number (original F1, corrected F2, F3...)

The file with a new version of the same television advertisement should be labelled as such.

Example:

MTO-CLIENT-ADVERTISEMENT TITLE-30S-20170605-F1.mxf

MTO-CLIENT-ADVERTISEMENT TITLE-30S-20170605-F2.mxf

MTO-CLIENT-ADVERTISEMENT TITLE-30S-20170605-F3.mxf

Data in the name of the file are separated by dash (-).

Allowed capital letters A-Z and numbers 0-9.

Characters ČŠŽĐĆ, @?!+.... are not allowed.

AV content data

The file containing a commercial advertisement programme should be accompanied by a matching metadata file, which should then contain the details of the AV content:

- the metadata should be recorded in a CSV file, using Unicode formatting with semicolon (;) as a separator,
- the name of the metadata file should be identical to the name of the AV content file,
- the metadata file should contain the following data:

Television advertisement details:		
1	File name	
2	Name of the product	
3	Name of the advertiser	
4	Length of the advertisement	
5	Start time code	
6	End time code	
7	Aspect ratio	
8	Name of the advertising agency	
9	Name of the post production company	
10	Production year	
11	AV Production type code (P, C, T, J, V)	P= Film, C= Commercial advertisements, T= Telop or promo spots, J= Jingle, V= Video pages
12	ISAN	International Standard Audiovisual Number – when available
13	Contact	

Music Cue Sheet		20
Field No.	Field description	Field description values and codes
1	Subsequent number of the Musical Work or part of the Musical Work	Contains the subsequent number of the Musical Work or part of the Musical Work in the AV production. Each new production starts with Number 1 and then increases by one for each new reported line during that production.
2	Title of the Musical Work	Contains the original title of the Musical Work.
3	Record / Sound-recording label	Must be filled-in when field 10 is marked as C or L.
4	Sound-recording publisher	Publisher of the Sound-recording which the Musical Work was copied from. Must be filled-in when field 10 is marked as C or L.
5	The Catalogue Number of the Sound-recording	This field shall contain the Catalogue Number of the Record from which the work was copied. Must be filled-in when field 10 is marked as C or L.
6	Record Company	This field shall contain the Name of the Record Company (If the recording was taken from a record company).
7	The Duration of the Musical Work or part of the Musical Work	This field shall contain the actual duration of the Musical Work or part of the Musical Work included in the AV production. Format: HH:MM:SS:FF
8	Number of repetitions when merging parts of the Musical Work	This field shall contain information regarding the number of repetitions of particular parts of the Musical Work.
9	Type of use	This field shall contain indication of how the Musical Work was used: B = Background music F = Featured M = Music in television advertisements S = Signature tune
10	Work Origin	This field shall contain indication about the source of the Musical Work: C = Commercial Sound-recording (CD/Tape/Download/DVD...) L = Library (Musical Work which exists in a production library on a CD or in a web-shop) P = Performed (Live) R = Recorded for purpose T = Soundtrack V = Video
11	Approval in advance	This field indicates whether approval was granted in advance by the copyright holder for the use of the Musical Work in this production. Y = Yes N = No
12	Specially Commissioned	This field indicates whether the Musical Work was written specifically for this production. Y = Yes, N = No
13	Copyright buyout	Y = The Musical Work was produced to be broadcasted exclusively in the programmes of the publisher, where the author has transferred to the publisher all rights for communication to the public. N = Copyrights are managed via SAZAS Association. Mandatory when field 12 is marked as Y.
14	ISRC	This field is for the ISRC report - International Standard Recording Code, if available.
15	ISWC	This field is for ISWC report – International Standard Musical Work Code.
16	ISAN	ISAN (International S tandard A udiovisual N umber) is a voluntary numbering system and metadata schema for the unique and persistent identification of any Audiovisual Work. It is attached when available.
17	Composers	This field shall contain data about the composer of the Musical Work. When there are more than one composers, they should be separated by a comma.
18	Text writer	This field shall contain data about the text writer. When there are more than one text writers, they should be separated by a comma.
19	Author of the musical adaptation	This field shall contain data about the author of the musical adaptation. When there are more than one authors of the musical adaptation, they should be separated by a comma.
20	Music Arranger	This field shall contain data about the music arranger. When there are more than one music arrangers, they should be separated by a comma.
21	Author of the text adaptation	This field shall contain data about the author of the text adaptation. When there are more than one authors of the text's adaptation, they should be separated by a comma.
22	Translator	This field shall contain data about the translator. When there are more than one translators, they should be separated by a comma.
23	Performer	This field shall contain the name of the Artist performing said Musical Work.
24	Music Dubbing Flag	This field indicates whether music was dubbed Y = Yes, N = No

This form is available at website

<https://www.rtvsllo.si/rtv/kdo-smo/televizija-slovenija/televizijsko-oglasovanje/473854>

Guidelines for creating CSV files

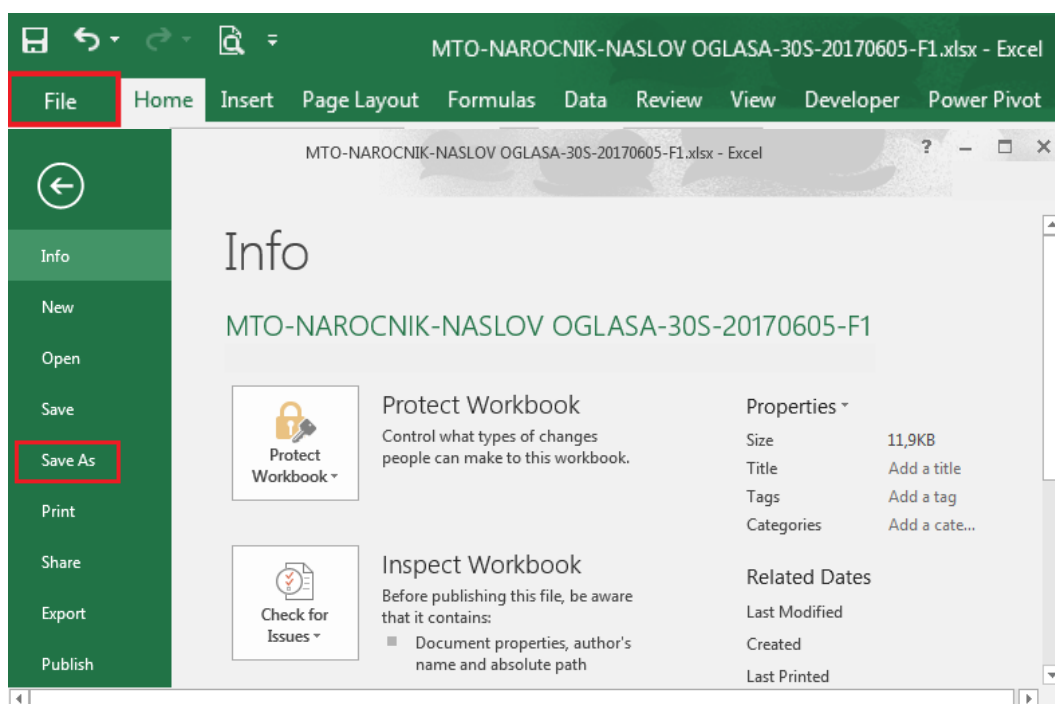
1. Open the MS Excel template **Music Cue Sheet.xls** with spreadsheet editing software;
2. Fill the spreadsheet in the template according to the guidelines;
3. Save the document as CSV file;
4. Upload the CSV file to FTP server.

Saving the document as CSV file using Microsoft Excel (ver. 2016) Spreadsheet Editor

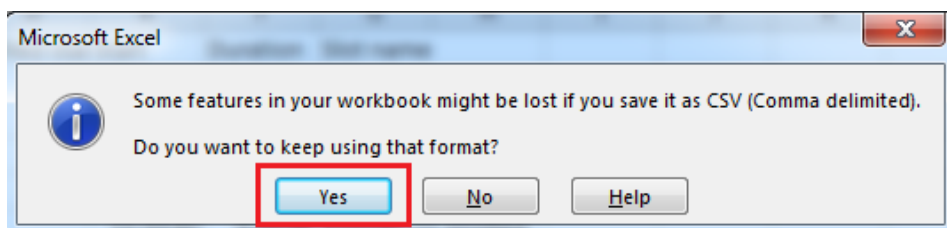
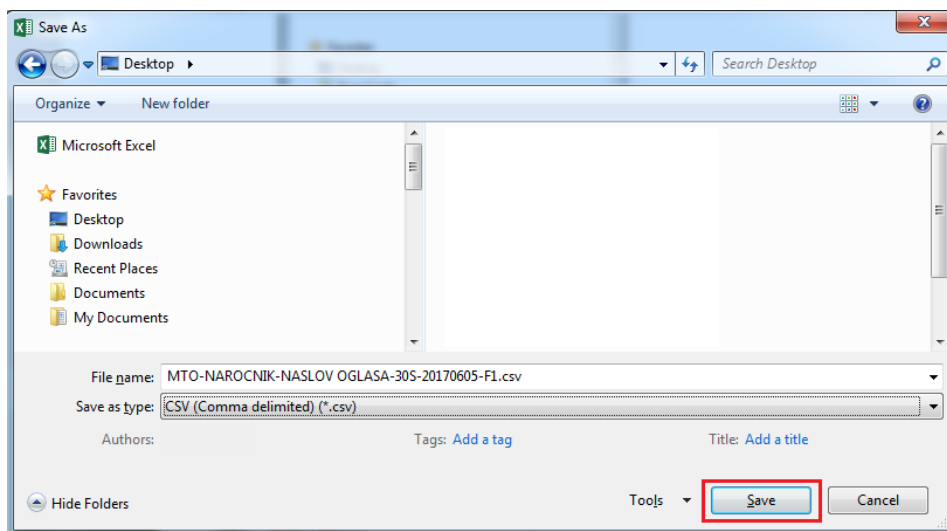
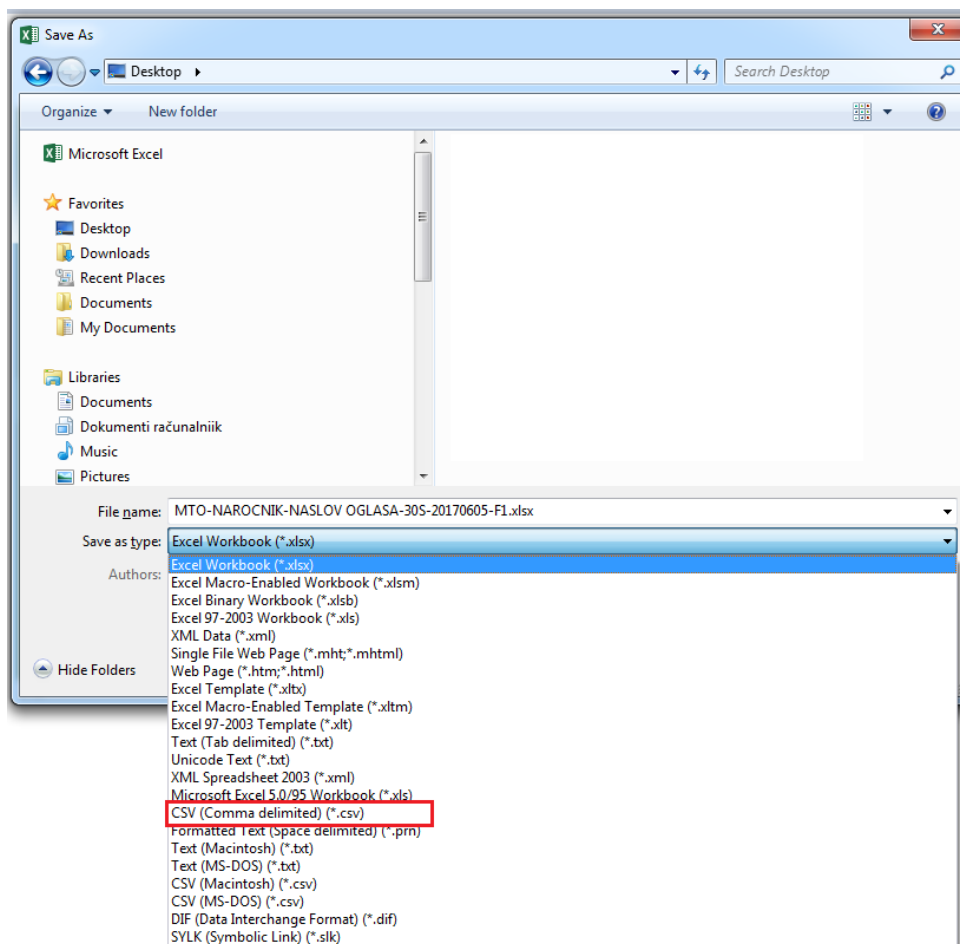
1. Start the Spreadsheet Editor:



2. Open the template **Music Cue Sheet.xls** and rename it, giving it the name of the AV content (video) file, and fill-in the data.
3. Save the file as CSV:
- select the line **Save As** in the **File** menu:

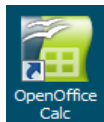


- select the **CSV** format in the drop-down menu:

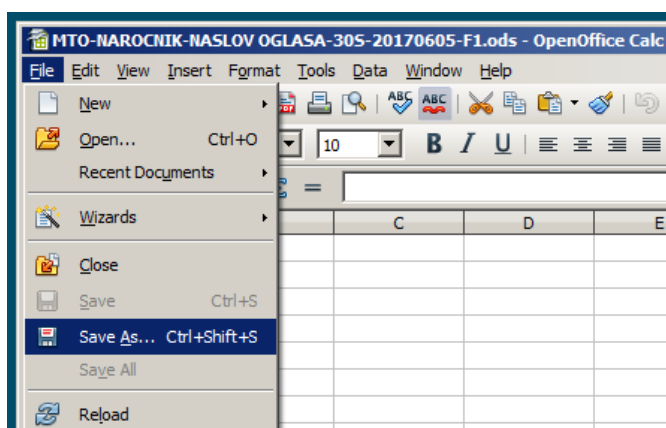


Saving the document as CSV file using the Open Office Calc (ver. 4) Spreadsheet Editor

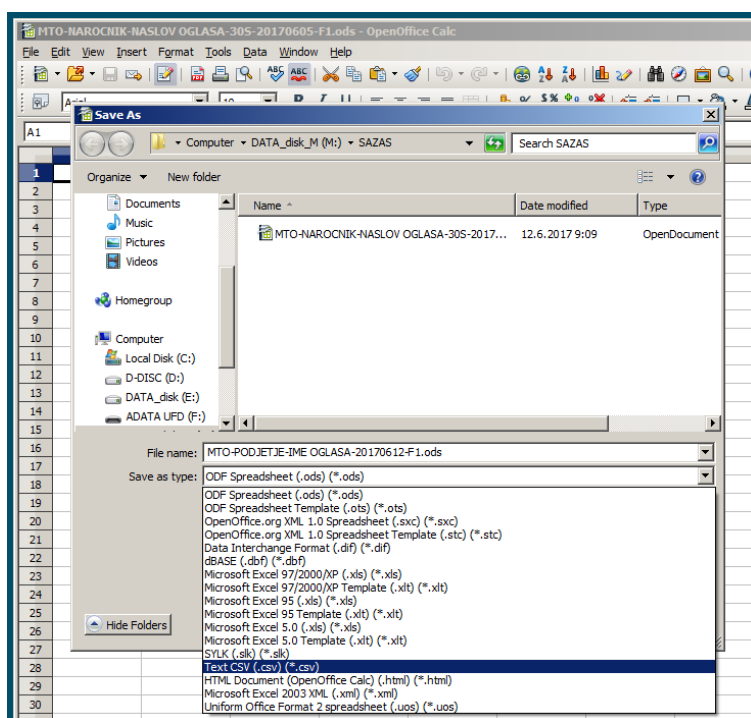
1. Start the Spreadsheet Editor:

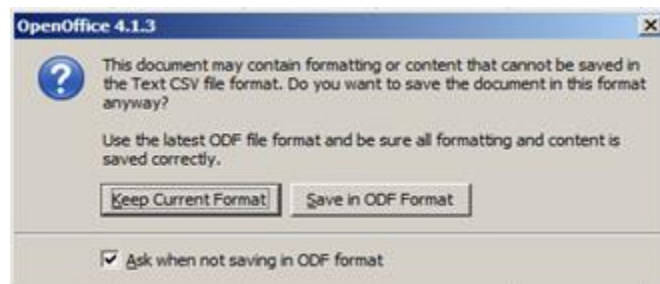


2. Open the template **Music Cue Sheet.xls** and rename it, giving it the name of the AV content (video) file, and fill-in the data.
3. Save the file as CSV:
- select the line **Save As** in the **File** menu:

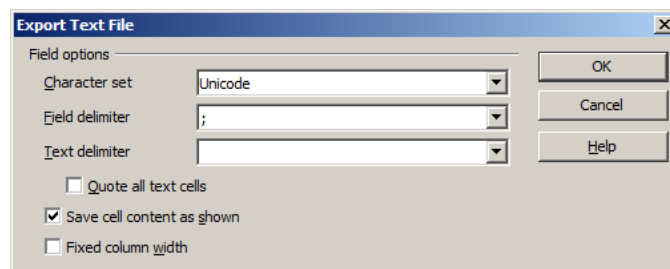
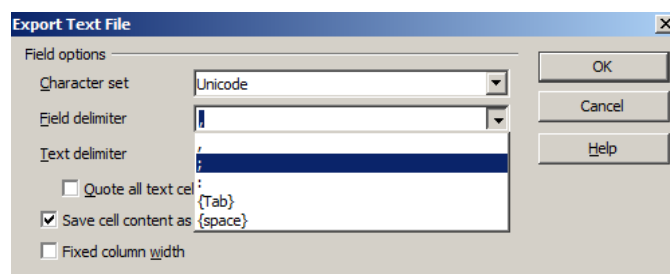


- select the **CSV** format in the drop-down menu:

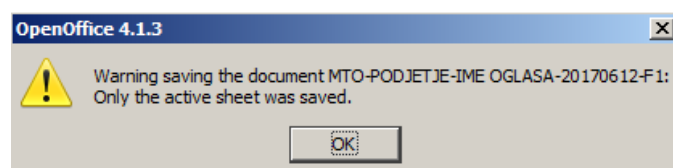




- settings for saving as CSV format (if not default):



- confirm by clicking OK:



Access to FTP server

The file containing the television advertisement and the metadata file with the details on AV content should be uploaded to the TV Slovenija FTP server:

<ftp://tv-produkcija.rtvlo.si>.

Username and password for accessing the FTP server will be sent upon request through TV Slovenija Marketing Department to an e-mail address.