



RADIO | TÉLÉVISION | INTERNET

TECHNICAL SPECIFICATIONS

** NAMING CONVENTION FOR UPLOADED FILES

A) date-time = approximate anticipated first broadcast (DDMM-HHMM)

B) supplier = name of company supplying material

C) advertiser = name of advertiser appearing in material

D) description = brief description of material or specific title

E) length = length of commercial (number of seconds; e.g., 15, 30, 60)

F) CC = write "CC" if captioning file provided

For example: 2406-2030_ProductionsXYZ_MagasinDuCoin_speciauxdelasemaine_30_CC.mov

Video Material for Production Department

Video material – QuickTime movie (.mov file)

Accepted codecs: AVID DNxHD (145 or more), Apple ProRes 422, no compression, animation

709 colour space, not RGB

1920 x 1080 pixels (full-screen 16:9) – 29.97 interlaced images/s

Stereo sound – 48 kHz – 16 or 24 bits

Still sequences: TGA, PNG, DPX, TIFF

Audio material

Layered PSD or PSB files

Resolution should be at least 1920 x 1080 pixels (if cropping is required, provide a higher-resolution still)

TIFF, PICT, TGA or JPEG (minimal compression)

Stills

Layered PSD or PSB files

Resolution should be at least 1920 x 1080 pixels (if cropping is required, provide a higher-resolution still)

TIFF, PICT, TGA or JPEG (minimal compression)

Logo

EPS vector with transparency, RGB mode, .ttf or .otf font (PC compatible)

Final Advertising Material Produced by Client for Broadcast

Material in HD format – QuickTime movie (.mov file)

Two high-definition (HD) file types are accepted: AVID DNx145 (709) or Apple ProRes 422

1920 x 1080 pixels (full-screen 16:9) – 29.97 interlaced images/s

Stereo sound – 48 kHz – 16 or 24 bits

** 5.1 audio: Note that for uploaded files, we only process the audio mixes embedded in the QuickTime (.mov) files. If it's important to keep the 5.1 audio mix, it will need to be sent on HDCAM SR tape.*



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Matériel en format HD - HDCam SR de Sony

All video files must contain a time code track and the following elements:

- 09:59:45:00 – colour bars and audio tones (-20 dBFS) – 5 seconds
- 09:59:50:00 – identification billboard (slate) – 5 seconds
- 09:59:55:00 – black and silence – 5 seconds
- 10:00:00:00 – commercial

HDCAM SR or HDCAM

1080i 59.94

Stereo audio tracks 1, 2, 7 and 8

5.1 1@6 surround

7–8 stereo mix

Material in SD format – QuickTime movie (.mov file)

Two standard-definition (SD) file types accepted: AVID MERIDIEN 3:1 or Apple ProRes 422 NTSC

720 x 486 pixels (4:3 or 16:9 – anamorphic; not letterbox if possible)

interlaced images/s – stereo sound only – 48 kHz – 16 or 24 bits

Material for closed captioning (CC)

Our captioning department uses ORESME software.

We accept only CC file types that are compatible with this application.

Following is the list of accepted file types:

- 1-.cap (Cheetah International)
- 2-.asc (Cheetah International)
- 3-.scc (Scenarist Closed Caption file)
- 4-.cac (Swift)
- 5-.ccda

TELECASTER:

IMPORTANT: Starting June 1, 2012, you must have Telecaster approve all commercials not produced by Radio-Canada. Please create an account for this purpose on the tvb.ca site. Please include the approval number when sending your final material and broadcasting instructions.

Please allow two or three days before receiving your approval number from Telecaster.

ADVERTISING STANDARDS:

Please send your final material to CBC/Radio-Canada Advertising Standards for broadcast.

CBC/Radio-Canada

Advertising Standards, 20th floor

1400 René-Lévesque Blvd East

Montreal, QC

H2L 2M2