

COMMERCIAL MATERIAL: Delivery procedure



CBC & Radio-Canada
MEDIA SOLUTIONS

codepub@radio-canada.ca
514-597-4244

To send your creative(s) to SRC, we recommend one of the following services:

Extreme Reach	Yangaroo
Comcast Ad Delivery	Spot Genie
MSTR.TV (Audio Z)	Lamajeure
These distributors ensure that the files are delivered to spec on time and without issues.	

Technical Specifications

File Structure

The file content should comply with the following structure:

TIME CODE	DURATION	AUDIO	VIDEO
09:59:57:00	2 sec	Silence	Slate
09:59:59:00	1 sec	Silence	Black
10:00:00:00	---	Commercial	Commercial
---	1 sec	Silence	Black

Minimum information to include in the slate: -Advertiser name -Commercial duration
-Commercial title -Production date
-Commercial ID (ISCI code)

File naming convention

The file name should include the following information:

ORDER	ELEMENT	DESCRIPTION
1 st	Date	Expected first broadcast date (DDMM)
2 nd	Studio	Name of the company providing the commercial (studio).
3 rd	Advertiser	Name of the advertiser who appears in the commercial
4 th	Description	Commercial title
5 th	Duration	Commercial duration given in seconds ex : 15, 30, 60.

Additionally: - All fields in the file name must be separated by an underscore "_"
- The file name must not contain special accents, characters or code, as well as no spaces
- The length of the file name must not surpass more than 80 characters.

File Specifications	
Video	1920x1080, 4:2:2 with 8/10 quantizing (per SMPTE ST 274 :2008)
	Constant 29.97 frames/sec interlaced, upper field first
	Safe title zone : 90% height and width of the full HD picture
	Colour space in compliance with Rec. ITU-R BT.709
Audio	PCM, 48kHz, 24-bit, -2dBTP Max.
	An audio mix ranging from 2 tracks (stereo) up to 6 tracks (5.1) and a stereo mix for DV
	Track allocation : 1:L 2:R 3:C 4:LFE 5:Ls 6:Rs 7:DV-L 8:DV-R
Described Video (DV)	Integrated commercial loudness: -24LKFS +/-1LU (measured using UIT-R BS.1770-3 algorithm)
Lip Sync	If no DV is available, a stereo mix of the commercial is required on tracks 7 and 8
Lip Sync	1 field maximum tolerable sound and picture misalignment
Time Code	Present, drop frame mode, continuous (from start to end – not visible on screen)

ATTENTION :
All spots must contain closed captioning

File Wrapper	Video Coding	Audio Coding	Time Code	Closed Caption
MXF (.mxf)	XD CAM HD422 @ 50Mbps	PCM	Per SMPTE ST 377-1 :2011	CEA-608 type encapsulated into CEA-708 type data, carried in ANC per SMPTE ST 436:2006, 8-bit coding.
Quick Time (.mov)	XD CAM HD422 @ 50Mbps	PCM	Present in the file, not on the screen	Shall be carried in the .mov file

Closed captioning must be 22 frames within the commercial and the first line needs to be in "paint on" mode.