

# CBC & Radio-Canada

## Media Solutions

Technical Specifications  
Lower-Thirds ICI Radio-Canada télé

[solutionsmedia.cbrc.ca](http://solutionsmedia.cbrc.ca)

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MEDIA SOLUTIONS

- A lower-third is a graphic placed in the lower area of the screen during a broadcast
- The length is 10 seconds
- Approval of the text and visuals required by Radio-Canada and the SRC reserves the right to refuse a concept
- No overflowing beyond the zone
- A maximum of 3 animations

The lower-third must be in a "FULL HD" composition:

- 1920 x 1080, 30 frames per second
- The maximum creative area is 1500 pixels wide x 140 pixels maximum height

You must provide the following three formats:

- Quicktime with Alpha Animation (final format)
- 32-bit Targa sequence with Alpha compressed in .zip (working file)
- H264 for reference viewing Quicktime (reference format)

The inputs and outputs must be made with a transition (example: fade in, fade out). No audio.

Booking period and production: 2 weeks minimum before the diffusion

Delivery time if produced by the customer: 5 working days



# Lower-Third video

The Lower-Third with video can only be produced by Radio-Canada

You must provide the following elements:

- Final text
- Images in .eps
- Video footage in Quicktime
- Animation and other creative information.

Booking period and production: 2 weeks minimum before the diffusion.

