COMMERCIAL MATERIAL:

Delivery procedure

For more information, please contact:

Radio-Canada: codepub@radio-canada.ca (514-597-4244) CBC:

pmgcommercialmanagement@cbc.ca



Please see technical specifications below and include the following information in your email:

	comment of comments were managed and remaining managed and re-				
File name Commercial ID (AdID / ISCI)*		Advertiser name			
		Commercial Title			
Product advertised		Commercial length			
С	confirmation that the spot is CC	Telecaster # **			

^{*}All files MUST have a commercial ID (AdID / ISCI). This same code must appear and match up with the information on the traffic instructions. (sent to diffusion.commerciale@radio-canada.ca)

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

-Production date

-Commercial title

File naming convention

The file name should include the following information:

ORDER	ELEMENT	DESCRIPTION		
1 st	1st Advertiser Name of the advertiser who appears in the commercial 2nd AdID Unique advertising ID/code (AdID / ISCI) 3rd Title Commercial title 4th Duration Commercial duration given in seconds ex : 15. 30, 60.			
2 nd				
3 rd				
4 th				
Example: DunderMifflin_DUMIF4556T30E_ScottsTots_30				

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

File Specifications						
	1920x1080, 4:2:2 with 8/10 quantizing (per SMPTE ST 274 :2008)					
Video	Constant 29.97 frames/sec interlaced, upper field first					
	Safe title zone : 90% he	II HD picture				
	Colour space in compliance with Rec. ITU-R BT.709					
	PCM, 48kHz, 24-bit, -2dBTP Max.					
Audio	An audio mix ranging from 2 tracks (stereo) up to 6 tracks (5.1) and a stereo mix for DV					
	Track allocation: 1:L	5 :Ls 6 :Rs 7 :DV-L 8 :DV-R				
	Integrated commercial loudness: -24LKFS +/-1LU (measured using UIT-R BS.1770-3 algorithm)					
Described Video (DV) 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)					
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		

It is important to note that all commercials must be closed-captioned (.scc files or embedded into video file) (required by the CRTC)

^{**}If the file is not approved by the telecaster you MUST include in your email "Please provide to Code Publicitaire for approval".