



Technical Specifications for CBC Television Commercial Delivery

File 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

* If possible, please submit creative without Bars and Tones off the top.

File Specifications

HD Essence - Specifications	
HD Video	1920x1080, 4:2:2 with 8/10-bit quantizing (per SMPTE ST 274:2008)
	<u>Constant 29/97 frames/sec., interlaced, upper field first</u>
	Safe Title Zone: 90% height and width of full HD picture
	Colour space in compliance with Rec. ITU-R BT.709
Audio	PCM, 48kHz, 24bits, -2dBTP Max.
	An audio mix ranging from 2 tracks (stereo) up 6 tracks (5.1) and a stereo mix for DV
	Track Allocation 5.1: 1:L, 2:R , 3:C, 4:LFE, 5:Ls, 6:Rs, 7:DV-L, 8:DV-R Track Allocation Stereo: 1:LT, 2:RT, 3:Unused (Silence), 4:Unused (Silence), 5:Unused (Silence), 6:Unused (Silence), 7:DV-L, 8:DV-R
	Integrated commercial loudness: -24 LKFS +/-1LU (measured using ITU-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)
Closed Caption	The CC track shall have the same duration as the video track The CC must be formatted for a 29.97fps Drop Frame Time Code
	If using Pop-On closed captioning, please assure first line is Paint-On so our encoder can capture all captioning accurately.



File Wrapper	Video Coding	Audio Coding	Time Code	Closed Caption
MXF (.MXF) **Preferred Format**	(HD) XDCAM HD422 @ 50 Mbps	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
	(SD) IMX50 (MPEG50 SD in AVID)			
Quick Time (.MOV)	(HD) XDCAM HD422 @ 50 Mbps	PCM	Present	Shall be carried in the .MOV file.
	(SD) Apple ProRes			

Note: CBC/Radio Canada inserts the AFD value in the HD commercial file such that the legacy 4:3 receivers automatically select the letterbox display.

Quality

The subjective image and audio quality of commercials should be excellent (imperceptible impairments). The dialogue must remain intelligible throughout the entire commercial.

Closed Captioning Tips

To prevent Closed Captioning from being clipped at the start of the commercial try any of the following:

- Have the first caption paint on instead of pop on.
- Use a period as the first Caption at the start of the video for a few frames.
- Offset the first caption by a few seconds by one second to allow enough lead time for the Closed Captioning.

Please also note that captioning should have one or two lines on screen at any given time.

- We should rarely see captions with three lines.
- Captioning must be limited to four lines maximum on screen at any given time.

Metadata Required

Title	Title or Description of Commercial
Advertiser	Name of Advertiser
Commercial ID	Unique Identifier of commercial (see below)
Duration	The length of the commercial
Product/Service	The product or brand in the commercial
Telecaster Number	All spots require a ThinkTV issued telecaster approval number. This is imperative to add to assure your commercial doesn't miss its first air-date. Please click here for instructions on how to submit commercial material to ThinkTV for telecaster approval: ThinkTV Telecaster Clearance Registration & Submission
Closed Captioning	Indicate if the spot is closed captioned.
Notes	Any additional info that would be helpful.



Breakdown for Creating a Commercial ID

Characters	Naming Convention
1-4	Prefix name of Advertiser
5-8	Year material was sent
9-11	User generated
12	Use "T" for Television
13	Use "E" for English, "F" for French
14-15	Use "HD" for HD material
16-17	Use "TR" if the spot is a Tech Rev

For example: A technical revision for John's Auto Shop 3rd piece of material sent in 2017 Commercial ID would be labeled as: JOHN2017003TEHDTR

File Naming

- The file name must be alphanumeric.
- The name should not contain any accent, special character or space.
- The maximum length of the complete file name should not exceed 80 characters.

Commercial Revisions or Resends

- We cannot edit any commercials so all material must be sent with one piece of creative per upload, and any material changes need to be sent as a new spot with a new Commercial ID.
- As a general rule, a new house number is created whenever a new Commercial ID is delivered.
- Every new Commercial ID, including changes of any video or audio in commercial, requires a new telecaster number. Please click here for instructions on how to submit commercial material to ThinkTV for telecaster approval: [ThinkTV Telecaster Clearance Registration & Submission](#)
- If the Commercial ID hasn't changed, we treat the spot as a duplicate unless otherwise instructed.

Revision / Resend Categories

Revision	Requirements of Advertiser and Sales Rep	Commercial Management
Script Change to Audio or Video	<ul style="list-style-type: none"> ★ New Commercial ID (can add "R" or "REV" to end of original Commercial ID) ★ Re-submit for Telecaster Approval ★ Send new Traffic Instructions with updated Commercial ID to the Scheduler 	Creates new house number.
Technical Reasons	<ul style="list-style-type: none"> ★ Same Commercial ID and Title as the original ★ E-mail pmgcommercialmanagement@cbc.ca explaining the reason for the re-send ★ When sending material through a delivery service, indicate the reason for resending in the Notes/Tags field 	Transfers to the same house # (whether the original creative has gone to air or not)

	<p>★ No need to resubmit for Telecaster Approval</p> <p>Examples:</p> <ul style="list-style-type: none"> ● Improve audio/video quality or fix frame rate ● Add BVS Encoding ● Fix clipped Closed Captions ● Fix aspect ratio ● Fix duration ● Fix audio mix or clipped audio ● Fix spelling/grammar/typo 	
<p>Add Closed Captioning</p>	<ul style="list-style-type: none"> ★ Use the same Commercial ID as the original and add "CC" or "Closed Captioned" to the end of the original Title ★ E-mail pmgcommercialmanagement@cbc.ca ★ explaining the reason for the re-send ★ It's the agency's choice if they wish to revise and send new scheduling instructions to Traffic ★ No need to resubmit for Telecaster Approval 	<p>Transfers to the same house number.</p>