

# CBC Television Technical Specifications for 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.                                                                                                                                                                                                                                             |
|                             | Tracks 1&2 + 7&8 with audio on, 3-6 open but muted. If Described Video is available, it must be on tracks 7&8.                                                                                                                                                              |
|                             | Track Allocation 5.1:<br>1:L, 2:R, 3:C, 4:LFE, 5:Ls, 6:Rs, 7:DV-L, 8:DV-R<br>Track Allocation Stereo:<br>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<br>The CC must be formatted for a 29.97fps Drop Frame Time Code<br><br>***If using Pop-On closed captioning, please ensure the 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)<br>**Preferred Format** | (HD) XDCAM<br>HD422 @ 50 Mbps        | PCM          | Per SMPTE<br>ST 377-1:2011 | CEA-608 type<br>encapsulated into<br>CEA-708 type data,<br>carried in ANC per<br>SMPTE ST 436:2006,<br>8-bit coding |
|                                    | (SD) IMX50<br>(MPEG50 SD in<br>AVID) |              |                            |                                                                                                                     |
| Quick Time (.MOV)                  | (HD) XDCAM<br>HD422 @ 50 Mbps        | PCM          | Present                    | Shall be carried in the<br>.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 at least 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.
- Closed Captioning should have a mix of upper and lower case characters, and should not be in all caps.
- Whenever possible, please position captions to prevent obscuring important visual elements such as on-screen text, graphics, facial features, or other critical visual information.

## 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: <a href="#">ThinkTV Telecaster Clearance Registration &amp; Submission</a> |
| 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 40 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"> <li>★ New Commercial ID (can add "R" or "REV" to end of original Commercial ID)</li> <li>★ Re-submit for Telecaster Approval</li> <li>★ Send new Traffic Instructions with updated Commercial ID to the Scheduler</li> </ul>                                                                                                                                                           | Creates new house number.                                                            |
| Technical Reasons               | <ul style="list-style-type: none"> <li>★ Same Commercial ID and Title as the original</li> <li>★ E-mail <a href="mailto:pmgcommercialmanagement@cbc.ca">pmgcommercialmanagement@cbc.ca</a> explaining the reason for the re-send</li> <li>★ When sending material through a delivery service, indicate the reason for resending in the Notes/Tags field</li> <li>★ No need to resubmit for Telecaster Approval</li> </ul> | Transfers to the same house # (whether the original creative has gone to air or not) |

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