



# Commercial standards and technical specifications

French tv stations – Montréal

March 2023

# 1. Standards and delivery

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- This document is intended for all internal and external suppliers delivering commercial creatives to the following television channels:
  - Canal D, Canal Vie, Investigation, Z, Vrak , RDS, RDS2, RDSinfo, Noovo, Elle Fictions, Max
- Commercials must be in mxf format and be subtitled. (see page 3 for more details)
- Commercials and instructions must be delivered at least 48 business hours prior to airing.
- Commercials can be delivered once for all French stations using one of these methods:
  - by using one of these delivery platforms: Extreme Reach, La Majeure, AudioZ, Yangaroo, Comcast, Deluxe, Spot Genie
  - by MediaShuttle (a procedure can be provided by your Traffic Coordinator)
- Commercials must come with a Telecaster number. <https://clearance.thinktv.ca>
- Any creative that hasn't been on air for more than 6 months will be destroyed.
- Please contact your Traffic Coordinator for any questions related to this document:

Stations	Adresse courriel de l'équipe instructions
Noovo, Elle Fictions, Max	<a href="mailto:instructionsnoovo@bellmedia.ca">instructionsnoovo@bellmedia.ca</a>
RDS, RDS2, RDS info	<a href="mailto:routageDL@bellmedia.ca">routageDL@bellmedia.ca</a>
Canal D, Canal Vie, Z, Vrak, Investigation	<a href="mailto:routageinstructions@bellmedia.ca">routageinstructions@bellmedia.ca</a>

# 2. Technical specifications

Video essence and Codec specifications		Track	Stereo Program	5.1 Surround Program
Stream Type	MPEG-2 Transport or Program Stream	Track 1	Left	Left
Wrapper	MXF OP1a – XDCAM HD422	Track 2	Right	Right
Essence Format	MPEG HD	Track 3	Silence	Center
Video Format	MPEG-2 Long GOP (upper field first)	Track 4	Silence	Low frequency effects ( <i>LFE</i> )
Frame Size	1920 X 1080	Track 5	Silence	Left Surround
Aspect Ratio	16 X 9	Track 6	Silence	Right Surround
Frame Rate	29,97 (frames/sec.) 59,94 (fields/sec.)	Track 7	Left Described Video (or left stereo mix)	Left Described Video (or left stereo mix)
Bit Rate/Type	50 Mbps CBR	Track 8	Right Described Video (or right stereo mix)	Right Described Video (or right stereo mix)
Profile	4:2:2	All Others	Silence	Silence
Closed Captions	EIA708/608			
Audio Stream Type	AES	<b>Target Loudness</b>		
Audio Bits	24bit	-24 LKFS ( ±2 LU)		
Audio Sample Rate	48kHz	<b>Max peaks 5.1</b>		
<b>Film 24p conversions method</b>		-3 dBTP		
3:2 pulldown (SMPTE RP 197-2003)		<b>Max peaks Stereo</b>		
Questions? Write to your traffic coordinator		-12 dBfs		
		<table border="1"> <thead> <tr> <th>Requirements</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> <li>Program time code must be drop frame based and begin at 00:00:00:00.</li> <li>No headers or footer should be present, including color bars, slates or black signal.</li> <li>Stereo program material will be up-mixed to 5.1 upon ingest.</li> <li>Closed captioning must be present and compliant with both EIA-608 and EIA-708, and must be embedded in the video file. As a last resort, an SCC file with the same name and timecode as the broadcast file can be provided separately.</li> </ul> </td> </tr> </tbody> </table>		
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