



## Guideline for digital upload TV

### Format

The program of our channels is streamed in **16:9 picture format** and in **stereo**.

**Comedy Central and Nickelodeon (Paramount Global) are playouts of VIACOM. DMAX and TLC (Warner Bros. Discovery) belong to the playouts of MX1. KurierTV (schau media Wien Ges.m.b.H) handles their own layout.**

**This means, if a TV spot is set to be aired on Comedy Central and DMAX it has to be uploaded separately. But it is suffice to upload it once if to be aired on DMAX and TLC. Same goes for spots to be shown on either of the VIACOM channels Comedy Central and Nickelodeon.**

Shown below are all the relevant peak values for playouts of program-spots and commercial-spots:

**Luminance Y** 700mV = 100 %

**Chrominance CR** + 350mV = + 50 %

**Chrominance CB** + 350mV = + 50 %

**Black Level Setup** 0-14mV = 0-2%

### The following audio values are necessary:

Parameter	Meter indication	Value
Programmlautheit	I	-23 LUFS
Maximum True Peak Level	dBTP	-1 dBTP
Maximum Momentary Loudness	M	No limit
Maximum Short Term Loudness	S	No limit
Maximum Loudness Range	LRA	15 LU

The majority of our TV recipients are still constipated for mono-reproduction. All stereophonic spots have to be mono compatible. Due to this, the degree of correlation between the left and the right audio channel have to be greater or equal to zero.

The following soundtrack layout have to be adhered to:

	Soundtrack 1	Soundtrack 2	Soundtrack 3	Soundtrack 4
<b>Stereo</b>	Left channel german	Right channel german	Left channel english	Right channel english
<b>Mono</b>	Mono audio note	Mono audio note	Mono audio note	Mono audio note

Frame synchronization according to FPS of the delivered material.

**Technical Pre-roll:**

For the adjustment of the reproduction apparatus a technical pre-roll is necessary. The recoding of the program starts at TV 10:00:00:00.

Timecode	Duration	Video	Ch 1	Ch 2	Ch 3	Ch 4
09:58:30:00	60"	75% Colour Bars	1KHz	1KHz	1KHz	1KHz
09:59:30:00	20"	Black	Silence	Silence	Silence	Silence
09:59:50:00	5"	Slate	Silence	Silence	Silence	Silence
09:59:55:00	5"	Black	Silence	Silence	Silence	Silence
10:00:00:00	Program	Program	Left German	Right German	Left English	Right English
Prog. End	10"	Freeze frame	Silence	Silence	Silence	Silence
Freeze end	30"	Black	Silence	Silence	Silence	Silence

The used color bar should be according to CCIR 469-4. Meaning the brightness of the organized color bar has to be in the upper 2/3 of the frame and an even red area in lower third of the frame.

The video level has to be 100% for the color white and for all other colors 75% (100/0/75/0).

Through out the whole pre-roll until the end of the closing credits the synch signal, the conrtal track and the time code have to be visible.

**File format:**

The following file formats are accepted for the delivery of spots:

- MXF OP1a D10 625/50 (PAL, IMX, 25 Frames per Second, 50 Mbit/s)
- QT DVC Pro 50, PCM Audio 48 KHz, Samplerate 16 bit
- QT DVC Pro 25, PCM Audio 48 KHz, Samplerate 16 bit

**Content Standards:**

*Blacks, clock, slates und bars are not accepted in any spot materials!!!*

- PAL Standard (25 frames per second)
- Aspect ratio 4:3 / 16:9
- Audio peek level: -9dBFS (100%)
- Incase the file contains a mulitrack-audio, the audio standarts of page 1 are to applied

**Graphics for playout:**

**Savetitel:**

80 % for writing

90 % for action

**Reference material:**

For all moving titels or moving graphs a IMX or digibeta tape is needed in order to be able to control the exact position, the size, the appearance of the writing and the timing. For standard frames it is surifice to have a full screen (720x576 pixel (non-square pixal)) .tga file with alpha channel.

Colors are as RGB values (0-255) and tranparency as 100% shielding to be specified. Nevertheless it is advised to include the .tga file for controlling.

**Writing:**

All types of writings have to be delivered in the PC format Windows True Type (.ttf). The chosen typeface is only to be amended in size, shade or outline, color, transparency and character spacing.

In case there are special changes like bold or italic or any special characters, those also have to be included in the delivery.

**Freeze frame:**

- Standard format is a Truevision Targa .tga file.
- This .tga-file has to be a True Colour Format. Meaning uncompromised in red, green, blue and the alpha channel in RGB CCIR 601 television standard.
- Color depth: 8 bits pro channel. (total 32 Bits per file)
- Frame size: 720 pixels high and 576 Pixels broad (non-square pixel).

**Frame frequency:**

- Standard format is a Truevision Targa .tga file.
- This .tga-file has to be a True Colour Format. Meaning uncompromised in red, green, blue and the alpha channel in RGB CCIR 601 television standard.
- Color depth: 8 bits pro channel. (total 32 Bits per file)
- Frame size: 720 pixels high and 576 Pixels broad (non-square pixel).
- As the .tga frames exported out of an animation software is the to be done as frames and not files.

**Delivery via file:**

The following formats for digital materials are accepted:

- AVC Intra100 in MXF Container OP1a (720p/50 – 4:2:2 – 100Mbit/s)
- AVID DNxHD in QT-Container (720p/50 – 4:2:2 – 100Mbit/s)
- XDCAM HD in QT-Container (1080i/50 – 4:2:0: - 35Mbit/s)
- XDCAM HD 422 in QT-Container (1080i/50 – 4:2:2: - 50Mbit/s)

**Content Standards:**

*Blacks, clock, slates und bars are not accepted in any spot materials!!!*

- Aspect ratio 16:9
- Audio peak level: -9dBFS (100%)

**Digitale delivery:**

Start of the broadcasting	Digitale delivery until 10:00 on
Monday	Thursday
Tuesday	Friday
Wednesday	Monday
Thursday	Tuesday
Friday	Wednesday
Saturday	Wednesday
Sunday	Thursday

Attention! Shortly before holiday the lead time might change. Information concerning this will reach you in time. In case delivery dates on your parts are not according to the table above they have to be agreed upon in a timely manner.

The delivery has to be followed through with the upload partners below. In case you do not have access to the platformes AdStream or PeachClassic, please contact the following partner.

<p><b>Adstream</b> +49 69 7191399-50 <a href="mailto:onedelivery.dach@adstream.com">onedelivery.dach@adstream.com</a></p>	<p><b>Peach</b> +43 720 882797 <a href="mailto:support.dach@peach.me">support.dach@peach.me</a></p>
---	---

**Motiv assignment please at [dispo.at@goldbach.com](mailto:dispo.at@goldbach.com)**

Thank you very much beforhand and nice regards

the Goldbach Media-Team

T +43 1 3708808-23

[dispo.at@goldbach.com](mailto:dispo.at@goldbach.com)