



TELEVISION

DELIVERABLES

**Technical Requirements
for Programme Delivery**



Contents

01: Programme Broadcast Files	3
02: Credits & Presentation	5
03: Episode Screener(s)	5
04: Programme rushes	5
05: Promotional Requirements	5
06: Photography	6
07: Access Services	6
08: Programme Branding	7
09: Audio	7
10: Music Returns	7
11: Archive List	7
12: Social Media Assets	7
13: Sustainability	8



01: Programme Broadcast Files

Virgin Media Television Technical Requirements for Programme Delivery

Master Material Summary

Virgin Media Television requires two HD file deliveries of all programmes.

1. Master – File Delivery

2. Master Backup – Commissioned content only. Must be prepared to send a Windows formatted hard drive in the event of issues with other delivery methods. This should include the master file, any GFX or lower thirds with alpha channels and any required audio mixes with stems.

1A. Required Master File Format

- Video: DNxHD 120mpbs OP1a in 1080i/50, 25fps interlaced
- Audio: PCM in two channel 48khz, 24bit
- Wrapper: MXF
- Video Levels/Colour Space: ITU-R BT.709

SD: (SD is not the standard for VMTV. For legacy programming that is SD, please contact materials@virginmedia.ie)

1B. Video Layout

Each programme should be set out as follows:

- 09:59:00:00 – 75 % luminance bars / 0 dB
- (PPM 4) 1khz tone [- 18dbfs for Digital tone]
- 09:59:30:00 – Clock/slate, no audio
- 09:59:57:00 – Black, no audio.
- 10:00:00:00 – Programme start.
- End of programme + 1 min – textless beds

Programmes must be delivered with commercial breaks included. Each part should start on the minute, with at least 60 seconds of black preceding it after the previous part finished. Each part should start and end with a programme title card.

International versions should be delivered seamless.

A clock should lead up to the start of each part, as with the top of the programme. The clock and paperwork should indicate the following;

- Title
- Version
- Producer

- Duration
- Caption safe information

Other details (audio layout, aspect ratio etc.) should not be included.

1C. Picture

Frame Rate/Raster The materials should be delivered in whichever frame rate the programme was shot in. No standards conversion should be applied except. All HD material should be delivered in 1080i/50, 25fps interlaced. Aspect ratio should be 16:9 with a raster of 1920×1080i. In the case of SD archive material contained within a programme this must be up-converted with a preferred aspect ratio of 4:3. For HD programming please only deliver in a 16:9 1920×1080 raster.

1D. Audio

All audio must follow the EBU-R128 standard.

Audio material should be created as follows:

Sample Rate: 48Khz

Depth: 24Bit

A full programme mix of all sound elements must exist on tracks 1 and 2. If stereo, the left track must exist on track 1 and the right track must exist on track 2. If mono, tracks 1 and 2 must be identical (known as Dual Channel Mono). Line up tone for stereo must be intermittent on track 1 and continuous on track 2. For Mono, tone must be uninterrupted on tracks 1 and 2.

1E. File Naming

The Master MXF file should be named as follows:

Programme Title - Series number (if applicable) - Transmission Order Number (if applicable) - Episode Title – Version (please include V2, V3 etc in the case of revised files being delivered)

Example: This Programme - Series 3 - TX1 - Episode Title - VMTV Master.mxf

1F. Master Drive Delivery

A master drive containing the final version of a programme or series is to be delivered to Virgin Media in the event that issues arise with other delivery methods. This drive should also contain textless elements, any GFX for lower thirds with alpha channels and final audio mixes with stems. Any drives delivered must be in Windows/NTFS format, any Mac formatted drives will be rejected. USB3 connectivity is preferred unless adaptors are provided.

1G. International Versions

If you are obliged to send international versions, please contact:

commissioning@virginmedia.ie

1H. Foreign Languages:

In all instances where the spoken language on-screen is not English we require hardcoded translated subtitles to be provided on the video file.



02: Credits & Presentation

Please see separate PDF for Broadcast Credits & Presentation Guidelines on the Virgin Media Television Website.

- A full list of credits needs to be provided also. These do not need to be laid out in credit format (as on screen).



03: Episode Screener(s)

- **Screener(s):** File Transfer or Private Video Links for the Screeners will suffice.
- **Screener(s) with BITC:** This screener should be played out at the end of the session. This is used for getting transcripts and is used for any client reviews.



04: Programme rushes

These may be required by Virgin Media Television.



05: Promotional Requirements

We Require Series Synopsis & Episodic Synopsis, Videos, Stills & Press Packs etc.

- **Series Billings/Synopsis which should include: Episodic Synopsis plus Long & Short Form Billings:** Remember that the synopsis will be used in publicity for the show in Newspapers, Magazines, & online TV guides. So keep them brief and punchy, highlighting the shows strengths. Note* if there are any good GFX visuals to support this please provide.
- **Video:** These trailers should highlight the show without Spoilers for Broadcast. We would also require a spoiler heavy trailer for internal use and external publicity write ups for promotion.
- **Promos:** The promos department will need promo materials no later than 6 weeks in advance of TX. This material should consist of the latest cut of an episode or episodes in .mxf format with audio tracks unmixed as stems. If a full episode is not available a sequence of clips including best sound bites and covering shots from the programme will suffice.

- **Stills:** Episodic Imagery see below for more detail.
- **Graphics & Logos:** Acquired content only. Programme logs (vector format, .AI or .EPS), font details and any relevant graphics no later than 6 weeks in advance of TX.
- **Press Brief:** Commissioned content only. Please email **publicity@virginmedia.ie** for PDF form that must be filled out & delivered prior to delivery date.

Note* all marketing and promotional assets for Acquired content should be coordinated with VM through aquisitions@virginmedia.ie

Note* all press/promotions and social media must be coordinated with VM.



06: Photography

- Production company to supply professional, full colour episodic photographs (300dpi) in JPEG format for programme support.
- Photos must be engaging and reflect the tone of the programme, with attention paid to environment, wardrobe, hair and make-up.
- A minimum of two individual images per programme contributor (presenter, panellist, reporter, etc.) in addition to group shots, where applicable.
- Potential access to talent for additional photography.
- All supplied photography to be cleared for use in any promotional activity or advertising.



07: Access Services

Access Service Deliverables as per Commissioning/ Licence agreement. If Subs/AD/ ISL are available, please provide as below:

- A Subtitle file for each episode in .stl format should be delivered prior to the delivery of the programme with the start time of 10:00:00:00
- Audio Description Files should be embedded on Tracks 5 & 6 within the Master Programme Delivery File.
- ISL versions are required in separate masterfiles clearly stating the presence of sign language in the filename. ISL should be displayed in open format using a 1578x890px layout on a light grey background within a 1920x1080px frame (option to reduce main image by 25%).

For more details on how access services should be displayed please go to <https://www.cnam.ie/industry-and-professionals/codes-legislation/codes-and-rules/access-rules/>



08: Programme Branding

- Programme logos (vector format, .AI or .EPS), font details and any relevant support graphics no later than 6 weeks in advance of TX.



09: Audio

- Clean, broadcast quality copy of the opening titles audio track for promotional/marketing purposes.
- Audio mixes with stems are required for promo purposes.
- A Screener (mp4) of the series with music stripped would also be required for social media purposes.



10: Music Returns

- Music Cue Sheets for each Ep in Excel Format: Please find Music Cue Sheet Template in Links on the Virgin Media Televisions Website.



11: Archive List

- An Archive Template form to record all the archive material of the programme is on the Virgin Media Television's website. Please fill out and include all video, still, and audio archive material that is present within the series. **NB: A form filled out for each episode is required.**



12: Social Media Assets

- Numerous unique social media content at least 4 per episode for promotional purposes, (such as behind-the-scenes clips, short interviews with cast or talent, bloopers, animated GIFs, etc.)
- A list of all relevant talent connected to the programme with their social media handles included.
- VM will liaise regarding additional digital promotional requirements.

Social Clips - Suggested clip types

- Teaser Clips (Best Clips to hook people in)
- Preview of next ep clips,
- Funny moment,
- Outtakes,
- BTS content
- Social Only interviews with cast or talent about the series
- Clips can be short or long depending on content and show type
- Strong High Res Still images or specifically shot images.
- All clips should be subtitled
- Where possible a range of social sizes and formats would be great. but regular 16:9 or Square format is great.



13: Sustainability

- As part of your commissioning contract, we ask you do your part in helping the environment/sustainability by tracking your carbon footprint for the production with the **Albert Carbon Calculator: <https://wearealbert.org/carbon-calculator-and-production-certification/>**
- You must register under Virgin Media Broadcaster.
- Albert offers free weekly training for any of your production teams to navigate the calculator.
- You must submit your carbon footprint plan, ahead of the delivery of the show so that you can include the certification of completion on your end board of the series.
- Main contact email address: **albert@cnam.ie**

Confirmation that I have read and can deliver all the materials above: Yes ☐ No ☐

Yours faithfully,

For and on behalf of
(Production Company)

Yours faithfully,

For and on behalf of
VIRGIN MEDIA TELEVISION



TELEVISION