

Technical Delivery Specifications

for Commercials



Technical Delivery Specification for Commercials

To include all advertising and sponsorship copy.

Overview

Commercial copy is delivered to *Virgin Media One, Two and Three* via one of the approved digital delivery providers.

This document outlines the specifications set by *Virgin Media One, Two and Three* for commercials and sponsorship content delivered for transmission.

Commercials that fail to comply with this specification may be rejected.

Where the failure relates to loudness *Virgin Media One, Two and Three* reserves the right effect an overall level correction to the commercial in order to bring the audio within the defined specification.

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Video

Video Format

Standard Definition Commercials must comply fully with the 625/50 digital component video standard conforming to ITU-R BT.601 (Rec. 601) and will be compatible with the relevant sections of the EBU document "EBU Tech 3267".

Illegal Colours

Due care should be taken to avoid illegal colours (gamut errors), particularly in relation to captions and graphics included in the commercial. Tolerances are outlined in EBU document R103 - 2000.

Safe Area

Commercials will be delivered in 16:9 full height anamorphic format. Images including Graphic and Text content will be framed to protect the central 4:3 zone (i.e. "4:3 safe").

Line 23

WSS data (widescreen signalling) should not be present on line 23.

Conversions

Where content has been converted from another standard, the converter used should be of a quality to minimise conversion.

Text Height

Text height on commercials should be at least 16 lines artifacts.

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Audio

Expected sequence for commercials including the leader/clock

Timecode	Vision	A1	A2	A3	A4
09:57:30:00	Black	----- Silence -----			
09:58:00:00	75% Bars	1KHz Tone	1KHz Tone	1KHz Tone	1KHz Tone
09:59:30:00	Clock	----- Silence -----			
09:59:40:00	Clock	----- Optional Verbal Ident -----			
09:59: 45:00	Clock	----- Silence -----			
09:59:57:00	Black	----- Silence -----			
10:00:00:00	Commercial	Start of Video and Audio			
10:00:00:12	Commercial	Start of KEY Audio			

At the end of the commercial a 10 sec. freeze frame of the last frame followed by 30 secs. of black.

NOTE: Audio Tracks 3 and 4 will carry identical content to tracks 1 and 2 or be mute.

- Line up tones will be at -18dbfs.
- Left channel line up tone (tracks 1 and 3) will be interrupted to ident them as being the LEFT channel.

Key Audio

- Audio on the commercial will follow the guidelines in appendix 1, i.e. the first and last 12 frames of the commercial shall carry no dialogue or other “key audio”.
- Background effects or music are acceptable.

Delivery Levels

Please note that VM One, VM Two and VM Three expect delivery of commercials at “Post House” levels (peaking up to PPM 6).

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All copy rotation instructions for Virgin Media One, Two and Three should be sent directly to: traffic@virginmedia.ie

The Advertiser and Product must be clearly identified on all paperwork and should also contain the following information:

- Product
- Clear and concise rotation instructions
- Copy Identification
- Commercial Durations
- Clock No.
- Date of First Transmission
- Voice Over
- Indication if music is involved

All Instructions or changes given by telephone will require written confirmation.

The Channel(s) must be clearly specified on all instructions

Commercial Delivery Requirements

- All copy must be delivered at least 3 working days prior to transmission.
- The preferred method of delivery is electronically via Adstream, IMD or Honeycomb.

Commercial Approval - Virgin Media One, Two and Three

Virgin Media One, Two and Three require copy submission seven working days prior to transmission. Please send a script or mpeg to copyclearance@virginmedia.ie or if the file is larger than 5mb to virgintv.traffic@gmail.com.

Should you have any queries please do not hesitate to contact the Traffic Department of Virgin Media Television on 01 419 3307.