

**Channel Four Television**  
**Technical delivery specification**  
**for**  
**Broadcast Advertising copy**

Applies to all Channel Four Television services  
Rev. 24th March 2010

## Introduction

Commercial copy is delivered to the Channel either by delivery of suitable tapes, or by approved electronic delivery suppliers.

It is not Channel Four policy to return copy.

Commercials must conform to the current BCAP Television Advertising Standards Code. (Broadcast Committee of Advertising Practice).

All commercials intended for transmission on any Channel Four service must be approved by Clearcast.

## Delivery Format and recording

Tape copy should be submitted on Digital Betacam format.

The recorded video must be a compatible 625 line 25 frame standard, conforming to CCIR 601.

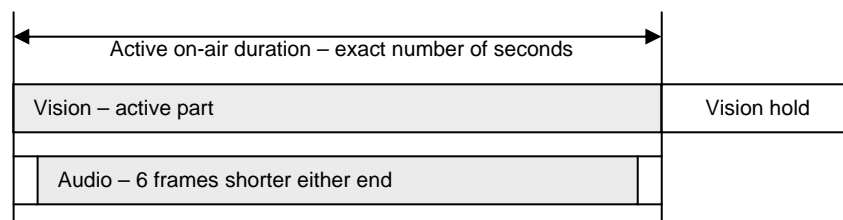
Vision should be legal such that in the RGB domain all the R, G, B signals are within the range 0 to 100% of peak luminance. Please note that we reserve the right to automatically clip levels to this range. Vision which does not comply may be affected by the process.

The aspect ratio must be 16:9 full height anamorphic and protected for 14:9 transmission. The widescreen 16:9 full height commercial copy supplied will be presented on widescreen services in 16:9 anamorphic format and on non-widescreen services in a 14:9 slight letterbox format, matching the format of many existing programmes. It is essential that delivered widescreen copy is produced to the **UK Broadcasters' specification for 16:9 shoot & protect 14:9** as outlined in Appendix A.

Format should have the transmission audio on tracks 1 and 2, and be in synchronism with the vision.

Stereo sound is standard for commercials and sponsorship transmissions on all Channel Four services. Advertising or sponsorship copy that is not stereo should be delivered with phase coherent mono sound on both audio tracks.

There should be 6 frames of audio silence at the start and end of the item and the duration should not exceed the stated length. At the end of the item there should be a 10 second hold on vision followed by 30 seconds of black. ( No 'Living Freezes' )



Subtitles for the hard of hearing should be recorded on television line 335 and conform to the "World System Teletext" standard. The clock should state "Teletext 888" if subtitles are present.

### **Line-up and identification**

Advertising copy requires a unique identifier supplied by the advertising agency and approved by Clearcast.

#### For tape copy

The box must be marked externally with the clock numbers of each item on the tape, and there must be a log sheet inside listing for each item submitted:

- Timecode of start of message
- Identifier/clock number
- Item active duration
- Product name

The first (or only) item must be recorded such that the start of message is at timecode 10:00:00:00 with any subsequent items to have SOM's at integer minutes. LTC and VITC must match, be phase coherent with video, be continuous and contiguous, and must not pass through 00:00:00:00. VITC must be on line 19 & 21 pairs.

The recording must start with a line-up signal consisting of at least 1 min of line-up reference comprising:

- Video: 100% colour bars
- Audio: reference tone on each track, comprising 400Hz or 1 kHz tone at 0dBu (-18 dBFS, PPM 4), phase coherent, on tracks 1 and 2.

#### For all copy

A clock is to precede each item for at least 20 seconds duration. The clock should identify:

- Product name
- Identifier/Agency copy number (clock number)
- Commercial item duration
- 'Teletext 888' if subtitles are present
- Stereo or mono audio
- Statement of 16:9 FH anamorphic aspect ratio

Black and silence should exist for 3 seconds between the clock and the first frame of picture.

Note: The start of message is measured from the first frame of active picture. Vision fade-ups are acceptable - in which case the first non-black frame is taken to be the start of message.

### **Process, Compliance and Quality Control**

Sound and vision quality should be equivalent to ITU-R broadcast scale grade 4 or 5. Any technical defect which is apparent in the source master tapes or in file delivered copy will be referred to the agency or supplying company for correction and re-submission.

Any breach of Ofcom/ASA technical guidelines will similarly be referred for correction and re-supply.

Legally required captions which are outside the designated 14:9 safe caption area, do not meet the Ofcom guideline requirements, or are otherwise illegible will not be accepted.

### **Audio Loudness Control**

*Note: this is an interim specification pending full agreement between UK broadcasters on standard specification for advertising copy delivery.*

Channel Four policy and the BCAP code (rule 6.9) require that audio signal levels should have a consistency of perceived loudness such that the viewer does not need to adjust receiver volume between programmes, junctions and advertising breaks.

Audio loudness is to be measured using equipment operating with the ITU-R BS1770 characteristic. The reference level must be set to -18dBFS and the rolling integration window set to 4 seconds. Audio level measurement is a two stage process:

- 1) The audio level must be adjusted such that the maximum ITU loudness reading reaches at least -3dB on the scale and does not exceed 0dB.**
- 2) In addition, audio must be further limited, if necessary, such that a Peak Programme Meter type IIa does not register over PPM 6 at any point during the item. This may result in a reduced ITU loudness level in some circumstances.**

Channel Four and its agents reserve the right to make adjustments to the absolute signal level if necessary, or refer the copy to the supplier for correction.

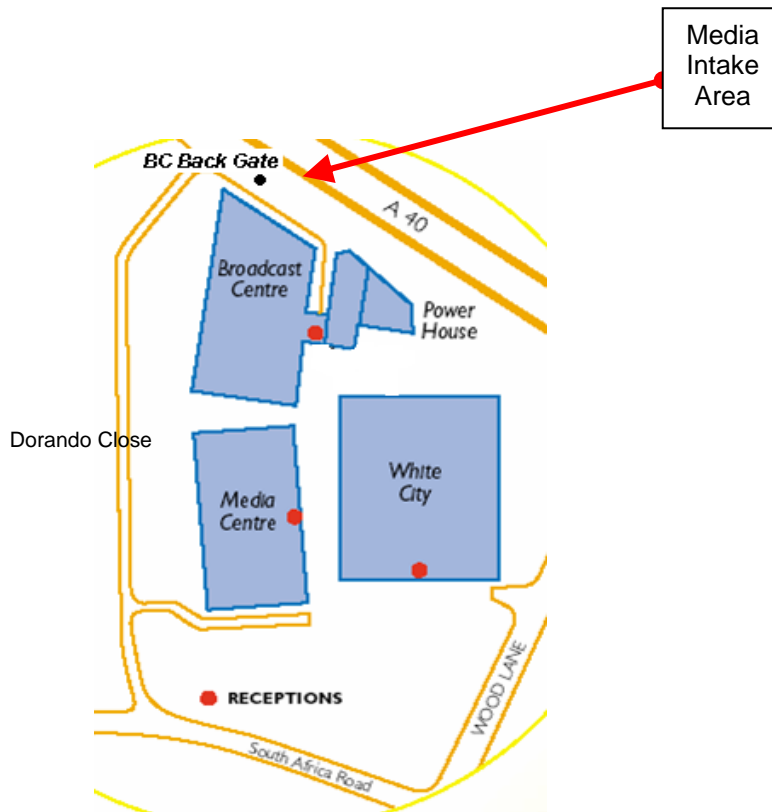
## Delivery

Advertising broadcast tape copy for all Channel Four services (except for S4C) is to be delivered to Red Bee at the Broadcast Centre. Please note that Red Bee is also processing commercials for other broadcasters so the MIA (Media Intake Area) needs to know that the copy is intended for Channel Four services.

Packages must be clearly marked '**C4 COMMERCIALS FOR TX**'

MIA Commercials Team  
Red Bee Media  
BCG D6

Broadcast Centre  
201 Wood Lane, London  
W12 7TP  
T: +44 (0)20 849 55239  
T: +44 (0)20 849 55209 after 20:00



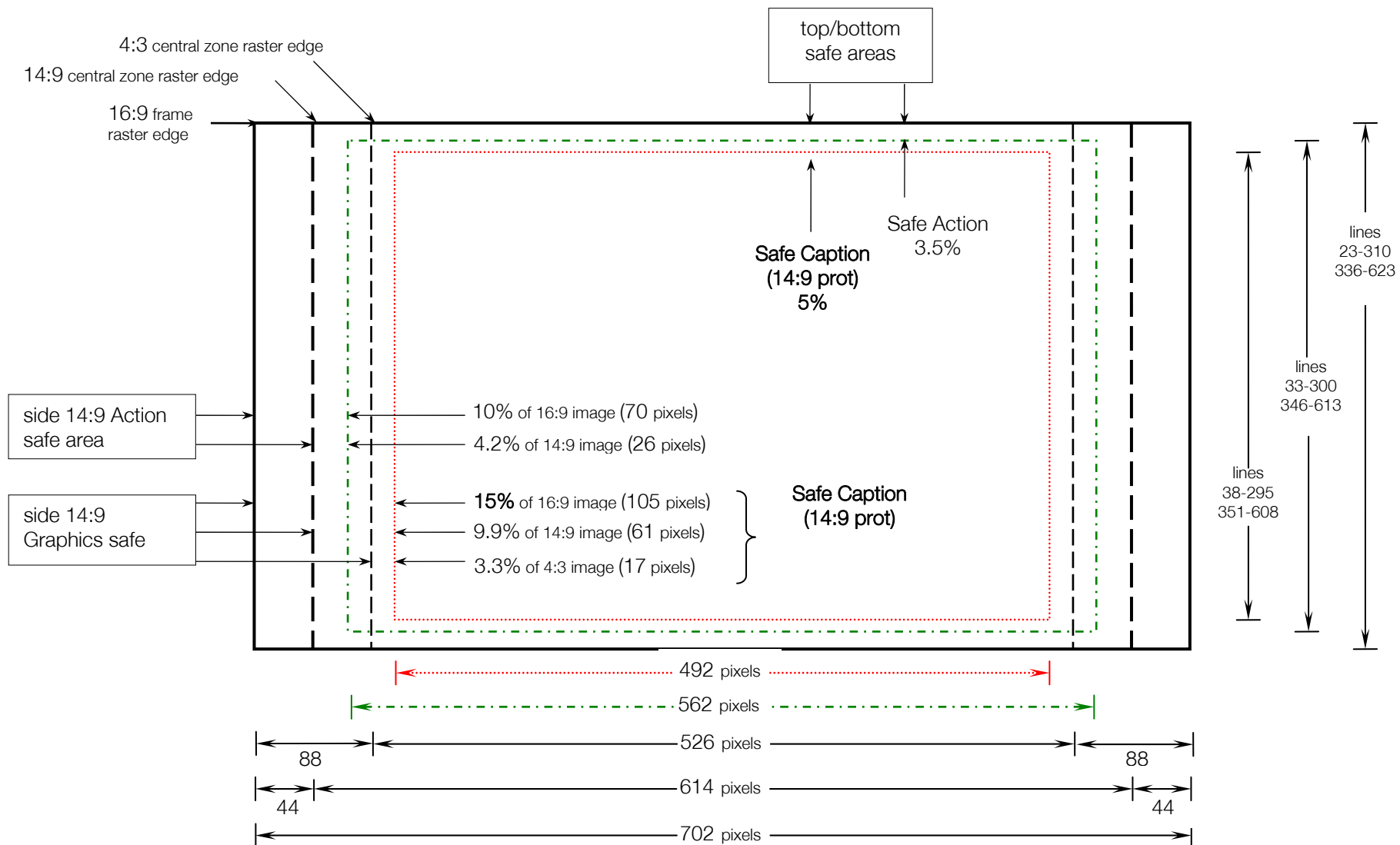
Electronic broadcast copy to be delivered only via approved electronic delivery suppliers:

- IMD PLC +44 (0)20 7468 6868
- Adstream UK +44 (0) 20 7539 8400

## **Contacts**

For any queries relating to the specification and delivery of copy please contact your Traffic Manager

<b>Traffic</b>		
Kim Wakes – Traffic Manager	<a href="mailto:kwakes@channel4.co.uk">kwakes@channel4.co.uk</a>	020 7306 8264
Matt Gustard – Deputy Traffic Manager	<a href="mailto:mgustard@channel4.co.uk">mgustard@channel4.co.uk</a>	020 7306 8266



**Appendix A**