



Standards for the Submission of Video and Audio adverts

This document provides a concise summary of the new requirements and standards for the submission of Television adverts.

SBC would like to inform all producers that as from the 1st September 2018, the SBC will no longer accept advertisements which fall below these stated standards.

Should you have any queries, please talk to one of our Advertising Officers or email marketing@sbc.sc.

1.0 VIDEO Requirements

1.1 All TV adverts should be **HD or SD** quality

1.2 The aspect ratio must be 16:9

1.3 High Definition

- a) 1920 x 1080 pixels in an aspect ratio of 16:9
- b) 25 frames per second

The HD format is fully specified in ITU-R BT.709.

1.4 Standard Definition

- a) 720 x 576 pixels in an aspect ratio of 16:9;
- b) 25 frames per second

The SD format is fully specified in ITU-R BT.601.

2.0 AUDIO Requirements

2.1 **Audio loudness must be normalised at the -12dBFS nominal/average level.**

2.2 The audio compression rate shall be:

- a) **HD:** 1152 Kbps, 48KHz, 24 bits PCM
- b) **SD:** 768 Kbps, 48KHz, 16 bits PCM

3.0 Delivery & File Format Requirements

3.1 All adverts must be fully editorially and technically checked and ready for transmission prior to delivery to SBC

3.2 The preferred delivery method is via USB memory sticks or downloadable links (e.g wetransfer, dropbox)

3.3 The preferred file format is **.mxf**

3.4 SBC will nonetheless accept the following formats:

- a) .mp4
- b) .avi
- c) .mpg | .m2p
- d) . H.264 (MPEG-4 AVC)

4.0 Summary of Technical Requirements

	<u>Full High Definition (FHD) Content specification</u>	<u>Standard Definition (SD) Content Specification</u>
Format :	MXF OP1a (container) <u>Or:</u> <ul style="list-style-type: none">• <u>mp4</u>• .avi• .mpg .m2p• H.264 (MPEG-4 AVC)	MXF OP1a (container) <u>Or:</u> <ul style="list-style-type: none">• <u>mp4</u>• .avi• .mpg .m2p• H.264 (MPEG-4 AVC)
Codec:	XDCAM HD422	DV DVC Pro
Video bitrate	50.0 Mbps	25.0 Mbps
Resolution:	1920 x 1080	720 x 576
Aspect Ratio:	16:9	16:9
Frame rate:	25 fps	25 fps
System:	PAL	PAL
Audio:	1152 Kbps, 48KHz, 24 bits PCM	768 Kbps, 48KHz, 16 bits PCM