

Adstream File Delivery Specification For Italy

To maintain a consistently high quality product Adstream requires all material for distribution in this region to be supplied to the following HD specifications.

HD File Specification

★ Quicktime ProRes 422HQ 1080/50

Video:
Codec : **Apple Quicktime ProRes 422 (HQ)**
Container : **MOV**
Profile : **HQ**
Chroma Subsample : **4:2:2**
Interlacing : **Upper/Top Field First**
Frame Size : **1920x1080**
Frame Rate : **25 FPS**
Aspect Ratio : **16:9**

Audio:
Codec : **Integer (Little Endian) PCM**
Sample Rate : **48kHz**
Sample Size : **24bit**
Canali : **Stereo**

★ Quicktime Wrapped Avid DNxHD 120/185 1080/50

Video:
Codec : **8bit DNxHD**
Container : **MOV**
Bitrate : **120Mb/s o 185Mb/s**
Chroma Subsample : **4:2:2**
Interlacing : **Upper/Top Field First**
Frame Size : **1920x1080**
Frame Rate : **25 FPS**
Aspect Ratio : **16:9**

Audio:
Codec : **PCM**
Sample Rate : **48kHz**
Sample Size : **24bit**
Canali : **Stereo**

MPEG-2 Transport Stream 1080/50

Video:
Codec : **MPEG-2 Transport Stream**
Container : **MPEG-2 Transport Stream**
Profile : **4:2:2 Profile @MainLevel (422P@ML)**
Bitrate : **100Mb/s CBR**
Chroma Subsample : **4:2:2**
Interlacing : **Upper/Top Field First**
GOP Structure : **I Frame Only**
Frame Size : **1920x1080**
Frame Rate : **25 FPS**
Aspect Ratio : **16:9**

Audio:
Codec : **PCM**
Sample Rate : **48kHz**
Sample Size : **24bit**
Canali : **Stereo**

HD Video Level Requirements

TV Format : HDTV
Aspect Ratio : 16:9
Title Safe : 16:9 – EBU R.95-1

All Video Signals Should Comply With ITU-R BT.709-5 And Video Signals Should Not Exceed The Specified Limits.

Video Levels Should Not Exceed 700mV, Or Fall Below 0mV

Out of gamut tolerance.

Whilst Adstream and the Broadcasters will reject illegal video levels they understand there may be instances where it is difficult to completely avoid, and following EBU recommendation Rec.103-2000 will allow a small tolerance, assuming no more that 1% of the active picture is in error.

- Luminance (Y) -1% and 103%
 - o (ie between -7mV and 721mV)
- RGB video levels -5% and 105%
 - o (ie between -35mV and 735mV)

HD Audio Level Requirements

AGCOM 219/09/CSP

The loudness level of the program material must be in agreement with the AGCOM 219/09/CSP directive, including the following delivery specifications :

Reference Level : 1kHz@ -18dBFS

Integrated Loudness Program : -24 LUFS

Weighting Scale : As per ITU-R BS 1770-1

Target Level Tolerance : +/-0.5 LU

Maximum True Peak : -2dBTP

PML (QPPM) : -9dBFS

Maximum Short Term Momentary (3 Sec) : +5LU On The Relative Scale

Relative Gating : -8 LU

Absolute Silence Gate : -70 LUFS

All commercial soundtracks must be measured using ITU-R BS 1771-1 loudness meter to ensure compliance to the required recommendation.

The measurements will be defined using an integration time of 400ms with 75% overlap

Adstream File Delivery Specification For Italy

To maintain a consistently high quality product Adstream requires all material for distribution in this region to be supplied to the following SD specifications.

SD File Specification

★ Quicktime ProRes 422HQ 625/50

Video:
 Codec : **Apple Quicktime ProRes 422 (HQ)**
 Container : **MOV**
 Profile : **HQ**
 Interlacing : **Upper/Top Field First**
 Frame Size : **720x576**
 Frame Rate : **25 FPS**

Audio:
 Codec : **Integer (Little Endian) PCM**
 Sample Rate : **48kHz**
 Sample Size : **16bit**
 Channels : **Stereo**

MPEG-2 Program Stream 625/50

Video:
 Codec : **MPEG-2 Program Stream**
 Container : **MPEG-2 Program Stream**
 Profile : **4:2:2 Profile @MainLevel (422P@ML)**
 Bitrate : **50Mb/s CBR**
 Chroma Subsample : **4:2:2**
 Interlacing : **Upper/Top Field First**
 GOP structure : **I Frame Only**
 Frame Size : **720x576 (608 if Inc VBI)**
 Frame Rate : **25 FPS**

Audio:
 Codec : **MPEG1 Layer-2**
 Sample Rate : **48kHz**
 Sample Size : **16 bit**
 Channels : **Stereo**

SD Video Level Requirements

TV Format : SDTV
Aspect Ratio : 16:9
Title Safe : 16:9 - EBU R.95-1

All Video Signals Should Comply With ITU-R BT.709-5 And Video Signals Should Not Exceed The Specified Limits.

Video Levels Should Not Exceed 700mV, Or Fall Below 0mV

Out of gamut tolerance.

Whilst Adstream and the Broadcasters will reject illegal video levels they understand there may be instances where it is difficult to completely avoid, and following EBU recommendation Rec.103-2000 will allow a small tolerance, assuming no more that 1% of the active picture is in error.

- Luminance (Y) -1% and 103%
 - o (ie between -7mV and 721mV)
- RGB video levels -5% and 105%
 - o (ie between -35mV and 735mV)

SD Audio Level Requirements

AGCOM 219/09/CSP

The loudness level of the program material must be in agreement with the AGCOM 219/09/CSP directive, including the following delivery specifications :

Reference Level : 1kHz@ -18dBFS
Integrated Loudness Program : -24 LUFS
Weighting Scale : As per ITU-R BS 1770-1
Target Level Tolerance : +/-0.5 LU
Maximum True Peak : -2dBTP
PML (QPPM) : -9dBFS
Maximum Short Term Momentary (3 Sec) : +5LU On The Relative Scale
Relative Gating : -8 LU
Absolute Silence Gate : -70 LUFS
 All commercial soundtracks must be measured using ITU-R BS 1771-1 loudness meter to ensure compliance to the required recommendation.

The measurements will be defined using an integration time of 400ms with 75% overlap

Adstream File Delivery Specification For Italy

Clock/Slate and Pre & Post Roll Information – NOT MANDATORY

<i>Structure</i>	<i>I.e. Duration</i>	<i>I.e. Timecode</i>
TVC Only – Cut to Cut	30"	00:00:00:00 - 00:00:29:24

The full structure with Color bars and cover blacks could be request in case a deeper QC will be necessary. Our Client Service could support you.

For this region a valid clock/slate IS NOT mandatory	Suggestion ONLY - HOW TO MAKE A CLOCKNUMBER FOR both SD and HD
Clock/Slate Information <ul style="list-style-type: none"> • Client • Product • Subject • Agency • Production House • Post/Prod House • Clock Number : <i>MMYY-Advertiser-Product-Title-N-DDD</i> • Title • Duration HH:MM:SS:FF • Aspect 	<p><i>MMYY-Advertiser-Product-Title-N-DDD</i> (Max 100 chars)</p> <p><i>MM: Month</i> <i>YY: Year</i> <i>Advertiser, only initials also</i> <i>Prodotto, only initials also</i> <i>Title, only initials also</i> <i>N: Version (A, B, C,)</i> <i>DDD: Duration in seconds</i></p> <p>The clock number should be up to 30 alpha-numeric characters, - eg should not contain characters such as (!" \$%&() ?^* \$°&#39;><; &)</p> <p>HD and SD assets of the same subject should have the same CLOCKNUMBER.</p>

Audio description (currently RAI Only)

For Audio Description delivery, the following should be supplied.

- Pro Res 422 HQ spec (see above full guidance on page 1)
- 4 Channels of Audio in the following configuration:
 - Channel 1: Stereo Programme Left
 - Channel 2: Stereo Programme Right
 - Channel 3: Stereo Audio Description and Programme Mix Left
 - Channel 4: Stereo Audio Description and Programme Mix Right

IMPORTANT!

*The audio should be supplied as a 4 channel 1 PID file,
(mono discrete or 2 stereo pairs will not be accepted)*

Note: Audio Description is for HD only.

Audio Description should follow AGCOM audio specifications for Loudness

NOTES!

The channel logos are also broadcast during the advertising slots with the risk of impacting and covering the logos and / or super imposes of the TVC.

It is highly recommended to check the overall dimensions with the Sales Houses to avoid unwanted coverage, even partial.

Local clearance in Italy is managed by the legal department at the broadcasters.
Check in time with the Sales Houses any relevant doubts.

“To ensure compliance please contact our local office for any queries.”