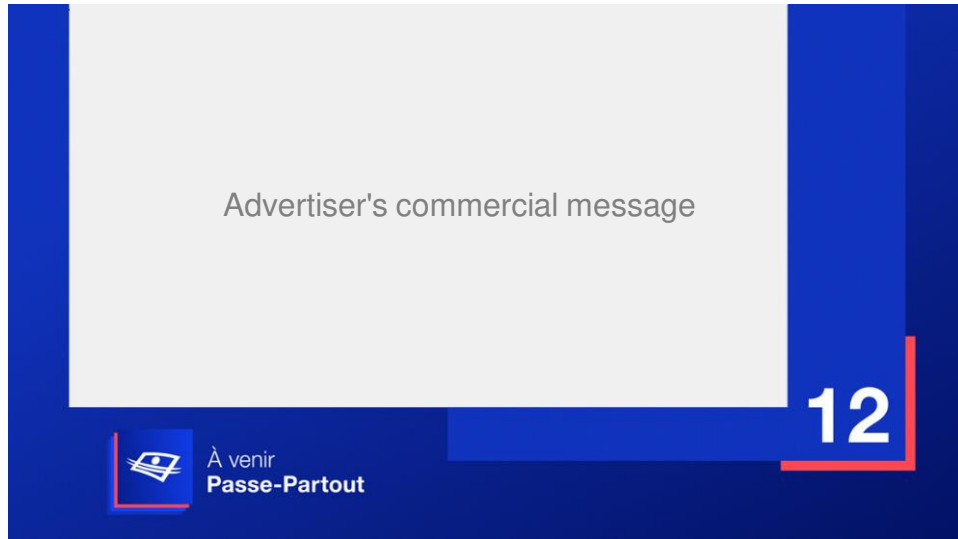


15 or 30 seconds

# COUNTDOWN



## TECHNICAL SPECIFICATIONS – Advertiser's commercial message

Video	<b>XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime</b>
	<ul style="list-style-type: none"> <li>• 1920x1080</li> <li>• Constant 29.97 frames/sec interlaced, upper filed first</li> <li>• Safe title zone: 90% height and width of the full HD picture</li> </ul>
	<ul style="list-style-type: none"> <li>• PCM, 48kHz, 24-bit, -2dBTP Max.</li> <li>• An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)</li> <li>• Track allocation : 1 :L 2 :R 3 :C 4:LFE 5 :Ls 6 :Rs 7 :Lt/Lo 8 :Rt/Ro or stereo mix on tracks 1-2 and 7-8</li> <li>• Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)</li> </ul>
Audio	<ul style="list-style-type: none"> <li>• 1 field maximum tolerable sound and picture misalignment</li> </ul>
Lip Sync	<ul style="list-style-type: none"> <li>• Drop frame mode, continuous (from start to end – not visible on screen)</li> <li>• Start at 10;00;00;00</li> <li>• No lead-in/lead-out, advertising only</li> </ul>
Time Code	<ul style="list-style-type: none"> <li>• All commercials must be closed captioned (.scc files or embedded into video file) (required by the CRTC).</li> <li>• Commercials with no voice over, with music only, still require closed captioning: meaning a musical note ♪ or the word "music" must appear in the closed captioning throughout the commercial.</li> <li>• The length of the CC file must be the same as the length of the video file. The same applies to the time code</li> <li>• The CC file needs to be structured for 29.9fps, Type: drop frame</li> </ul>
Close Captioning (CC)	

## CONTENT SPECIFICATIONS

### VO

- Audio of the commercial.

### SUPER/VISUAL

- Inside the frame :
  - Advertiser's commercial message.
- On the frame :
  - Télé-Québec's branding.
  - Countdown to zero.
  - Name of upcoming program.

Produced by Télé-Québec	<ul style="list-style-type: none"> <li>• No client action required for production.</li> <li>• The advertiser's ad material will be inserted into the station frame by Télé-Québec</li> </ul>
-------------------------	--

# MATERIAL DELIVERY

## TELEVISION

The file delivery method shall be by upload. You can use these paid delivery services or our FTP site:

- LaMajeure
- Extream Reach

or

- FTPsite: [transit.telequebec.tv/public/Pubs/](https://transit.telequebec.tv/public/Pubs/)

Username: inviteftp

Password : wjufr(h37

**IMPORTANT:** when the material is uploaded, you must inform us via email at the following address: [routage@telequebec.tv](mailto:routage@telequebec.tv)

For all questions related to material, you can communicate with: [routage@telequebec.tv](mailto:routage@telequebec.tv)