Technical Specifications
Television and digital

Télé-Québec

10, 15 or 30 seconds
COMMERCIAL MATERIAL
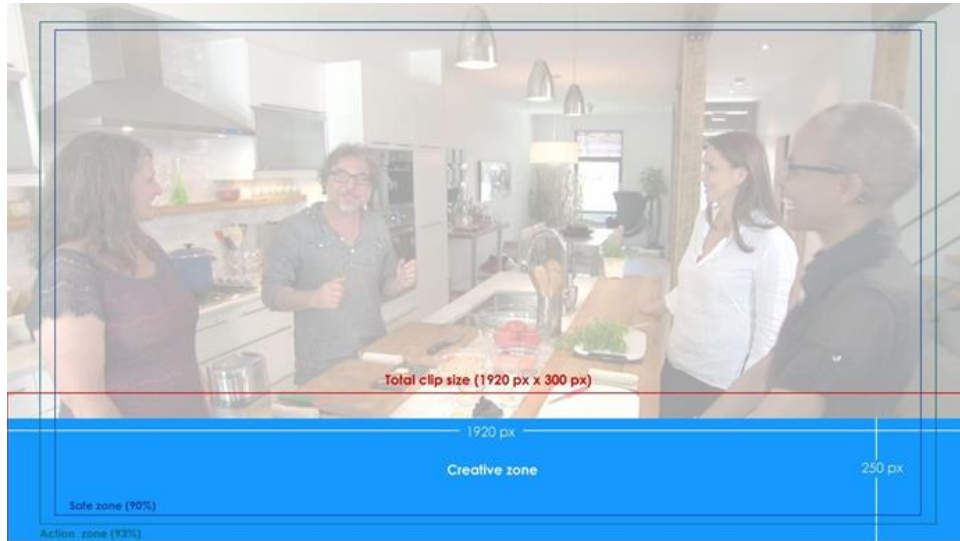
TECHNICAL SPECIFICATIONS

Video	**XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime**
	• 1920x1080
	• Constant 29.97 frames/sec interlaced, upper filed first
	• Safe title zone: 90% height and width of the full HD picture
Audio	• PCM, 48kHz, 24-bit, -2dBTP Max.
	• An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)
	• 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
	• Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)
Lip Sync	• 1 field maximum tolerable sound and picture misalignment
Time Code	• Drop frame mode, continuous (from start to end – not visible on screen)
	• Start at 10;00;00;00
	• No lead-in/lead-out, advertising only
Close Captioning (CC)	• All commercials must be closed captioned (.scc files or embedded into video file) (required by the CRTC).
	• 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.
	• The length of the CC file must be the same as the length of the video file. The same applies to the time code
	• The CC file needs to be structured for 29.9fps, Type: drop frame

For additional information on specs, https://static.tele.quebec/portail/societe/31/pdf/normestq-commercialmaterial-2021-2022.pdf

10 seconds

ANIMATED LOW THIRD (before September 5th, 2021)

TECHNICAL SPECIFICATIONS

Video	• Size of the banner : **1920x250 pixels**
	• Total size of the clip : **1920x300 pixels**
	• The clip (outside of the banner's creative area) must be 100% transparent.
	• QuickTime Video file (.mov).
	• 29.97 fps with integrated alpha chanel.
	• 32-bit QuickTime Codec : Apple Animation, PNG or Apple ProRes 4444.
	• The clip's alpha must be delivered non-premultiplied (straight).
	• Important : the first frame and the last frame must be completely empty: 100% transparent. The banner must include animations for enter and exit transitions.
VO	• N/A

If produced by Télé-Québec	**Elements required :** • **Creation Brief.** • All visual materials for editing and/or animation: Logo, photos, typography, icons, advertiser branding elements required for animation

CONTENT SPECIFICATIONS

VO
• N/A

SUPER/VISUAL
• In the advertiser's brand colours
• Product/packaging visual and client logo
• Description of product or service attributes

NOTES
• Commercial offer and/or "call to action," are allowed
• No fixed positioning during the program
• Moveable if the program becomes sponsored

• If produced by the advertiser:
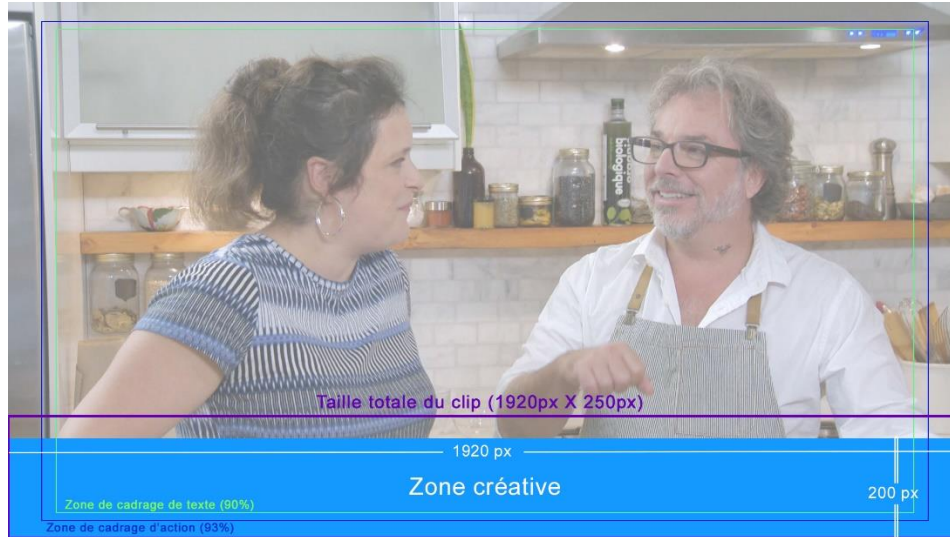 • Visual concept/script must be approved by Télé-Québec before airing.

For additional information on specs, https://static.tele.quebec/portail/societe/31/pdf/normestq-commercialmaterial-2021-2022.pdf

10 seconds
ANIMATED LOW THIRD (after September 6th, 2021)

TECHNICAL SPECIFICATIONS

Video	• Size of the banner : **1920x200 pixels**
	• Total size of the clip : **1920x250 pixels**
	• The clip (outside of the banner's creative area) must be 100% transparent.
	• QuickTime Video file (.mov).
	• 29.97 fps with integrated alpha chanel.
	• 32-bit QuickTime Codec : Apple Animation, PNG or Apple ProRes 4444.
	• The clip's alpha must be delivered non-premultiplied (straight).
	• Important : the first frame and the last frame must be completely empty: 100% transparent. The banner must include animations for enter and exit transitions.
VO	• N/A

CONTENT SPECIFICATIONS

VO
• N/A

SUPER/VISUAL
• In the advertiser's brand colours
• Product/packaging visual and advertiser logo
• Description of product or service attributes

NOTES
• Commercial offer and/or "call to action," are allowed
• No fixed positioning during the program
• Moveable if the program becomes sponsored

• <u>If produced by the advertiser</u>:
    • Visual concept/script must be approved by Télé-Québec before airing
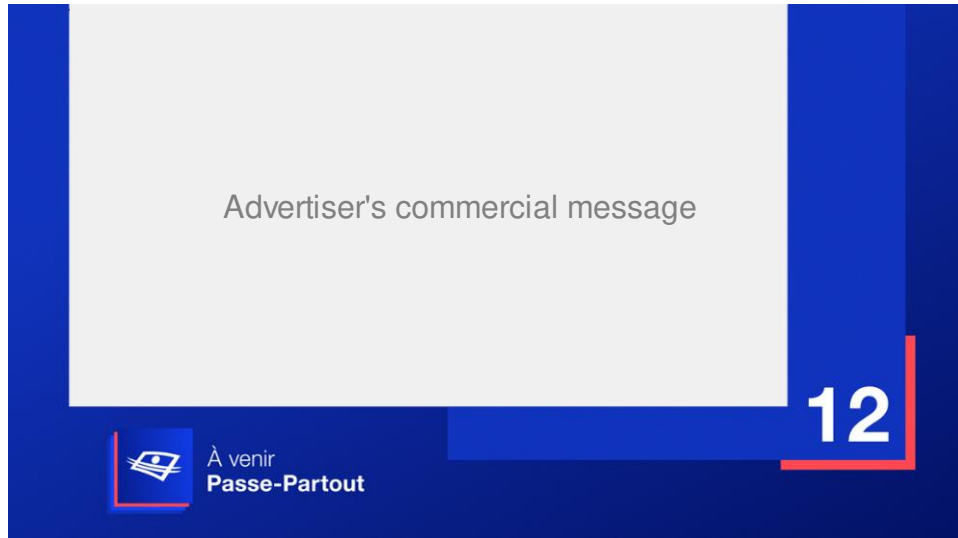
	Elements required :
If produced by Télé-Québec	• **Creation Brief.** • All visual materials for editing and/or animation: Logo, photos, typography, icons, advertiser branding elements required for animation

For additional information on specs, https://static.tele.quebec/portail/societe/31/pdf/normestq-commercialmaterial-2021-2022.pdf

15 or 30 seconds
COUNTDOWN

TECHNICAL SPECIFICATIONS – Advertiser's commercial message

Video	**XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime**
	• 1920x1080
	• Constant 29.97 frames/sec interlaced, upper filed first
	• Safe title zone: 90% height and width of the full HD picture
Audio	• PCM, 48kHz, 24-bit, -2dBTP Max.
	• An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)
	• 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
	• Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)
Lip Sync	• 1 field maximum tolerable sound and picture misalignment
Time Code	• Drop frame mode, continuous (from start to end – not visible on screen)
	• Start at 10;00;00;00
	• No lead-in/lead-out, advertising only
Close Captioning (CC)	• All commercials must be closed captioned (.scc files or embedded into video file) (required by the CRTC). • 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.
	• The length of the CC file must be the same as the length of the video file. The same applies to the time code • The CC file needs to be structured for 29.9fps, Type: drop frame

Produced by Télé-Québec	• No client action required for production. • The advertiser's ad material will be inserted into the station frame by Télé-Québec

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.

For additional information on specs, https://static.tele.quebec/portail/societe/31/pdf/normestq-commercialmaterial-2021-2022.pdf

15 seconds
SPONSORSHIP BILLBOARD

CONTENT SPECIFICATIONS

VO
- Promotion of the advertiser's product or service.
- Reference to the associated content while incorporating the name of the sponsor, Example: (program) is brought to you by (advertiser)

SUPER/VISUAL
- With the advertiser's brand image and colours
- Visual of packaging allowed
- Advertiser's logo
- Advertiser website URL

IMPORTANT
- No commercial offer or "call to action"
- Only available to program sponsors
- If produced by the advertiser: Visual concept/script must be approved by Télé-Québec before airing

TECHNICAL SPECIFICATIONS

Video	**XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime**
	• 1920x1080
	• Constant 29.97 frames/sec interlaced, upper filed first
	• Safe title zone: 90% height and width of the full HD picture
Audio	• PCM, 48kHz, 24-bit, -2dBTP Max.
	• An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)
	• 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
	• Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)
Lip Sync	• 1 field maximum tolerable sound and picture misalignment
Time Code	• Drop frame mode, continuous (from start to end – not visible on screen)
	• Start at 10;00;00;00
	• No lead-in/lead-out, advertising only
Close Captioning (CC)	• All commercials must be closed captioned (.scc files or embedded into video file) (required by the CRTC).
	• 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.
	• The length of the CC file must be the same as the length of the video file. The same applies to the time code
	• The CC file needs to be structured for 29.9fps, Type: drop frame

If produced by Télé-Québec	**Elements required :** • **Creation Brief.** • All visual materials for editing and/or animation: Logo, photos, typography, icons, advertiser branding elements required for animation

For additional information on specs, https://static.tele.quebec/portail/societe/31/pdf/normestq-commercialmaterial-2021-2022.pdf

ASSOCIATION BILLBOARD

TECHNICAL SPECIFICATIONS

Video	XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime
	• 1920x1080
	• Constant 29.97 frames/sec interlaced, upper filed first
	• Safe title zone: 90% height and width of the full HD picture
Audio	• PCM, 48kHz, 24-bit, -2dBTP Max.
	• An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)
	• 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
	• Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)
Lip Sync	• 1 field maximum tolerable sound and picture misalignment
Time Code	• Drop frame mode, continuous (from start to end – not visible on screen)
	• Start at 10;00;00;00
	• No lead-in/lead-out, advertising only
Close Captioning (CC)	• All commercials must be closed captioned (.scc files or embedded into video file) (required by the CRTC).
	• 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.
	• The length of the CC file must be the same as the length of the video file. The same applies to the time code
	• The CC file needs to be structured for 29.9fps, Type: drop frame

If produced by Télé-Québec	**Elements required :** • **Creation Brief.** • All visual materials for editing and/or animation: Logo, photos, typography, icons, advertiser branding elements required for animation

CONTENT SPECIFICATIONS

VO
- Promotion of the advertiser's product or service
- Reference to the associated content while incorporating the name of the sponsor. Closed captioning example: Closed captioning of this program is brought to you by (advertiser)

SUPER/VISUEL
- With the advertiser's brand image and colours
- Visual of packaging allowed
- Advertiser's logo
- Advertiser's website

NOTES
- Commercial offers or "call to action" are permitted

For additional information on specs, https://static.tele.quebec/portail/societe/31/pdf/normestq-commercialmaterial-2021-2022.pdf

15 or 30 seconds
SPONSORED EVENING LINE-UP

TECHNICAL SPECIFICATIONS

	XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime
Video	• 1920x1080
	• Constant 29.97 frames/sec interlaced, upper filed first
	• Safe title zone: 90% height and width of the full HD picture
Audio	• PCM, 48kHz, 24-bit, -2dBTP Max.
	• An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)
	• 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
	• Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)
Lip Sync	• 1 field maximum tolerable sound and picture misalignment
Time Code	• Drop frame mode, continuous (from start to end – not visible on screen)
	• Start at 10;00;00;00
	• No lead-in/lead-out, advertising only
Close Captioning (CC)	• All commercials must be closed captioned (.scc files or embedded into video file) (required by the CRTC).
	• 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.
	• The length of the CC file must be the same as the length of the video file. The same applies to the time code
	• The CC file needs to be structured for 29.9fps, Type: drop frame
If produced by Télé-Québec	**Elements required :** • **Creation Brief.** • All visual materials for editing and/or animation: Logo, photos, typography, icons, advertiser branding elements required for animation

CONTENT SPECIFICATIONS

VO
• Mention of the programs in the line-up, with their air dates and times

SUPER/VISUAL
• In the advertiser's brand colours
• Visual of the product/packaging allowed
• Advertiser's logo
• Titles of the programs in the line-up, with their air dates and times

IMPORTANT
• No commercial offer or "call to action"
• Télé-Québec's logo must appear in the message
• If produced by the advertiser: Design in collaboration with Télé-Québec's media creativity team. Visual concept/script must be approved by Télé-Québec before airing

For additional information on specs, https://static.tele.quebec/portail/societe/31/pdf/normestq-commercialmaterial-2021-2022.pdf

15 seconds
CUSTOMIZED PROMO-AD

TECHNICAL SPECIFICATIONS

Video	**XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime**
	• 1920x1080
	• Constant 29.97 frames/sec interlaced, upper filed first
	• Safe title zone: 90% height and width of the full HD picture
Audio	• PCM, 48kHz, 24-bit, -2dBTP Max.
	• An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)
	• 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
	• Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)
Lip Sync	• 1 field maximum tolerable sound and picture misalignment
Time Code	• Drop frame mode, continuous (from start to end – not visible on screen)
	• Start at 10;00;00;00
	• No lead-in/lead-out, advertising only
Close Captioning (CC)	• All commercials must be closed captioned (.scc files or embedded into video file) (required by the CRTC).
	• 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.
	• The length of the CC file must be the same as the length of the video file. The same applies to the time code
	• The CC file needs to be structured for 29.9fps, Type: drop frame

If produced by Télé-Québec	**Elements required :** • Creative brief. • All visual materials for editing and/or animation, Logo, photos, typography, icons, advertiser branding elements required for animation

CONTENT SPECIFICATIONS

VO
• Mention of the program title to be promoted, with its air date and time

SUPER/VISUAL
• In the advertiser's brand image and colours
• Visual of the product/packaging allowed
• Visual of the product/packaging allowed
• Program title to be promoted, with its air date and times

NOTES
• No commercial offer or "call to action"
• No commercial offer or "call to action"
• If produced by the advertiser: Creative concept must be developed in collaboration with Télé-Québec's media creative team. Visual concept/script must be approved by Télé-Québec before airing

For additional information on specs, https://static.tele.quebec/portail/societe/31/pdf/normestq-commercialmaterial-2021-2022.pdf

Technical specs- digital

Display & video

Transtion Fixed Size Ad Unit (WxH in px)	Dimensions		File Load Siza		Max Animation & Video Length	Audio initiation	Implementation Notes & Best Practices
	Initial Dimensions (WxH in pixels)	Maximum Initial Load Size Allowance (See further HTML5 guidance in notes)	Subsequent Max Polite File Load Size				
Leaderboard 728x90	728x90	Image: 50 ko HTML5 : 100 ko	2,2 mb Unlimited if streaming video within the ad unit		30 seconds or less (loops included); 15 seconds recommended; maximum 3 loops Recommended that final frame contains pertinent information	must be user initiated (on click : mute/un-mute) must be on mute by default	**Standard Creative:** Accepted file formats include: .GIF	JPG	HTML5 Expansion must be user-initiated. Pre-expanding ads NOT supported. Provide a call-to-action ("roll over to expand" or "click to expand") for clarity; retract instantly on mouse-off. Must have a control = "Close X" on expanded panel and "Expand" on collapsed panel. Police = 8pt (11px) - 16pt (21px)
Billboard 970x250	970x250	Image: 80 ko HTML5 : 150 ko					
Big Box 300x250	300x250	Image: 50 ko HTML5 : 100 ko					**In-Banner Video:** Video must include: Play, Pause, Mute (and/or volume control to 0). Note: A close button is not required as the video resides within the ad unit itself
Double Big Box (half page) 300x600	300x600	Image: 80 ko HTML5 : 150 ko					
Video	Video Adaptative 16:9 recommended	Maximum size up to 512 KB	N/A		6,15 or 30 seconds	Le sound level of the ad must be of 24 LKFS or lower	Do not activate the option for the ad to be skippable

MATERIAL DELIVERY

TÉLÉVISION

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/
Username: inviteftp
Password : wjufr(h37
IMPORTANT: when the material is uploaded, you must inform us via email at the following
address: routage@telequebec.tv

For all questions related to material, you can communicate with: routage@telequebec.tv

For additional information on specs, https://static.tele.quebec/portail/societe/31/pdf/normestq-commercialmaterial-2021-2022.pdf