

# Technical Specifications Television and digital

10, 15 or 30 seconds

# COMMERCIAL MATERIAL

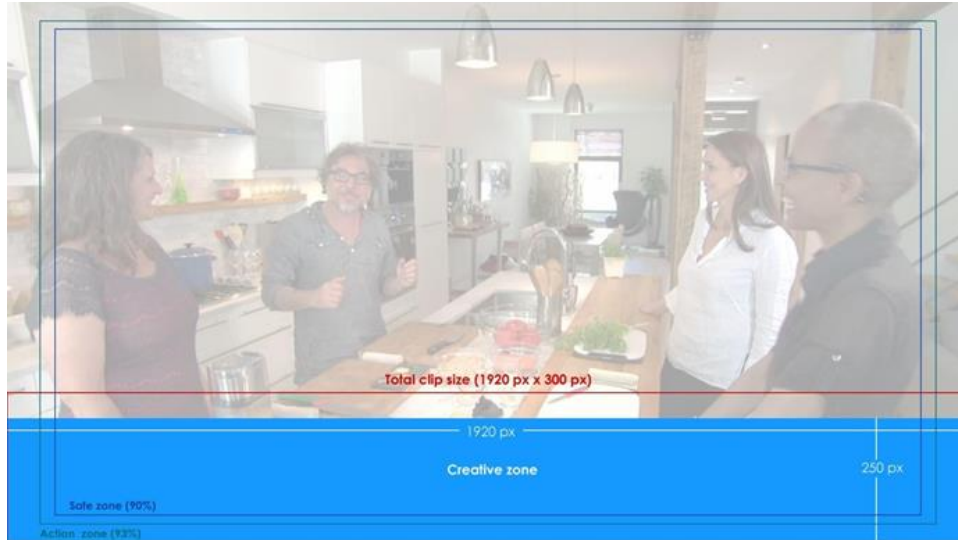
## TECHNICAL SPECIFICATIONS

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 field 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>
Lip Sync	<ul style="list-style-type: none"> <li>• 1 field maximum tolerable sound and picture misalignment</li> </ul>
Time Code	<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>
Close Captioning (CC)	<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> </ul>
	<ul style="list-style-type: none"> <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>

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

10 seconds

# ANIMATED LOWER THIRD



## TECHNICAL SPECIFICATIONS

Video	• Size of the banner : <b>1920x250 pixels</b>
	• Total size of the clip : <b>1920x300 pixels</b>
	• The clip (outside of the banner's creative area) must be 100% transparent.
	• QuickTime Video file (.mov).
	• 29.97 fps with integrated alpha channel.
	• 32-bit QuickTime Codec : Apple Animation, PNG or Apple ProRes4444.
	• The clip's alpha must be delivered non-premultiplied (straight).
VO	• Important : the first frame and the last frame must be completely empty: 100% transparent. The banner must include animations for enter and exit transitions.
	• N/A

## 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.

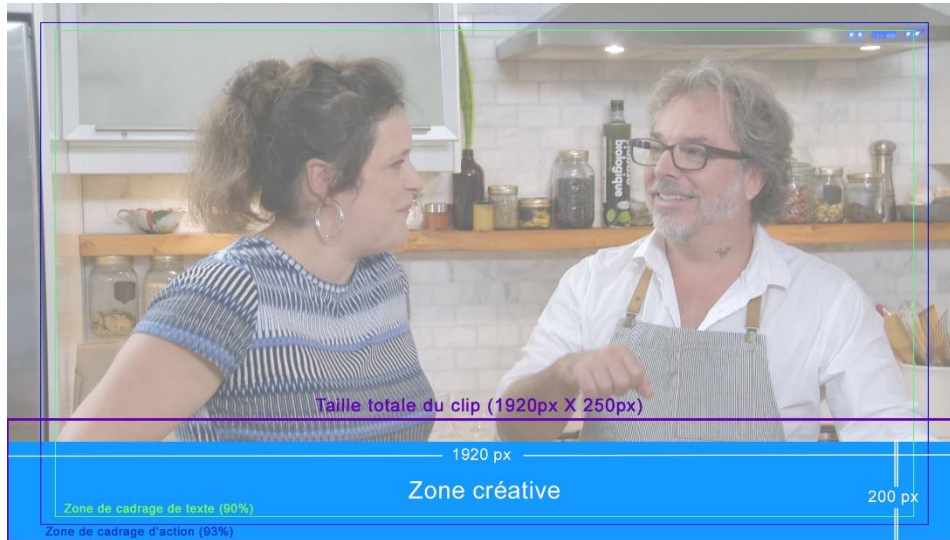
### If produced by Télé-Québec

#### Elements required :

- **Creation Brief.**
- All visual materials for editing and/or animation: Logo, photos, typography, icons, advertiser branding elements required for animation

10 seconds

# ANIMATED LOWER THIRD (after September 6th, 2021)



## TECHNICAL SPECIFICATIONS

Video	• Size of the banner : <b>1920x200 pixels</b>
	• Total size of the clip : <b>1920x250 pixels</b>
	• The clip (outside of the banner's creative area) must be 100% transparent.
	• QuickTime Video file (.mov).
	• 29.97 fps with integrated alpha channel.
	• 32-bit QuickTime Codec : Apple Animation, PNG or Apple ProRes4444.
	• The clip's alpha must be delivered non-premultiplied (straight).
VO	• Important : the first frame and the last frame must be completely empty: 100% transparent. The banner must include animations for enter and exit transitions.
	• 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
- If produced by the advertiser:
  - Visual concept/script must be approved by Télé-Québec before airing

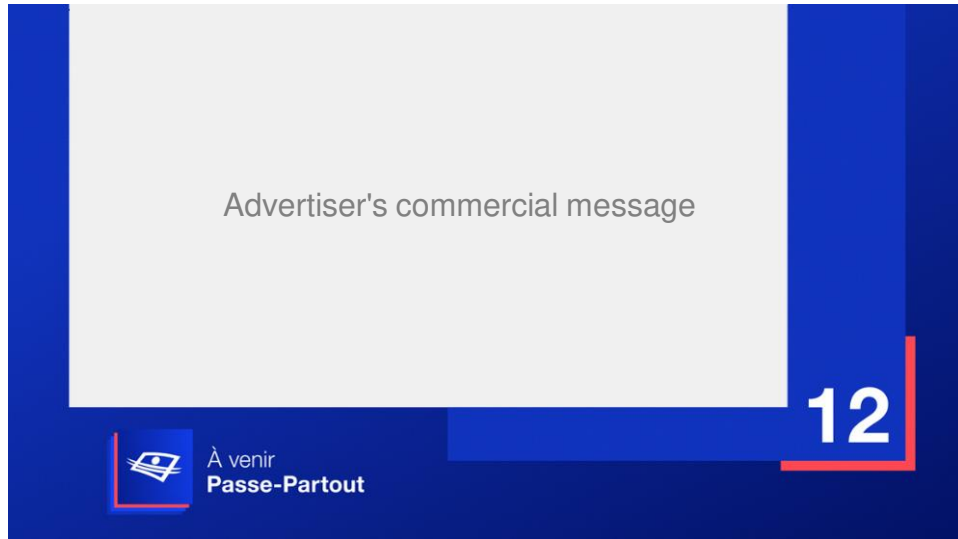
### If produced by Télé-Québec

#### Elements required :

- **Creation Brief.**
- All visual materials for editing and/or animation: Logo, photos, typography, icons, advertiser branding elements required for animation

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 field 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>
Lip Sync	<ul style="list-style-type: none"> <li>• 1 field maximum tolerable sound and picture misalignment</li> </ul>
Time Code	<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>
Close Captioning (CC)	<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> </ul>
	<ul style="list-style-type: none"> <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>

## 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

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

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

15 seconds

# SPONSORSHIP BILLBOARD



## TECHNICAL SPECIFICATIONS

Video	XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime
	<ul style="list-style-type: none"> <li>1920x1080</li> <li>Constant 29.97 frames/sec interlaced, upper field first</li> </ul>
	<ul style="list-style-type: none"> <li>Safe title zone: 90% height and width of the full HD picture</li> </ul>
Audio	<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> </ul>
	<ul style="list-style-type: none"> <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> </ul>
	<ul style="list-style-type: none"> <li>Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)</li> </ul>
Lip Sync	<ul style="list-style-type: none"> <li>1 field maximum tolerable sound and picture misalignment</li> </ul>
Time Code	<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>
Close Captioning (CC)	<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> </ul>
	<ul style="list-style-type: none"> <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 29.97fps, Type: drop frame</li> </ul>

## 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

If produced by Télé-Québec	<p><b>Elements required :</b></p> <ul style="list-style-type: none"> <li><b>Creation Brief.</b></li> <li>All visual materials for editing and/or animation: Logo, photos, typography, icons, advertiser branding elements required for animation</li> </ul>
----------------------------	---

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

10 or 15 seconds

# BRAND-ASSOCIATION BILLBOARD



## TECHNICAL SPECIFICATIONS

Video	XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime
	<ul style="list-style-type: none"> <li>1920x1080</li> <li>Constant 29.97 frames/sec interlaced, upper field 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	
Lip Sync	<ul style="list-style-type: none"> <li>1 field maximum tolerable sound and picture misalignment</li> </ul>
Time Code	<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>
Close Captioning (CC)	<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>

## CONTENT SPECIFICATIONS

### VO

- Promotion of the advertiser's product or service
- Reference to the associated content while incorporating the name of the sponsor.
  - This program is presented by...

### 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

If produced by Télé-Québec	<b>Elements required :</b> <ul style="list-style-type: none"> <li>Creation Brief.</li> <li>All visual materials for editing and/or animation: Logo, photos, typography, icons, advertiser branding elements required for animation</li> </ul>
----------------------------	---

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



10 or 15 seconds

# CLOSED CAPTIONING BILLBOARD



## 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 of this program is presented by...

### 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

## TECHNICAL SPECIFICATIONS

Video	XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime
	<ul style="list-style-type: none"> <li>• 1920x1080</li> <li>• Constant 29.97 frames/sec interlaced, upper field 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>
Lip Sync	<ul style="list-style-type: none"> <li>• 1 field maximum tolerable sound and picture misalignment</li> </ul>
Time Code	<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>
Close Captioning (CC)	<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> </ul>
	<ul style="list-style-type: none"> <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>

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>



15 or 30 seconds

# SPONSORED EVENING LINE-UP



## TECHNICAL SPECIFICATIONS

Video	XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime
	<ul style="list-style-type: none"> <li>1920x1080</li> <li>Constant 29.97 frames/sec interlaced, upper field first</li> <li>Safe title zone: 90% height and width of the full HD picture</li> </ul>
Audio	<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>
Lip Sync	<ul style="list-style-type: none"> <li>1 field maximum tolerable sound and picture misalignment</li> </ul>
Time Code	<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>
Close Captioning (CC)	<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> </ul>
	<ul style="list-style-type: none"> <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>

## 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

If produced by Télé-Québec	<b>Elements required :</b>
	<ul style="list-style-type: none"> <li><b>Creation Brief.</b></li> <li>All visual materials for editing and/or animation: Logo, photos, typography, icons, advertiser branding elements required for animation</li> </ul>

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
	<ul style="list-style-type: none"> <li>1920x1080</li> <li>Constant 29.97 frames/sec interlaced, upper field 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>
Lip Sync	<ul style="list-style-type: none"> <li>1 field maximum tolerable sound and picture misalignment</li> </ul>
Time Code	<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>
Close Captioning (CC)	<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> </ul>
	<ul style="list-style-type: none"> <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>

## 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
- Advertiser's logo
- 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

### 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

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

# Technical specs- digital

## Display & video

Transition Fixed Size Ad Unit (WxH in px)	Dimensions		File Load Size		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	<b>Standard Creative:</b> 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 (1px) - 16pt (2px)
Billboard 970x250	970x250	Image: 80 ko HTML5 : 150 ko					
Big Box 300x250	300x250	Image: 50 ko HTML5 : 100 ko					
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/](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)