



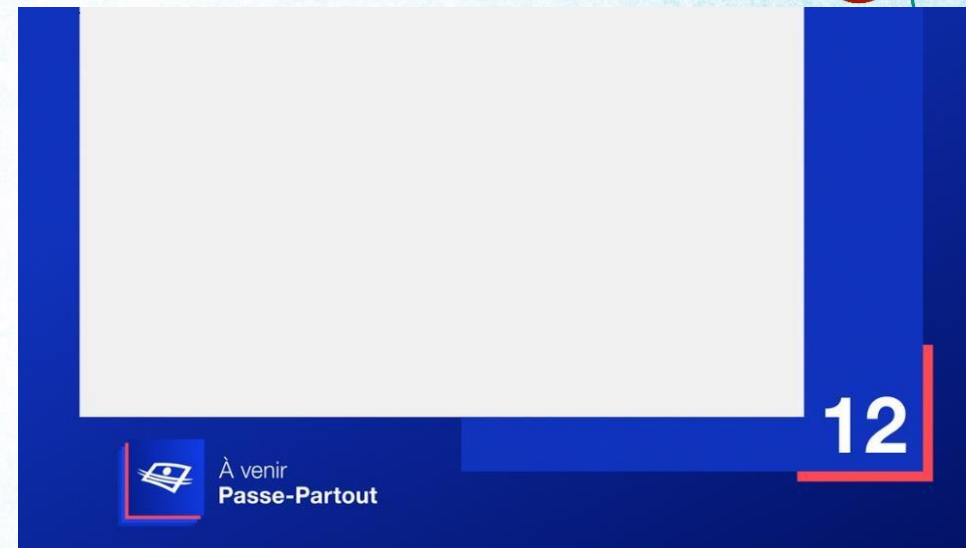
15 or 30 seconds

COUNTDOWN

TECHNICAL SPECIFICATIONS

Video	XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime
	<ul style="list-style-type: none">• 1920x1080• Constant 29.97 frames/sec interlaced, upper filed first
	<ul style="list-style-type: none">• Safe title zone: 90% height and width of the full HD picture
Audio	<ul style="list-style-type: none">• PCM, 48kHz, 24-bit, -2dBTP Max. PCM, 48kHz, 24-bit, -2dBTP Max.• An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)
	<ul style="list-style-type: none">• 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
	<ul style="list-style-type: none">• Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)
Lip sync	<ul style="list-style-type: none">• 1 field maximum tolerable sound and picture misalignment
Time code	<ul style="list-style-type: none">• 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)	<ul style="list-style-type: none">• 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.
	<ul style="list-style-type: none">• The length of the CC file must be the same as the length of the video file. The same applies to the time code
	<ul style="list-style-type: none">• The CC file needs to be structured for 29.9fps, Type: drop frame

EXAMPLES HERE



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.