



15 or 30 seconds

CRÉATIVE COUNTDOWN

TECHNICAL SPECIFICATIONS

Production by Télé-Québec

The creative countdown frame must be produced by the Télé-Québec media creativity team.

Required elements :

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

Client must provide its commercial spot in advance under these specifications :

Video	XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime
	• 1920x1080
	• Constant 29.97 frames/sec interlaced, upper field first
Audio	• Safe title zone: 90% height and width of the full HD picture
	• 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)
Lip sync	• 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.
Close captioning (CC)	• 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

EXAMPLES HERE



CONTENT SPECIFICATIONS

VO

- Audio of the commercial.

SUPER/VISUAL

Inside the frame :

- Advertiser's commercial message.

On the frame :

- Concept créatif aux couleurs du client.
- Advertiser's creative branding.
- Countdown to zero (numbers).
- Name of upcoming program.

NOTES

- Commercial offers or « call to action » are not allowed on creative countdown frame.