



**TECHNICAL
SPECIFICATIONS**
CLASSIC TV CAMPAIGN

Ads & Data
One & not the same

TECHNICAL SPECIFICATIONS | CLASSIC TV CAMPAIGN

Dmat files (= videofile) must be delivered to us by Slingshot (= software).

Audio, video and language formats according to advertising sales house and channel: Always only one advert version per Slingshot HD file.

Slingshot HD file delivery per advertising sales house, per language, per format !

ADVERTISING SALES HOUSE	CHANNEL	ADVERT VERSION
RMB	RTBF La Une, RTBF Tipik / vision, RTBF La Trois , AB3 , ABXPLORE, BeTV, LN24, OUFtivi	1 Slingshot HD file (FR)
VAR	VRT EEN, VRT CANVAS, KETNET	1 Slingshot HD file (NL)
Ads & Data	PLAY4, PLAY5, PLAY6, PLAY7, PLAY Sports, Play Crime, Play 247, History Channel, BBC First, NJAM!, MTV, Dobbit TV, Plattelands TV, Comedy Central, Discovery channel, TLC, ID, Eurosport, HGVT, Ment TV	1 Slingshot HD file (NL)
DPG media	VTM, VTM2, VTM3, VTM4, VTM Gold, VTM non-stop Q2, RTL-TVI, PLUG RTL, CLUB RTL, TF1, TMC	1 Slingshot HD file (NL)
Transfer	National Geographic, Star channel, Kanaal Z, Sport 10, Eleven, Disney channel, Disney junior, CN, Studio 100 TV, Xite, Eclips TV, E, Pickx,	1 Slingshot HD file (NL)
	Nickelodeon, nickjr., National Geografic channel, C8, 13th rue, Canal Z, Syfy, MTV,	1 Slingshot HD file (FR)
Brightfish	More than 400 screens in Belgium	1 Slingshot HD file (NL) + 1 Slingshot HD file (FR)

IMAGE FORMAT FOR ALL CHANNELS

Image size : 1920 x 1080 pixels.

Frame rate : 25 frames per second in progressive mode or 50 frames per second in interlaced mode, upperfield first.

Aspect ratio : 16 : 9 anamorphic.

The codec used to record the HD masterfile will be selected in agreement with your Slingshot partner (see: list of postproduction houses).

AUDIO FORMAT FOR ALL CHANNELS

Audio level up to -23 LUFS based on EBU - R128 recommendation.

Spots without audio will be rejected.

Sampling rate : 48 khz

Bit depth : 16 bits

Channels : stéréo

Phase : the phase has to be correct on more than 50% of the spot length.

Programme Loudness : subjective audio level integrated on 2 periods of time.

 Momentary : M (floating window of 0,4 sec): maximum -15 LUFS.

 Integrated : I (entire program): maximum -23 LUFS.

Loudness Range : subjective audio level variation -> free.

Maximum True Peak Level : technical level electrical -> maximum -1 dbTP.

MORE INFO

EBU – Recommendation R 128 :

Loudness normalisation and permitted maximum level of audio signals.

EBU – TECH 3341 :

Loudness Metering: 'EBU Mode' metering to supplement loudness normalisation in accordance with EBU R 128.

EBU – TECH 3342 :

Loudness Range: A descriptor to supplement loudness normalisation in accordance with EBU R 128.

EBU – TECH 3343 :

Practical guidelines for Production and Implementation in accordance with EBU R 128.

Website Slingshot, click [HERE](#)