

TECH SPECS | 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	Play, Play Fictie, Play Actie, Play Reality, Play Sports, Play Crime, Play 247, History Channel, njam!, MTV, Dobbit TV, Plattelands TV, 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-TVl, PLUG RTL, CLUB RTL, TFI, 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., 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, 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](#)