

TECH SPECS | CLOSED CAPTION

PRODUCTION AND POST-PRODUCTION

The advertiser is responsible for creating the following files:

REQUIRED FILES

Each commercial must include these files:

- ✦ HDMAT video file (base file)
- ✦ Subtitle file (EBU-STL)

SUBTITLES

- ✦ Format : EBU-STL
- ✦ Type : Closed Caption
- ✦ Frame rate : 25 fps
- ✦ Standard : EBU Tech 3264
- ✦ File type : .stl
- Reference : [download pdf](#)

SUBTITLES (VISUAL INDICATION)

Subtitles – on-screen visual indication

If a commercial contains subtitles (e.g. via teletext or closed captions) and the advertiser wishes to indicate their availability on screen (e.g. via a TT page reference or CC logo), this visual indication must be fully included in the delivered video material.

No overlay or additional indication will be added by the broadcaster or playout systems. All visual elements related to subtitles must therefore be pre-integrated (“burned-in”) into the commercial.

DELIVERY

When creating the HDMAT file, the additional elements are added:

- ✦ EBU-STL subtitle file

The HDMAT file can then be delivered to the sales houses as usual.

- ✦ Channels capable of broadcasting accessibility elements will include them
- ✦ Other channels will broadcast the standard version