



CBC/RADIO-CANADA TECHNICAL SPECIFICATIONS FOR COMMERCIALS DELIVERY V5.0 (November 21st, 2014)

These technical specifications apply to commercials provided to CBC or Radio-Canada for distribution on all delivery platforms. CBC/Radio-Canada reserves the right to reject any content that fails to meet the standards described in this document.

DELIVERY

File-based delivery is CBC/Radio-Canada’s preferred content delivery method.

CBC	RADIO-CANADA
Delivery from pre-approved vendors, such as MIJO, Extreme Reach or Yangaroo.	- Preferred: Delivery from pre-approved vendors, such as MIJO or Extreme Reach. - Alternative: FTP transfer http://depot.radio-canada.ca/
For questions please contact: pmgcommercialmanagement@cbc.ca , (416) 205-8764	For questions please contact: codepub@radio-canada.ca , (514) 597-4244

QUALITY

The subjective image and audio quality of commercials should be excellent (imperceptible impairments). The dialog must remain intelligible throughout the entire commercial.

FILE STRUCTURE

The file content shall comply with the following structure:

TIME CODE	DURATION	AUDIO	VIDEO
09:59:57:00	2 sec	Silence	Slate
09:59:59:00	1 sec	Silence	Black
10:00:00:00	---	Commercial	Commercial
--	1 sec	Silence	Black

- Minimum information to include in the slate:
- Advertiser name
 - Commercial duration
 - Commercial title
 - Production date

FILE NAMING CONVENTION

The file name shall include the following information:

ORDER	ELEMENT	DESCRIPTION
1 st	Date	Expected first broadcast date (DDMM), approximately. In case this information is not available, write «XXXX».
2 nd	Provider	Name of the company providing the audio content.
3 nd	Advertiser	Name of the advertiser who appears in the commercial.
4 nd	Description	Commercial title.
5 nd	Duration	Commercial duration given in seconds, ex. : 15, 30, 60.
6 th	STC	Write ‘STC’ when sub-titling is included in the file.

- Additionally:
- The elements in the file name shall be separated by an underscore symbol « _ ».
 - The file name shall not contain any accent, special character or space.
 - The maximum length of the complete file name shall not exceed 80 characters.

Ex: 2406_XYZProductions_NearbyStore_WeeklySpecials_30_STC.mxf

HD FILE - SPECIFICATIONS

HD ESSENCE - SPECIFICATIONS	
Video	1920x1080, 4:2:2 with 8/10-bit quantizing (per SMPTE ST 274:2008)
	<u>Constant</u> 29.97 frames/sec., interlaced, upper field first
	Safe Title Zone: 90% height and width of the full HD picture
	Color space in compliance with Rec. ITU-R BT.709
Audio	PCM, 48kHz, 24bits, -2dBTP Max.
	An audio mix ranging from 2 tracks (stereo) up 6 tracks (5.1) <u>and</u> a stereo mix for DV
	▪ Track Allocation: 1:L 2:R 3:C 4:LFE 5:Ls 6:Rs 7:DV-L 8:DV-R
	Integrated commercial loudness: -24LKFS +/-1LU (measured using ITU-R BS.1770-3 algorithm)
Described Video (DV)	If no DV is available, a stereo mix of the commercial is required on tracks 7 and 8.
Lip Sync	1 field maximum tolerable sound and picture misalignment
Time Code	Present, drop frame mode, continuous (from start to end)
Closed Caption	<ul style="list-style-type: none"> ▪ The CC track shall have the same duration as the video track. ▪ The CC must be formatted for a 29.97fps Drop Frame Time Code.

FILE WRAPPER	VIDEO CODING	AUDIO CODING	TIME CODE	CLOSED CAPTION
MXF (.MXF)	XDCAM HD422 @ 50Mbps	PCM	per SMPTE ST 377-1:2011	CEA-608 type encapsulated into CEA-708 type data, carried in ANC per SMPTE ST 436:2006, 8-bit coding.
Quick Time (.MOV)	XDCAM HD422 @50Mbps	PCM	Present	Shall be carried in the .MOV file.

Note: CBC/R-C inserts the AFD value in the commercial file such that the legacy 4:3 receivers automatically select the letterbox display.

SD FILE - SPECIFICATIONS

SD ESSENCE – SPECIFICATIONS	
Video	720x486 (4:3 or Anamorphic 16:9 SD), 4:2:2 with 8/10-bit quantizing
	<ul style="list-style-type: none"> ▪ CBC: The preferred format is 16:9 SD ▪ Radio-Canada: The preferred format is 4:3 SD
	<u>Constant</u> 29.97 frames/sec., interlaced, lower field first
	Safe Title Zone: 90% height and width of the full SD picture
Audio	PCM, 48kHz, 24bits, -2dBTP Max.
	A stereo mix <u>and</u> a stereo mix for DV
	▪ Track Allocation 1:L 2:R 3:U 4:U 5:U 6U 7:DV-L 8:DV-R (U=unused)
	Integrated commercial loudness: -24LKFS +/-1LU (measured using ITU-R BS.1770-3 algorithm)
Described Video (DV)	If no DV is available, a copy of the commercial stereo mix is required on tracks 7 and 8.
Lip Sync	1 field maximum tolerable sound and picture misalignment
Time Code	Present, drop frame mode, continuous (from start to end)
Closed Caption	<ul style="list-style-type: none"> ▪ The CC track shall have the same duration as the video track. ▪ The CC must be formatted for a 29.97fps Drop Frame Time Code.

FILE WRAPPER	VIDEO CODING	AUDIO CODING	TIME CODE	CLOSED CAPTION
MXF (.MXF)	IMX50 (MPEG50 SD in Avid)	PCM	per SMPTE ST 377-1:2011	CEA-608 type encapsulated into CEA-708 type data, carried in ANC per SMPTE ST 436:2006, 8-bit coding.
Quick Time (.MOV)	Apple ProRes	PCM	Present	Shall be carried in the .MOV file.