



## SPECIFICATIONS (continuing)

- Audio Subjective Quality
- The audio content shall be of superior quality, free of all noise and interference.
  - The audio content shall have an acceptable dynamic range.
  - The tone shall be natural and pleasant. Dialogue must remain intelligible throughout the entire audio commercial.

File Quality                      The file must not have any audio impairment such as digital errors, compression or encoding artifacts, etc.

File Naming                      The file name shall include the following information:

ORDER	ELEMENT	DESCRIPTION
1 <sup>st</sup>	Date	Expected first broadcast date (DDMM), approximately. In case this information is not available, write «XXXX».
2 <sup>nd</sup>	Provider	Name of the company providing the audio content.
3 <sup>rd</sup>	Advertiser	Name of the advertiser who appears in the commercial.
4 <sup>nd</sup>	Description	Commercial title.
5 <sup>nd</sup>	Duration	Commercial duration given in seconds, ex. : 15, 30, 60.

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.wav

Content Delivery                      Content providers shall contact CBC/Radio-Canada for information about the delivery methods.

CBC	RADIO-CANADA
For questions please contact: <a href="mailto:pmgcommercialmanagement@cbc.ca">pmgcommercialmanagement@cbc.ca</a> (416) 205-8764	For questions please contact: <a href="mailto:codepub@radio-canada.ca">codepub@radio-canada.ca</a> (514) 597-4244