

This document sets out the technical specifications for delivery of commercial copy for transmission. Any deviation from these specifications could result in the copy being rejected. Any queries should be directed to [transmission@beam.tv](mailto:transmission@beam.tv).

### 1. Digital Delivery

FTP destination: [btx.beam.tv](ftp://btx.beam.tv) (193.203.82.154)

You will require a personalised username and password for our secure servers in order to deliver to us, please contact [transmission@beam.tv](mailto:transmission@beam.tv) to set this up for you.

Please supply an MPEG-2 Program Stream (.mpg file) @ 50mb/s. The preferred MPEG2 should conform to the D10 standard.

<b>Video:</b>	50 Mb/s
<b>Audio:</b>	MPEG1 Layer 2 384 Kb/s 48kHz 16 bit
<b>GOP Structure:</b>	I frame only
<b>CBR / VBR:</b>	CBR
<b>Interlaced:</b>	Upper Field First
<b>Line Standard:</b>	625/50 PAL I
<b>Framerate:</b>	25 f.p.s.
<b>Framesize:</b>	720 x 608
<b>VBI:</b>	VBI must be present
<b>TeleText:</b>	If present this should be on line 335
<b>Aspect Ratio:</b>	16:9 Full Height Anamorphic
<b>Audio ch 1:</b>	Stereo Left or Mono track phase coherent with Audio 2
<b>Audio ch 2:</b>	Stereo Right or Mono track phase coherent with Audio 1
<b>Audio Peak:</b>	-10 dbfs (6 UKPPM)
<b>Chroma:</b>	4:2:2
<b>Naming:</b>	The file must be named in the following way with the correct clock number: AAA-BBBB000-000
<b>File Extension:</b>	.mpg

### Please note:

- The first 12 frames of the commercial must be mute and the last 12 frames of the commercial should have no voice over or key audio.
- All 'legal' text needs to fall within 16:9 shoot to protect 14:9 title safety.
- Should the commercial contain legal text or stroboscopic images / fast cuts please refer to the clearcast website for guidance: <http://www.clearcast.co.uk/>.
- The last frame of the commercial must be repeated for 10 seconds at the end of the commercial.
- We require a video peak of 700mv for luminance and + 350mv for the colour difference signal, illegal Luminance or sub-black signals will be rejected.
- All signals should be free of artefacts.

### Layout:

- The commercial should be preceded by a countdown clock of 27 seconds and then 3 seconds black and silence. The clock should identify the product and agency copy number, commercial duration, the correct audio state (stereo / mono), the aspect ratio and display 'Teletext 888' if subtitles are present.
- Any other relevant information should also be indicated on the clock i.e. 4 channels of audio, first frame of commercial is black etc.



- The first frame of the file should be the first frame of the clock.
- The complete clock, programme and freeze must be present.
- The clock should indicate the first frame of every second.
- The freeze must be followed by 10" black and silence.

**Example layout of digital file for a 30” commercial:**

09:59:30:00	Clock with identification for the commercial (see clock details above)
09:59:57:00	Black & Silence
10:00:00:00	Start of commercial vision
10:00:00:12	Earliest start of commercial audio
10:00:29:12	Sound ends (12 Frames before end of commercial)
10:00:29:24	Last frame of commercial
10:00:30:00	Freeze of last frame of picture, held for 10 seconds
10:00:40:00	Black and silence.
10:00:49:24	Last frame of file.

**3. Caption Information**

Some guidance is given below but please ensure you refer to the Clearcast website for all details regarding on screen captions and Photosensitive Epilepsy and Flashing Images: <http://www.clearcast.co.uk/>

Please note that the minimum line height for legal text in UK commercials is 16 lines. Below is an uncompressed file seen in photoshop and we have zoomed in to count the pixels, the marquee section on the letter 'e' shows a 16 line height . It is advised that 17 lines is used as a minimum although the legal requirement is 16 lines high due experience of the luminance of the edges of text (half pixels) being incorrectly considered as part of the height.



Legal text must appear on the screen for the correct duration. Please note that you should get full details from the Clearcast Website.

**Legals**

Words	Sec + Frames	Frames	Sec
1	2:05	55	2.2
2	2:10	60	2.4
3	2:15	65	2.6
4	2:20	70	2.8
5	3:00	75	3.0
6	3:05	80	3.2
7	3:10	85	3.4
8	3:15	90	3.6
9	3:20	95	3.8
10	5:00	125	5.0
11	5:05	130	5.2
12	5:10	135	5.4
13	5:15	140	5.6
14	5:20	145	5.8
15	6:00	150	6.0
16	6:05	155	6.2
17	6:10	160	6.4
18	6:15	165	6.6
19	6:20	170	6.8
20	7:00	175	7.0

Text must fall within the 16:9 shoot to protect 14:9LB safe caption area. This still shows an example of text falling outside this area. Please note that there are some exceptions to the rule and again full details can be found at <http://www.clearcast.co.uk/>.

