

STORY 4

STORY 5

**TECHNICAL SPECIFICATION
for advertisements**

Valid since January, 2011

1. Broadcast material format

A.) Submitting material on tape

Delivery deadline: 5 working days before the 1st day of broadcast.

Broadcast tape format used by STORY4/STORY5:

- 4:3 standard
- 625/50 Hz DigitalBetacam and Analog Beta tape.
- The video signal shall comply with the EBU 3267-E standard about production and transport.

STORY4/STORY5 accepts only undamaged materials that are devoid of any physical impacts.

Broadcast material shall be recorded on unused tapes, with no other recordings on the tape!

All tapes shall be accompanied by its own video ID sheet!

B.) Online material submission

Parameters of the file to be submitted

- **Format:** mpeg2 (appr. 1 Mb/sec)
- **Setting:** lower/bottom field first
- **Compression:** cbr
- **Video compression:** 9000 kbit/s
- **Audio compression:** 224 kbit/s

Place of submission:

- **FTP server:** <http://dxch.sanomabp.hu>
- **LOGIN:** storytvreklam
- **PASSWORD:** please call our contact person to get a password

After the upload, please send an e-mail to the following e-mail addresses:
tvreferensek@sanomamedia.hu

The video ID slip should be enclosed to the e-mail as an attachment, and please indicate the file name!

Please also attach a separate video ID sheet for all uploaded files!

2. Video characteristics

The video signal shall be free of extreme black level drops, and the compression of the video signal.

Color rendering, especially the body color shall be natural and consistent throughout the whole program.

Considering that the master tape is forwarded through an automated system, the most important that both video and audio levels should be accurate and consistent with the color stripe at the beginning of the tape (color and hue).

The video signal level shall not exceed 105 %, and the black level shall not coincide with the blanking level.

Video signal level should be 1Vpp, with a synchro signal of -300 mV, video signal level at 700 mV + 2%, and black level (lowest level of the noise limit) at 0 mV + 20 mV.

No blanks, jumps, deviations from the standard are allowed in the material: e-level-, maximum white level-, color saturation, color phase jumps. Burst, synchro signal and changes in noise level.

Audio signal: there should be no change in the position of audio channels, signal levels and loudness values, noise levels and synchronization with the video signal.

Aspect ratio of the submitted material shall be 4:3.

Acceptance of any material with a different aspect ratio is subject to prior approval by STORY4/STORY5. Materials with a different aspect ratio may be subject to a surcharge.

3. Audio characteristics

3.1 General

For STORY4/STORY5, the mixed stereo broadcast material shall be provided on a separate track, and, if so stipulated in the contract, for movies and international shows, the original language, as well as the mixed and music/effect tracks shall also be provided on separate tracks. The synchronization of all sound tracks to the video must be within 1 frame. The audio test (fade-in) signal at the beginning of the tape shall be original. The ratio of the mixed broadcast material, dialogues, effects and music shall be consistent throughout the whole material.

3.2 Audio reference signal (test signal):

- Peak signal= 0dBu PPM=-18 dBFS= -4VU= 1.55 Volt RMS
- Digital reference sound: 1000 Hz, -18dB PPM on digital peak meter

3.3 Audio recording level:

The recording shall be biased on the broadcast tape so that the average level is -9 dB for Digit Beta and 0dB (VU) for analog tape. The peak bias shall not exceed the average operation level by + 6dB.

Sound track changes:

	A1	A2	A3	A4
Stereo (M/E)	Left	Right	M/E (left)	M/E (right)
Stereo (no M/E)	Left	Right	Left	Right
mono	mono, mixed	mono, mixed	M/E (if any)	M/E (if any)
mono (multi-language)	mono, mixed	M/E	2.language	3. language

Note:

If there is no international, mixed mono or other languages on the appropriate track, then it must be muted.

Any track arrangements that differ from the above shall be communicated to STORY4/STORY5 in advance. For fixing a non-standard audio channel configuration a surcharge will be imposed by STORY4/STORY5!

4. Cancellation period

Based on General Contract Terms and Conditions.

5. Comment

In case of technical problems in delivered advertising material (spot etc.) STORY4/STORY5 would modify it based on an extra 10.000 HUF cost. For any correction request , the Client or the Agency must send a written production order.

TV contacts
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Video ID Sheet

Agency:

Client :

Name and address of the Production Studio:.....

Method of recording:

Title of movie:

Length of movie:

Beginning time code:

End time code:

Audio recording track:

Date of first broadcast:

.....
 Recipient's signature

.....
 Customer's signature

Date:

There can be only one movie on each tape!