



The **WALT DISNEY** Company
Europe, Middle East & Africa

COMMERCIALS TECHNICAL SPECIFICATIONS

COMMERCIALS

Video

The video signal shall be free of excessive black crushing and highlight compression. Transient response shall be such that ringing, smear and echoes are not noticeable. Moiré and other patterning shall not be visible. Hum, cross talk and other spurious signals should not be apparent.

The timings, amplitudes and bandwidths of video material shall not violate the relevant CCIR System specification.

The use of any video equipment, e.g. digital effects devices or overlay graphics must not introduce unintentional changes to luminance and chrominance levels nor cause perceptible timing shifts on entry levels or exit from the digital effect.

Please note that Disney currently broadcast in 4:3 Aspect Ratio for the Central European and Scandinavian territories and as a result we prefer to receive all material supplied this way. We will however also accept material made in the 16:9 Full Height Anamorphic Aspect Ratio.

Video Specifications

Item	
Luminance Level Max	700 mV
*Comb. Chroma & Luminance Max	934 mV
Sync Pulse level	300 mV
Sync Duration	4.5-4.9 sec
Burst Amplitude	300 mV
Burst Duration	2.4-3.0 sec
Set-Up	0 mV *
Horizontal Blanking	11.7-12.3 sec
Vertical Blanking	21-25Lines
Front Porch	1.2-1.8 sec

*Please note that peak levels for combined chrominance and luminance are the maximum levels allowable per SMPTE/ EBU specifications and are intended only for spike peaks within program. Average program levels should remain near 800 mV.

Audio

The audio shall be free of spurious signals such as noise, hum and cross talk. Sibilance and distortion wow and flutter shall not be apparent. The audio shall not show dynamic and frequency response artefacts as a result of the action of noise reduction or low bit rate-coding systems.

Dynamic range shall not be excessive but at the same time excessive compression is strictly not acceptable. It shall be suitable for the whole range of domestic listening. Normal speech should peak at around +4db (5 on BBC PPM), with shouting, loud music and/or effects peaking but not exceeding around +8db (6 on BBC PPM).

With typical programme material (and allowing for the difference in ballistic response), this roughly translates as follows:

-18dbfs = 0dB	= PPM 4
-10dbfs = +4dB	= PPM 5
-6dbfs = +8dB	= PPM 6

Audio shall be in synchronisation with the vision such that the audio should not lead the vision more than 1 field or lag by more than 1 frame ($\pm 20\text{ms}$).

General Audio Specification

1 kHz line-up tone at the beginning of the supplied tape, recorded at -18dbfs (PPM4)

In all cases the accompanying recording report (for tape delivery) form shall state clearly the contents of each audio track.

The Music and Effects tracks should not contain any audible English language. The only exemption is original documentary footage of an archive nature, or in the case of songs, famous recordings by well-known artists.

M&E delivered on the non language track should be recorded at full level and be treated as a normal full mix.

All tracks shall be recorded such that peaks do not exceed + 8dB (PPM 6) with regard to zero level.

The cue track shall not be used to supply material.

Language Requirements

a) English Audio Track Layout

Track 1	English (stereo final mix) left
Track 2	English (stereo final mix) right
Track 3	Stereo M&E left
Track 4	Stereo M&E right

b) Romania Bulgaria Audio Track Layout

Track 1	Bulgarian Stereo L or Mono or M & E if not available
Track 2	Bulgarian Stereo R or Mono or M & E if not available
Track 3	Romanian Stereo L or Mono or M & E if not available
Track 4	Romanian Stereo R or Mono or M & E if not available

c) Scandinavia (Ingest for TX on IMX)

Track 1	Swedish Stereo L or Mono
Track 2	Swedish Stereo R or Mono
Track 3	Norwegian Stereo L or Mono
Track 4	Norwegian Stereo R or Mono
Track 5	Danish Stereo L or Mono
Track 6	Danish Stereo R or Mono
Track 7	Finnish Stereo L or Mono
Track 8	Finnish Stereo R or Mono

d) Czech / Hungary Audio Track Layout

Track 1	Mono Music & Effects
Track 2	Mono Hungarian
Track 3	Mono Czech
Track 4	Mono Music & Effects

If an asset is to be aired in one language only then all other audio tracks must contain Stereo/ Mono Music & Effects at Full Level. The only exception is Scandinavia where the client may choose to air 1 language on all territories. In this case the client must deliver the spot in this configuration and notify Disney prior to receipt of the material.

Copy submitted with mute tracks is not acceptable unless by prior agreement with Broadcast Operations at Disney

PLEASE NOTE:

Unavailable languages MUST be replaced by Mono MUSIC & EFFECTS at full level and UNDER NO CIRCUMSTANCE is the audio channel to be left MUTE.

Recording Specification

LINE-UP SIGNALS

Programme audio signals must be accurately related to its associated line-up signal.

Item	Time-code	Duration
0 dB (PPM 4) 1 kHz tone [- 18dbfs for Digital tone]	09:58:40:00	00.01.00
Countdown clock / Slate	09:59:40:00	00.00.17
Black & Silence	09:59:57:00	00.00.03
1st Frame of Programme	10:00:00:00	

The clock or ident must show the Spot Title, subtitle, Aspect Ratio and duration.

Editorial Policy

All commercial materials must be delivered with the appropriate languages in Stereo or Mono Full Mix on the correct respective tracks (see above) or with Music & Effects on the remaining audio tracks, if it is a local campaign.

For the avoidance of doubt, music & effects tracks must be entirely free of language : songs and/or vocal performances in the local language are not acceptable. Materials featuring songs and or/vocal performances on the music & effects track will be rejected.

If materials are delivered without music & effects on the non language tracks and the client is unable to furnish an acceptable music & effects track, Disney will place audio on the tracks with pre-cleared music of its own election. We will have to pass on (if any) costs incurred to the client for this service

Labelling - it is also imperative for the tapes to come with clear labels (name of brand, name of commercial, TX dates and spot length). Failure to do so will cause a delay of the campaign

Documentation

Every master must be accompanied by a recording report, which must contain the following information:

- i) Title
- ii) Video standard (If relevant)
- iii) Audio programme peak level
- iv) Start time code of programme
- v) Accurate duration of programme
- vi) Any known disturbances in picture or audio with accurate time-code references. - Using the attached terminology as a guide.
- vii) Original Format
- viii) Post Production Format

- ix) VTR No. Used/Operator
- x) Audio Track Allocation
- xi) Stereo convention if applicable

Delivery formats

Material supplied on Video tape

The Disney Tape Format is 625 line Digital Betacam. It is preferred that all work is carried out within the digital domain and that the generation count does not exceed 3rd generation (Digital). Please ensure that the tape stock used is, 6/12/22/32 min duration small-sized stock. All programming must be supplied on new Sony or Fuji stock unless stock has been supplied by Disney. Under no circumstances must stock from other manufacturers be supplied without prior agreement.

Tapes shall be protected by suitable packaging.

Material shall be transported in the manufacturer's purpose designed cassette box. Tape storage should be carried out to the EBU specifications. In particular, cleanliness is absolutely necessary.

All tapes should be stored in a stable climate within the following ranges - temperature 18 - 24° C and humidity 45 - 55% RH.

Timecode

Tapes shall carry timecode conforming to the relevant 625 EBU specification on the designated track. In particular it must be correctly 4 field phased to the video (8 field if possible), continuous and increasing throughout the length of the clock and programme. It shall not cross the 23.59.59.24/00.00.00.00. discontinuity. Code 00.00.00.00 should correspond to field 1. The preferred time code for the first frame of the programme shall be 10.00.00.00.

Vertical Interval Time code (VITC) shall be on lines 19 and 21, 332 and 334 and carry identical information to the longitudinal track (LTC).

Material Supplied as a File

Material supplied as a broadcast video file should be of the following format and conform fully to the video and audio technical specification as detailed in the Video and Audio sections of 8. Above.

QUICKTIME - .mov

Please supply QuickTime Reference files that are uncompressed or if using a Codec please export using the IMX 30 (Mpeg 30i) in format with embedded Video and with an Audio track layout relevant to the territory language requirements above.

Video

Resolution of 720 x 576

Colour Levels 601/ 709

File Field Order Odd (Upper Field First)

Display Aspect Ratio Native Dimensions (if 4:3)

Frames 25fps

Millions of Colours

Audio should be uncompressed

Sample rate 48 kHz
Format 16-bit integer Little Endian.