



File Delivery Technical Specifications – BILLBOARD

Files must be delivered in **DMAT format**, in 16:9 full anamorphic format with a unique ID. Since 2021 a new development framework called "Slingshot" has been put in place. HDmat becomes a "template" within Slingshot. Files must be send through the Slingshot-builder that launches the encoding process of a TV spot.

For ECLIPS TV, ELEVEN SPORTS NL & FR, FOX & NATIONAL GEOGRAPHIC NL

Ip-address: 84.199.92.68 on the VIDEOHOUSE - TRANSFER account.

Image format

- **Format:** 1920 x 1080 pixels
- **Frame rate:** 25 images/second (P) or 50 images/second (I), upperfield first
- **Aspect ratio:** 16:9 anamorphic format
- The **codec/software** to deliver the HD masterfile is upon your choice and in consultation with your D-MAT HD Partner

Duration

- **Rounded spot:** 00m35s00ms – no extra frames

Audio format

- Level till **-23 LUFS** according the **RI28** standards – UER/EBU
- **Sampling frequency:** 48 Khz
- **Bit depth:** 16 bits
- **Audio channels:** stereo
- **Program loudness:** subjective volume level integrated within 2 time-intervals:
 - Limited: M (frame of 0.4 sec) – maximum – 15 LUFS
 - Integrated: I (total program) – maximum – 23 LUFS
- **Loudness Range:** free
- **Maximum True Peak Level:** electrical technical level – maximum -I dbTP

Form requirements

- For our channels in Flanders, the billboard should include *"Dit programma is mede mogelijk gemaakt door"* of *"dit programma wordt u aangeboden door"* following the applicable law. This can be done visually, verbally or both.
 - Font *'Dit programma ...'*: minimum 22
- Duration: during the entire billboard
- The message is preferably located below or above in the middle and visible in relation to the background
- Billboards without the message *'Dit programma ...'* are not valid. Transfer will edit them for 125€ per version (editing + d-mat).

Every delivery must be confirmed by email to one of the following contacts:

- General planning department: planning@mytransfer.be

Upon receiving **delivery confirmation** from Videohouse, please let the planning department (mentioned above) know you have delivered the commercial to Videohouse.

Deadlines commercial(s) delivery:

- Thematic Channels: **5 working days*** prior to transmission.
**Transfer is not responsible for any delayed campaigns due to late commercial deliveries.*