



## How to deliver TV commercials to French TV channels digitally with IMD

IMD is an independent company, and pioneered digital tv delivery in France.

IMD manages from unique master source deliveries to all tv advertising French hubs and channels. Each delivery is monitored from beginning to end and in total safety through IMD's dedicated network. In this document you'll find all information you need to start using IMD services.

*NB : this document concerns French deliveries only. If you need to deliver into others countries of our IMD World service, please contact us.*

### How to place an order to IMD ?

Please contact our team at +33 (0) 1 49 49 99 70 or by email [tvfr@groupimd.com](mailto:tvfr@groupimd.com) so that we set you up on our online order interface

### How to provide your master to IMD ?

IMD accepts masters in two forms:

- As a Master Quality file- preferred. (see next page for details)
- Digibeta

From your source, IMD will create each broadcast file as per each channel specifications and will deliver them via dedicated integration.

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[tvfr@groupimd.com](mailto:tvfr@groupimd.com)  
[www.groupimd.com](http://www.groupimd.com)  
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## Standard & Audio

625/50 (PAL) Digibeta only. Video content needs to be calibrated at 100% for chrominance and 100% for luminance. Luminance value should not exceed 700mV with 5% of tolerance.

Stereo on audio tracks 1&2 or 1&2 and 3&4. Levels at -18dBFS (+4dbu) with a maximum at -9dbfs (+13dbu).

Each tape needs to start with 90 sec of bars and tone at 1000Hz / - 18dBfs. Tapes must be labelled clearly and without ambiguity with campaign name and client name. Please provide a full log of contents with timecodes

From the 1st of january 2012, audio mixes needs to be compliant to the regulation related to the loudness CST – RT – 017 – TV – V3.

Long term maximum loudness value is -23LUFS, short term should not exceed -20LUFS.

True Peak level should not exceed -3dbTP and peak level should not exceed -9dbFS

Complete official documents on the following links :

[http://www.arpp-pub.org/IMG/pdf/140911\\_Pub\\_TV\\_et\\_intensite\\_sonore\\_v-def-2.pdf](http://www.arpp-pub.org/IMG/pdf/140911_Pub_TV_et_intensite_sonore_v-def-2.pdf)

<http://ficam.fr/upload/documents/CSTR017TVRecTechPADEditeursV3.pdf>

## Note about image aspect ratio

Since April 2<sup>nd</sup> 2008, 16/9 FHA is the unique aspect ratio for all French tv commercials masters. All commercials need to be provided to us in 16/9 FHA. For those channels requesting 14/9 letterbox, IMD will create the appropriate file As per industry rules.

NB: please make sure that your legal mentions respect French ARPP safety areas, as described here: [http://www.arpp-pub.org/IMG/pdf/informations\\_169\\_avril\\_v2\\_1.pdf](http://www.arpp-pub.org/IMG/pdf/informations_169_avril_v2_1.pdf)

## File identification

Each file must be named with its own PubID number, or, in absence thereof, with the title as it shows on the identification slate.

NB: Please don't use any characters like "/" or "\". Please prefer "\_" to replace spaces and uppercase characters with no accents.



## How to send us master files

### FTP account

Before sending any file, please contact our TV team (+ 33 1 49 49 99 70 or [tvfr@groupeimd.com](mailto:tvfr@groupeimd.com)). A dedicated ftp will be created for yourself or your post – house. It is also important that we receive a few test files from you prior to the first delivery.

### Master file parameters

Each film must be encoded separately into one of the following formats and respect specifications

Type	SD			HD		
	MPEG 2	IMX50	Apple ProRes SD	HDMPEG2	DNxHD	Apple ProRes HQ
<b>File Format</b>	MPG (MPEG Program Stream)	MOV (QuickTime) / MXF (OP1a)	MOV (QuickTime)	MXF (OP1a)	MXF (OP1a)	MOV (QuickTime)
<b>Video</b>						
<b>Format:</b>	MPEG 2	IMX50	ProRes 422	MPEG 2	DNxHD (VC-3)	ProRes 422 HQ
<b>Format Profile</b>	422@Main / 422@High		Normal/High	422@High/High/High		HQ (High Quality)
<b>Width</b>	720	720	720	1920	1920	1920
<b>Height</b>	576	576	576	1080	1080	1080
<b>Display Aspect Ratio</b>	16:9 FHA	16:9 FHA	16:9 FHA	16:9	16:9	16:9
<b>Bitrate Mode</b>	Constant	Constant	Variable	Constant	Constant	Variable
<b>Bitrate</b>	50 Mbps	50 Mbps		100Mbps	120 Mbps ou 185 Mbps	
<b>Framerate</b>	25 fps	25 fps	25 fps	25 fps	25 fps	25 fps
<b>Chroma Subsampling</b>	4:2:2	4:2:2	4:2:2	4:2:2	4:2:2	4:2:2
<b>Interlacing</b>	Interlaced Top Field First	Interlaced Top Field First	Interlaced Top Field First	Interlaced Top Field First	Interlaced Top Field First	Interlaced Top Field First
<b>GOP Structure</b>	I Frame Only	I Frame Only	I Frame Only	I Frame Only	I Frame Only	I Frame Only
<b>Audio</b>						
<b>Format</b>	MPEG 1 Layer 2 (MP2)	PCM	PCM	PCM	PCM	PCM
<b>Bitrate Mode</b>	Constant					
<b>Bitrate</b>	384 Kbps					
<b>Channels</b>	2 (Stereo)	2 (Stereo)	2 (Stereo)	2 (Stereo)	2 (Stereo)	2 (Stereo)
<b>Sample Rate</b>	48 kHz	48 kHz	48 kHz	48 kHz	48 kHz	48 kHz
<b>Bits per Sample</b>	16 / 24 bits	16 / 24 bits	16 / 24 bits	16 / 24 bits	16 / 24 bits	16 / 24 bits
<b>Loudness Value</b>	-23LUFS	-23LUFS	-23LUFS	-23LUFS	-23LUFS	-23LUFS

*\*for HD deliveries, please contact us*

### File layout

- 7 sec of slate with identification details listed below
- 3 sec of black/silence
- Commercial content
- 1 sec of black/silence



The slate must show the following informations :

- PubID number
- Agency
- Advertiser
- Product
- Title
- Length
- Health warnings (if required)

**Important** : *IMD accept only files as per these specifications. In case of non-respect of these specifications, material can be rejected or extra costs for corrections can be applied.*



## How provide us your contents with tapes : Betanum (SD) ou HDcam (HD)

### Identification Slate

An identification slate is required before each commercial with the following details

The slate must show the following information :

- PubID number
- Agency
- Advertiser
- Product
- Title
- Length
- Health warnings (if required)

### Organisation of content on tape (example for a 30s commercial)

- |                  |                                  |
|------------------|----------------------------------|
| • 09 :59 :50 :00 | PubID identification slate       |
| • 09 :59 :57 :00 | black and silence                |
| • 10 :00 :00 :00 | audio and video in               |
| • 10 :00 :29 :24 | audio and video out              |
| • 10 :00 :30 :00 | black and silence (1sec minimum) |

If you have many commercials on one tape, this organisation applies to all of them. Each segment should begin at the next full minute after the previous segment.

### **Please deliver your tape to**

**IMD - Département TV. 53, rue d'Hauteville 75010 Paris** (fond de cour gauche).

*Important : IMD accept only material as per these specifications. In case of non-respect of these specifications, material can be rejected or extra costs for corrections can apply. We keep master tapes for a maximum of 2 months and they must be collected by client before expiration of this period. After this period, they will be destroyed or recycled without any further notification.*