



Creative Specifications

| High Definition File Specifications | MPEG (*.mpg) | Avid (*.mov) |
|-------------------------------------|---|---|
| Stream Type | MPEG-2 Transport Stream | When sending Avid HD, import files into your session as RGB (0-255) and export as DNxHD 709 |
| Video Bit Rate | 45 Mbps- Constant | Default |
| Frame Rate | 29.97 (1080i), 23.98 (1080p), 59.94 (720p) | 29.97 (1080i), 23.98 (1080p), 59.94 (720p) |
| GOP | Long GOP (IBBP) | Default |
| Aspect Ratio | 16:09 | 16:09 |
| Pixel Aspect Ratio | 1 | Square |
| Width/Height | 1920x1080 (1080i) or 1920x1080 (1080p) or 1280x720 (720p) | 1920x1080 (1080i) or 1920x1080 (1080p) or 1280x720 (720p) |
| Chroma | 4:2:2 (HP@HL) | 4:02:02 |
| Interlacing | 1080i *Upper/top field first or 1080p (Progressive) or 720p (Progressive) | 1080i *Upper/top field first or 1080p (Progressive) or 720p (Progressive) |
| Audio Type | PCM or MPG | PCM Audio/Big or Little Endien |
| Audio Sample Rate | 48kHz | 48kHz |
| Audio Bit Rate | 16, 24 | 16, 24 |
| Closed Captioning | 608 or 708 captioning with afd flags | CC is not maintained on Avid Files |
| HD Audio Specs | MPEG | |
| Encoding | MPEG-1 Layer 2 | |
| Channels | 2-Stereo | |
| CALM ACT | 24 LKFS plus or minus 2dB | |

Peak Audio True Peak level should be kept below -2 dB TP

| Standard Definition File Specifications | MPEG (*.mpg) | Avid (*.mov) |
|---|------------------------|---|
| Stream Type | MPEG-2 Program Stream | when sending Avid SD, import files into your session as RGB (0-255) and export as Meridien 2:1 NTSC 601 (Avid users only) |
| Video Bit Rate | 18 Mbps-constant | Default |
| Frame Rate | 29.97 fps | 29.97 fps |
| GOP | closed Long GOP (IBBP) | Default |
| Aspect Ratio | 4:03 | 4:03 |
| Pixel Aspect Ratio | 9:10 | 9:10 |
| Width/Height | 720x512 | 720x486 |
| Chroma | 4:2:2 (HP@HL) | 4:02:02 |
| Interlacing | Upper/top field first | bottom/lower field first |
| Audio Type | MPEG Layer 2 | Linear PCM |
| Audio Sample Rate | 48kHz | 48kHz |
| Audio Bit Rate | 384 kps | Default |

Broadcast Slate Requirements

- 5 Seconds of slate (150 Frames @29.97fps or 300 Frames @59.94fps)
- **NOTE:** For HD spots, the slate should include Audio Type (Stereo or Surround)
- 2 Seconds of black (60 Frames @29.97fps or 120 Frames @59.94fps)
- Spot must start on frame 210 if 29.97fps or 420 if 59.94fps. The creative content must run to the last frame of the spot with no black at the tail (unless the black is part of the content). There should be no extra frames of black after the creative.

