

TECHNICAL CONDITIONS OF ADVERTISEMENTS OF TV CHANNEL INSPIRA

This document is a guide for technical configuration of advertising clips to be shown on the Inspira TV channel of Telia Eesti AS. All clips submitted for showing on Inspira must comply with the requirements described here. This document was prepared in January 2020.

Video file specification



Video

- ✓ 16:9 Full HD 1920x1080
- ✓ Container: MXF
- ✓ Codec: XDCAM HD422
- ✓ Frame rate: 25 FPS
- ✓ Bit rate: 50 Mbit/s
- ✓ Pixel ratio: square
- ✓ In case of interlacing, the even lines before (top)
- ✓ RGB limits from 0 to 100%.

Signals must be in accordance with the recommendation of the European Broadcasting Union (EBU), i.e. R103-2000, with brightness between -1% and 103%. Maximum chrominance 105%, RGB values must not exceed the following range: from -5% to +105%. Materials must not have black edges/sides, unless they are used to convey an idea, such as motion pictures. Transmitter reserves the right to change the aspect ratio, so that it meets the Telia standard.



Sound

- ✓ Format: PCM / uncompressed
- ✓ Bitrate mode: constant bitrate
- ✓ Sampling rate: 48.0 kHz
- ✓ Bit depth: 24 bits
- ✓ 2 channels
- ✓ Volume from -14 dBFS (max) to -28 dBFS (min), average -18 dBFS



Naming files

The files must be named in accordance with the following scheme: brand_campaign_time_file length (for example: telia_together_is_better_n35_30s). When creating a new version of a file, you must add “new” at the end of the file name and “new2” when creating another version afterwards.

File length and time codes

ONLY clips with their full length in seconds will be accepted. Missing or extra frames are not allowed. Therefore, a 10-second file must have the following time code: 00:00:10:00. The time code should be integrated and continuous. All materials must begin and end with an image-containing frame. The minimum duration of an advertising clip is 4 seconds.

Requirements for the safe area

We recommend that you make the safe area grid visible in the editing software and place all graphic content inside it without exceptions. All graphic content should remain within the safe area grid (95% of the screen resolution). Read more about the safe area here: <https://tech.ebu.ch/docs/r/r095.pdf>

File transfer

The final time for sending clips to the advertising sales project manager of Telia Eesti As is three working days before the first broadcast day.

Contact information

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