XR EXTREME REACH

(formerly Adstream)

MATERIAL DEADLINES
Monday to Thursday 8pm AEST (10pm NZT)
Friday 5pm AEST (7pm NZT) p: 1300 423 787
e: helptv@extremereach.com

Australia Delivery Specifications Broadcast Guidelines	
HD File Specifications	Continuous and Essence only

File Configuration

There are 2 ways to submit a TVC to XR Extreme Reach (formerly Adstream).

1. Continuous file: If you are providing your own clapper board, follow Adstream Continuous File Guidelines (below)

2. Essence only: Submit TVC video only. Adstream auto-generates and applies clapper board based on ordering metadata. E.g., 30 sec TVC uploaded as 30 sec file, no lead in or out.

Continuous File Guidelines

Clapper Board

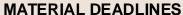Clapper details must include:

- Key Number
- Client
- Product
- Title
- Duration
- Aspect Ratio
- Production Date
- Stereo OR Mute Audio
- OP48/OP59 Compliant *(AU only)*

Pre & Post Roll

8 seconds of a still image clapper board. Must be completely silent with no audio pop followed by 2 seconds of black. TVC must start at exactly 10 seconds plus 3 seconds of black at the end of the commercial.

	Duration	Example timecode
Clapper board	8 sec	00:00:00:00 – 00:00:07:24
Black	1 sec and 24frames	00:00:08:00 – 00:00:09:24
Black w/ 1st Frame Indicator*	1 frame	– 00:00:09:24
TVC (first and last 12 frames must be mute)	30 sec	00:00:10:00 – 00:00:39:24
Black	3 sec	00:00:40:00 – 00:00:42:24

A small white square must be placed top right-hand corner of active picture in the black frame immediately before first active frame of vision

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Video	**ProRes 422, LT or HQ 1080i/50**	**Avid DNxHD 1080i/50**	**XDCAMHD 1080i/50i**
Codec	ProRes	DNxHD 120 8-BIT	XDCAMHD 50 PAL (4:2:2)
Container	MOV	MOV of MXF	MXF
Profile	422, LT or HQ	1080i DNxHD SQ 8-bit	MPEG-2 422P@HL
Chroma subsample	4:2:2		
Field	1080i Upper/Top Field		
Frame size	1920×1080		
Frame rate	25fps		
Aspect ratio	16:9		
GOP structure			Long/Open GOP
Adobe Presets	ProRes 422 ProRes 422 HQ ProRes 422 LT 720	AvidDNxHD	XDCAMHD
Click here to download the Extreme Reach Adobe Premiere Pro Pre-sets			
Click here to download the instructions for importing Pre-sets for Adobe Premiere Pro			
Click here to download the Extreme Reach DaVinci Resolve Pre-sets			
Click here to download the instructions for importing Pre-sets for DaVinci Resolve Pre-sets			
Audio	**ProRes 422 or HQ 1080i/50**	**Avid DNxHD 1080i/50**	**XDCAMHD 1080i/50i**
Codec	PCM (uncompressed)		
Sample Rate	48kHz		
Bit Rate	16bit (Little Endian)		
Channels	Stereo		

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HD File Requirements	Continuous and Essence only

Video	HD
TV format	HDTV
Aspect ratio	16:9
Title safe	16:9
Video signals	Comply with ITU-R BT.709-5 and should not exceed specified limits
Video levels	Video levels should not exceed 700mv, or fall below 0mv gamut out of legal safe. Following EBU recommendation Rec.103-2000 will allow a small tolerance, assuming no more than 1% of the active picture is in error.
Luminance	Between 1 – 100% (ie between -7mV and 721mV)
RGB levels	Between 1 – 100% (ie between -35mV and 735mV)

Audio	HD
ITU-R 1770-3 (OP48/59)	All commercial soundtracks must be measured using ITU-R BS 1770-3 loudness meter to ensure compliance to the following delivery specification: Refer to Free TV OP59 for correct loudness measurement and management techniques.
Reference level	1kHz @ -20dBFS
Integrated loudness program	-24 LKFS
Target level tolerance	+/-1 LU
Maximum true peak	On the digital scale, audio must not exceed -2dB as measured on a true peak meter
12 frames of silence	Australia: TVC must contain 12 frames of complete silence: no voiceover, active dialogue, music, effects or atmos at the beginning and end of TVC. E.g., 30 sec begins at 00:00:00:00, audio must begin 00:00:00:12 and end 00:00:29:13. New Zealand: Not required

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HD File Requirements	Continuous and Essence only

Additional Information	Australia	New Zealand
Key number	No more than 12 alphanumeric characters. Dashes, slashes, and hyphens are treated as spaces and ignored.	No more than 12 alphanumeric characters. Dashes, slashes, and hyphens are treated as spaces and ignored. Must follow advertiser/duration / unique reference format e.g. ABS 030 0001 and ABC 015 0002. This ensures advertiser and duration are easily identifiable and that no two dubs from a single advertiser will ever have the same last four digits. The 'R' suffix (e.g., ABS 030 0001R) must only be used to denote a technical amendment. Any change to the actual contents of the commercial requires a new key number.
Clearance	Material must be cleared through Commercials Advice (CAD) before broadcast. A CAD approval number must be obtained.	Material must be cleared through Commercial Approval Bureau (CAB) before broadcast. A CAB approval number must be obtained.
Digital delivery	Please refer to Operational Practice OP-29	Please refer to Commercial Production Standards