

Discovery Networks Nordic Technical Specifications



Please send all advertising material to the following contacts/address:

Beta tapes: Sharon Hill Media Management Manager Ascent Media Group Ground Floor, Discovery House Chiswick Business Park - Building 2 566 Chiswick High Road London W4 5YB UK Phone no. +44 208 811 3000	VHS tapes: Discovery Network Nordic Bredgade 6 1260 Copenhagen K Denmark att: Mirja/Morten/Mie Phone no. +45 70 202 707
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Please make sure that all tapes are marked with the product name and a film code containing: 3 letters / 9 numbers.

If you don't have the film codes please contact:

Mirja Borau or Morten Wiberg or Mie Nielsen phone no. +45 70 202 707.

Discovery Networks Nordic feeds are transmitted via an automated server system cached through a Digital Betacam cart facility. Whilst it is possible to transmit both Beta SP and Digital Betacam, commercial material is ideally supplied on Digital Betacam, dubbed where possible from the master.

For best audio and video performance please supply material that conforms to the following specifications:

Description	Digital Betacam	Beta SP
Alignment reference	Sony ZRP	Sony CR5 2BPS
Signal timing	625/50 (PAL)	
Output levels and timing	Aligned Sony DVW500P (or equivalent) should produce a CCIR 656 270Mbit/s signal which when converted to analogue produces PAL signal conforming to EBU specification.	According to EBU specification for component recording of PAL signals
Aspect ratio	4:3	4:3
Audio reference level	-18dB relative to max count (Headroom 18dB)	+4dBu, PPM5
Audio alignment reference		Sony CR8 1BPS
Peak audio level	Reference +8dB	Not to exceed +8dBu, PPM6 (Dolby C noise reduction system)
Audio pre-emphasis	None	
Audio tracks	A1 & A3 left, A2 & A4 right	A1 & A3 left, A2 & A4 right

Time Code (SMPTE/EBU)

The time code should be 8-field (PAL) locked to video and should be continuous throughout the programme (including the header section). VITC should be recorded on lines 19 and 21 and should be identical to the LTC.

Order of Recording

Recorded material must conform to the specifications outlined below:

Timecode	Duration	Video	Audio			
			Channel 1	Channel 2	Channel 3	Channel 4
09:58:30:00	60"	100% or 75% Colour Bars	1KHz	1KHz	1KHz	1KHz
09:59:30:00	20"	Clock or ident	Silence	Silence	Silence	Silence
09:59:57:00	3"	Black	Silence	Silence	Silence	Silence
10:00:00:00	Programme	Programme	Mono	Mono	As Ch.1	As Ch. 2
Prog. End	30"	Black	Silence	Silence	Silence	Silence

End frame should have minimum 10 sec hold.

There should be no flashing image or repetitive patterns resulting in brightness changes affecting over 10% of the screen at a rate exceeding 3 flashes a second.

Highly saturated red flashing is particularly dangerous.

Please Note:

Audio line up tone should be identical in phase on both audio tracks for mono material or audio 1 interrupted tone and audio 2 continuous tones for stereo material.

Discovery Networks Europe's logo sits in the top right hand corner of the screen throughout the duration of the commercial break.

Ideally, one commercial only should be recorded on each tape that is supplied to Discovery Networks Europe. However, multi-segmented tapes can be accepted provided that the time code start and end time for each commercial is clearly marked on the tape or packing slip.

Material supplied on other broadcast formats is not excluded but may cause processing delays.

For further information regarding the above technical requirements please contact the following:

Michael Cooney
Intnl Commercial Operations Manager
Discovery Networks Europe
+ 44 20 88 114 332