



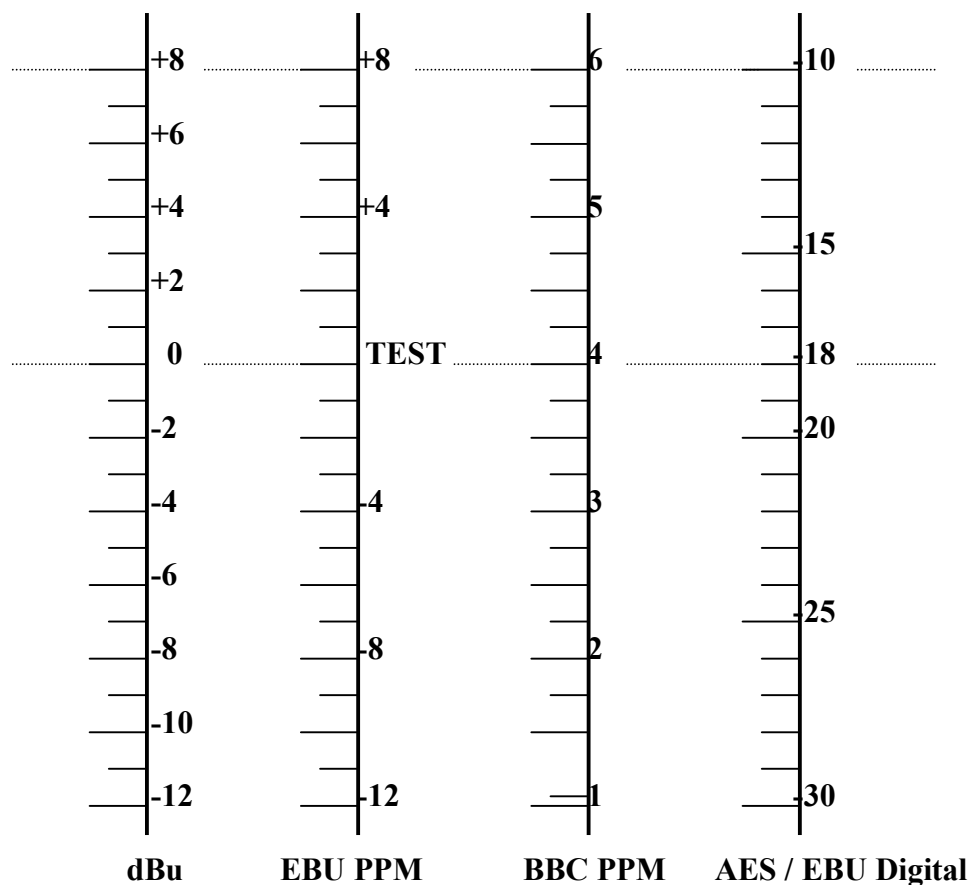
## TECHNICAL SPECIFICATION FOR ADVERTISEMENTS 2000

<b>TV STANDARDS</b>	All materials for Kanal 5 are to be delivered with 625 PAL standards and must be of high professional quality.		
<b>FORMAT</b>	Digital Beta. Please note that we only allow <i>one</i> commercial film on each individual tape.		
<b>LENGTH</b>	10-60 seconds. Clips shorter than 10 seconds , or longer than 60 seconds can only be approved through special agreements.		
<b>IMAGE</b>	The videotape has to be recorded according to EBU standard N-10.		
<b>TIME CODE</b>	The EBU standard time code must run uninterrupted from the beginning of the tape and through the entire clip. The VITC code is to be recorded according to international standards and be in exact accordance with the longitudinal code.		
<b>TEST SIGNALS</b>	EBU standard colour bar (100% luminance and 75% chrominance).		
	Test tone 1 kHz, 0 dBu = 0,775 Vrms Sine-wave.		
	Note: The clip's video and sound levels must be correctly calibrated and be within the limits for test signal extremes. Colour saturation may never exceed 75%.		
<b>STARTING SEQUENCE</b> (example)	Time code	Picture	Sound 1+ 2
	00:00:00:00	Colour bar	Test tone
	00:01:20:00	Clock/I.D.	Test tone
	00:01:50:00	Clock/I.D.	Silence
	00:01:57:00	Black screen	Silence
	00:02:00:00	First frame	Program sound
	Advertisements of 30 seconds		
	00:02:29:00	Program picture	Program sound
	00:02:30:00	Fade out/freeze	Silence
	00:02:40:00	Black screen	Silence



## SOUND

If materials are delivered in monosound, there must be identical monosound on channels one and two. If materials are delivered in stereo they must be monocompatible. All materials must be recorded in Dolby C. No program sound transients may exceed +8 dB relative to reference levels (see below). Kanal 5 reserves the right to adjust the soundlevels.



0 dBu Voltage level=0,775 Vrms Sine wave

## I.D./CLOCK

The heading (I.D.) under the countdown clock must contain: Film code (4 letters + 4 digits), title, version, length of program as well as producer /production company.

## LABELLING

The videotape box and the upper side of the tape are to be labelled with the following information:



title, product, advertiser/advertising agency/intermediary, length of program as well as the film code.

Please note that the film code is vital. The code the client has booked must agree with the code on the tape.

Kanal 5 cannot be held responsible for errors caused by incorrect or incomplete labelling.

## **ITC**

Kanal 5 is a satellite channel broadcasting under an ITC license. Kanal 5 holds a so called "non domestic satellite broadcaster license". The production company is responsible that the advertisement follows the ITC Codes

A copy of the ITC Code of Advertising Standards and Practice is available from Kanal 5 Ltd or at [www.itc.org.uk](http://www.itc.org.uk).

## **MUSIC REPORTING**

Kanal 5 reports all use of music to STIM and must therefore always receive a report of the music used from the advertiser or directly from the producer, advertising agency or intermediary. The music report must contain the name of the composer, the title of the work and the length of the piece in seconds. If the piece is an original composition or comes directly from an album, this must be reported as well as the album number and label. If a copyright has been taken out on the music, this must be reported. If music is not used, this must also be reported. Inquiries about reporting of music can be directed to Miranda Jansson, Kanal 5 Ltd.

## **TECHNICAL QUALITY**



Advertisement that do not fulfil a high professional quality will not be cleared for transmission. Kanal 5 declines all responsibility for any delays this may cause. Drop-outs, audio-clipping etc. is not accepted as high professional quality.

## **DELIVERY**

One tape (Digi Beta) is to be sent to:

Kanal 5 Ltd.  
Att: Susanna Blomberg  
Falcon House  
115 - 123 Staines Road  
Hounslow  
Middlesex TW3 3JB  
Tel.+44 (0)208 814 7509  
Fax +44 (0)208 569 4469

One tape (VHS) is to be sent to:

Kanal 5 AB  
Att: Linda Rydelius Collberg  
Rådmansgatan 42  
114 99 Stockholm  
Tel: 0046(0)8- 520 55 555  
Fax: 0046(0)8- 520 55 556

*Please note that Kanal 5 Ltd are only liable to keep the commercial tapes for one year. If no other instructions have been given before this set time, the commercials will be disposed of.*

## **LATE DELIVERIES**

Tapes must be received at the latest 5 working days prior to the day of broadcast. Late deliveries will be charged with 5000 SEK exclusive VAT.