

## MTV Technical Specifications



Please send ALL Nordic advertising material to the following contact/address:

**Att: Kerry Keys**  
**Nordic Operations**  
**MTV NETWORKS EUROPE**  
**17-21 Hawley Crescent**  
**London NW1 8TT**  
**England**  
**Tel: +44-207-284 6188**

**Important: All commercial material must be received five (5) working days before airing!**  
**MARK THE TAPE – NORDIC FEED**

MTV Networks programming is 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	According to EBU specification for component recording of PAL signals
Aspect ratio	04.03	04.03
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	27"	Clock or ident	Silence	Silence	Silence	Silence
09:59:57:00	3"	Black	Silence	Silence	Silence	Silence
10:00:00:00	Programme	Programme	Left	Right	As Ch. 1	As Ch. 2
Prog. End	30"	Black	Silence	Silence	Silence	Silence

### Labelling of the Tape

The tape should be labelled with the **product name**, **film duration** and a **film code** containing 4 letters and 4 numbers.

### 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.

**Ideally, one commercial only should be recorded on each tape that is supplied to MTV Networks.**

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. Please provide a VHS copy of all ads for our legal department. More than one version of an ad can be included on one VHS.

*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 people at MTV Networks European Operations Centre:

<b>Michael Broderick</b>	<i>Media Resource Supervisor</i>	Phone: 44 (ex UK) 171 284 6279
<b>Adam Criscillo</b>	<i>Media Resource Manager</i>	Phone: 44 (ex UK) 171 284 7514