

## Ground rules and directions Billboarding SBS Broadcasting 2011

### In general

The mention of a sponsor on billboards and break bumpers serves to inform viewers that a programme or part of a programme is sponsored, and it offers the sponsor the possibilities mentioned below. Billboards are placed at the end and/or beginning of a programme. Break bumpers are placed at the beginning and/or end of a commercial break during a programme. Because the regulations for billboards and break bumpers differ from those for commercials, the following directions have been formulated. To prevent any confusion about the (creative) contents of billboards and break bumpers, and to come to an agreement before sponsors incur production costs, SBS Broadcasting have drawn up the following rules and directions for the Dutch TV stations SBS 6, Net5 and Veronica.

### Ground rules

1. The sponsor consults with SBS Broadcasting to decide who will produce the billboard or break bumper. If the sponsor is responsible for the production of the billboard and/or break bumper, they will make sure that the billboard and/or break bumper suits the programme, station and sponsor in style and character, in order to optimise the link between sponsor and programme format. For a standard billboard, SBS Broadcasting charges a production budget of € 3.000,-, which covers production and, if necessary, one change. All subsequent changes will lead to additional charges.
2. The sponsor and the station involved will confer to decide on the creative concept, if so desired with the sponsor's advertising agency present.
3. Before the start of the campaign, the creative concept must be submitted to [projectmanagement@SBS.nl](mailto:projectmanagement@SBS.nl), regardless which party produces the billboard and/or break bumper. All billboard propositions will be assessed by the SBS Broadcasting programming department. After the creative concept has been approved, production will be started. The sponsor needs to confirm their approval in writing. SBS Broadcasting reserves the right to refuse billboards and/or break bumpers that have not received their written approval. Billboards and/or break bumpers that deviate from the approved creative concept can also be refused before broadcasting.
4. No rights can be derived from the broadcasting of any billboard and/or break bumper by SBS Broadcasting in the past.
5. All externally produced billboards and/or break bumpers must be delivered to SBS Broadcasting at least 5 weekdays before the first broadcast.

## Directions

1. The mention of a sponsor in a billboard and/or break bumper serves to inform the viewers that a programme or part of a programme is being sponsored.
2. A billboard has a standard duration of five seconds and will be broadcast immediately before or after the programme. A break bumper is broadcast before a commercial break and is similar to the billboard in its outlook.
3. A billboard must contain the sponsor's logo or name, as well as the announcement '*Programme title* is sponsored by...', '*Programme title* is sponsored by..., we'll be right back', or '*Programme title* was sponsored by...'. This can be achieved by showing either of the above sentences on screen, or by letting a neutral voice-over read out the text. The sponsor's logo or name must always be displayed on the billboard and/or break bumper.
4. Billboards can only consist of one or more of the following elements:
  - An image of the sponsor's product of service, or parts thereof, or elements that refer unambiguously to one of the sponsor's products or services. Related promotional statements, including the mention of promotional activities, are not allowed.
  - An image of the sponsor's known baseline, whether or not registered and included in the logo. The baseline will be mentioned in the voice-over and/or shown on screen.
  - The sponsor's main activities and location can be mentioned.
  - The sponsor's company buildings or capital assets can be mentioned.
  - A (non-promotional) email or internet address (URL) can be shown, on the condition that the sponsor has registered them as a domain name.
  - Existing slogans may be added to the sponsor's name, provided that they do not contain an appeal or explicit recommendation. (For example: 'Buy one, get one free' is considered to be promotional and is therefore not allowed.)
  - The design of the billboard may resemble the design of a product or sponsor.
  - Moving images may be used to portray the abovementioned elements.
5. Billboards are not allowed to contain any of the following elements:
  - Reading out other words and/or texts than the announcement '*programme title* is/was sponsored by...' and the sponsor's known baseline.
  - A promotional slogan or other promotional statements.
  - Mentioning or showing information about products or services, whether or not promotional or commercial.
  - Mentioning or showing prices of products or services, or special offers.
  - Mentioning or showing sales and distribution channels.
  - Showing images identical or similar to an existing commercial or advertisement, or fragments thereof. Newly edited existing material is also not allowed. The images must differ from existing commercials or advertisements. The sponsor has to show their commercials and/or advertisements to SBS Broadcasting if requested to do so.
  - Any other video and audio elements and additions will be assessed by SBS Broadcasting.
6. Billboards must be in accordance with all national and local rules and regulations concerning television sponsoring, and must be assessed and approved of by the SBS Productions legal department.
7. To all quotations and agreements the 'General conditions programme participation', as well as the 'General conditions advertising with SBS' and the 'Sales conditions SPOT 2011' apply, as formulated by SBS Broadcasting. These general conditions can be found on: [www.adverterenbjsbs.nl](http://www.adverterenbjsbs.nl) and [www.tip.nl](http://www.tip.nl).

**Conditions and instructions SBS Broadcasting concerning the delivery of billboards**

1. Clients who want to upload a billboard need an SBS ftp account. Please note: This is a special account for uploading billboards. It is not the same account clients may use for uploading commercials.

The necessary ftp-account can be requested as follows:

Send an email to [ftpaccountaanvragen@sbs.nl](mailto:ftpaccountaanvragen@sbs.nl), including:

- The reason for your request (i.e. **the uploading of a billboard**)
- The company name
- The name of the contact
- The contact's email address
- The contact's phone number

Within three weekdays, the contact will receive an email on the address supplied, containing:

- The information about the access account
- Your user name
- Your password
- The expiry date for the access account
- The URL for the SBS server

The account automatically expires after six months. A new account must be requested before the six months end.

2. Ideally billboards are delivered in HD quality. Clients can deliver their billboards in SD quality only after consulting with SBS Broadcasting at an early stage. In this case any quality loss will be the responsibility of the producer.
3. Billboards must be delivered in accordance with the relevant technical specifications formulated by SBS Productions. The technical delivery specifications for billboards as well as commercials can be found on the pages below, under 'SBS SDCAM HD'.
4. Please note that the colour palette to be used for TV is ITU-R BT.601 for SD, ITU-R BT.709 for HD.
5. In case the producer cannot comply with the delivery specifications, they need to contact one of the following parties at an early stage:

Parkpost  
+31 35 6714650  
[info@parkpost.tv](mailto:info@parkpost.tv)

Postoffice  
+31 20 6624745  
[info@postoffice.nl](mailto:info@postoffice.nl)

6. Billboards must be delivered at least five weekdays before broadcasting, in accordance with the abovementioned specifications.

## 1 Specifications for the computer file containing the video and audio data

The material must be contained in an MXF-file containing the compressed video and audio data. The file must be supplied in MXF1080150 format in 'Operational Pattern 1a', which is outlined in the normative documents in the following section. Furthermore, the additional conditions apply:

'Open' MXF-files are not allowed (see SMPTE 377M, section 5.2.4). All MXF files must be 'Closed'.

The file's time code is defined in the 'Time Code Track' in the MXF file's 'Material Package'.

### 1.1 Normative documents

The following normative documents always apply to delivery:

SMPTE 377M-2009	Material Exchange Format (MXF) – File Format Specification
SMPTE 378M-2004	Material Exchange Format (MXF) – Operational pattern 1A (Single Item, Single Package)
SMPTE 379M-2010	Material Exchange Format (MXF) – MXF Generic Container
SMPTE 381M-2005	Material Exchange Format (MXF) – Mapping MPEG Streams into the MXF Generic Container
SMPTE 382M-2007	Material Exchange Format – Mapping AES3 and Broadcast Wave Audio into the MXF Generic Container
ITU-R BT.709-5	Parameter values for the HDTV standards for production and international programme exchange
EBU R128-2010	Loudness normalisation and permitted maximum level of audio signals
EBU Tech 3341-2010	Loudness Metering: 'EBU Mode' metering to supplement loudness normalisation in accordance with EBU R 128
EBU Tech 3342-2010	Loudness Range: A descriptor to supplement loudness normalisation in accordance with EBU R 128
EBU Tech 3343-2011	Practical guidelines for Production and Implementation in accordance with EBU R 128
EBU R122-2007	Material Exchange Format Time Code Implementation
RDD 9-2009	MXF Interoperability Specification of Sony MPEG Long GOP Products

## 2 Video

### 2.1 Format

The 'frame rate' has to be 25 'frames' and 50 'fields' per second. The required resolution is 1920x1080. The video codec should be MPEG HD422 Long GOP 50 in 1080i50 format. The video band width must be set at 50 Mbit/sec.

### 2.2 Screen proportions

The material's primary format should be 16F16. Sub-formats that fit in with 16F16 without distortion are allowed. The screen proportions have to be marked identically in MPEG essence, the MXF metadata and in the metadata file.

### 2.3 Hidden Signals

Adding of a (digital) watermark or any other hidden signal to the sound or the image or other parts of a billboard or break bumper is not allowed, unless permission has been requested and granted explicitly by SBS Broadcasting.

### 2.4 Illegal colours

The video signal may not contain illegal colours. The video parameters must be in accordance with ITU-R BT.709-5. Files that do not meet these specifications will be refused.

## 3 Audio

### 3.1 Format

The encoding of audio channels must be PCM 24 bit@48 kHz.

### 3.2 Channel arrangement

Billboards must be delivered to SBS Productions in one of the following forms:

Stereo sound in a two channel arrangement (1 AES pair, 2 'tracks')

1. = Left stereo (Lo/Lt)
2. = Right stereo (Ro/Rt)

Stereo sound in a four channel arrangement (2 AES pairs, 4 'tracks')

1. = Left stereo (Lo/Lt)
2. = Right stereo (Ro/Rt)
3. = Mute
4. = Mute

Stereo sound and 'Fullmix without voiceover' (M&E) in a four channel arrangement (2 AES pairs, 4 'tracks')

1. = Left stereo (Lo/Lt)
2. = Right stereo (Ro/Rt)
3. = Left stereo M&E (Lo/Lt)
4. = Right stereo M&E (Ro/Rt)

Stereo sound in an eight channel arrangement (4 AES pairs, 8 'tracks')

1. = Left stereo (Lo/Lt)
2. = Right stereo (Ro/Rt)
3. = Mute
4. = Mute
5. = Mute
6. = Mute
7. = Mute
8. = Mute

Stereo sound and 'Fullmix without voice-over' (M&E) in an eight channel arrangement (4 AES pairs, 8 'tracks')

1. = Left stereo (Lo/Lt)
2. = Right stereo (Ro/Rt)
3. = Left stereo M&E (Lo/Lt)
4. = Right stereo M&E (Ro/Rt)
5. = Mute
6. = Mute
7. = Mute
8. = Mute

Stereo and multi-channel sound in an eight channel arrangement (4 AES pairs, 8 'tracks')

1. = Left stereo (Lo/Lt)
2. = Right stereo (Ro/Rt)
3. = Left

4. = Right
5. = Centre
6. = Low-Frequency Effect channel
7. = Left surround
8. = Right surround

Stereo and multi-channel sound and 'Fullmix without voice-over' (M&E) in a sixteen channel arrangement (8 AES pairs, 16 'tracks')

1. = Left stereo (Lo/Lt)
2. = Right stereo (Ro/Rt)
3. = Left stereo M&E (Lo/Lt)
4. = Right stereo M&E (Ro/Rt)
5. = Left
6. = Right
7. = Centre
8. = Low-Frequency Effect channel
9. = Left surround
10. = Right surround
11. = Left M&E
12. = Right M&E
13. = Centre M&E
14. = Low-Frequency Effect channel M&E
15. = Left surround M&E
16. = Right surround M&E

NB: Channels 1 and 2 make up the stereo pair. In case of mono audio, the left channel must be perfectly identical to the right channel. In the case of a multi-channel delivery channels 3 through 8 will be applied discreetly. Left and right of the stereo pair must be in phase and can contain either an original stereo mix (Lo/Ro) or a mix that is compatible with Dolby ProLogic and similar systems (Lt/Rt). Multi-channel audio needs to be compatible with a stereo mix by means of standard parameters (-3dB for both centre and surround). The mix calibration must be identical for all channels, which means that the 3dB pre-correction for the back channels used in cinemas is not allowed. The metadata of material with multi-channel sound needs to contain an extra parameter 'MULTI\_CHANNEL\_AUDIO'.

### 3.3 Loudness level

The sound level of the material must be in accordance with direction EBU R128, as well as the following delivery specifications:

Parameter	Meter indication	Value
Integrated Loudness	I	-23 LUFS
Maximum True Peak Level	dBTP	-1 dBTP
Maximum Momentary Loudness	M	+8 LU
Maximum Short Term Loudness	S	No restrictions
Loudness Range	LRA	No restrictions

Note: Integrated loudness is the definition of the target level of the programme loudness expressed in meters in conformity with EBU Tech 3341.

Currently there are no restrictions on Short Term Loudness and Loudness Range. Instead, the restriction of the dynamics is determined by the M parameter (Maximum Momentary Loudness). Practical experience may lead to changes in future versions of the delivery conditions.

Producers may choose to deliberately use low level sounds, for example in material with background noise only. This is a creative choice which should still be possible after an equal loudness delivery. To achieve this, an extra parameter is defined in the metadata file: 'LOW\_LOUDNESS\_LEVEL'. If the party delivering the file marks this parameter 'TRUE', it is accepted in the delivery process that the loudness level of the material is below -23 LUFS.

### 3.4 Other qualities

#### 3.4.1 Time code

The file must have a continuous ascending time code as defined in the 'Timecode Track' in the 'Material Package' of the MFX file. A VITC, if present, will be ignored. The time code quoted in the metadata file must also be identical to the time code in the 'Material Package'. The start and end time codes must be quoted in the metadata file.

#### 3.4.2 Duration

The video and audio data must have the exact same duration as the material. The duration is to be identical to the duration stated in the metadata file; there are to be no pre-runs or post-runs with a colour bar, a 'slate' or a black screen. Any other versions of the material have to be uploaded in a separate delivery with a corresponding metadata file.

#### 3.4.3 File naming conventions

The names of the MFX file containing the material and the corresponding metadata file must be identical, apart from the file extension. The file name has to be unique, representative of the material, and must contain the product name, version etc, and the date of broadcast, all separated by an underscore (\_).

File names have to be in accordance with the UTF-8 character set in which contains only numbers (0-9), upper case letters (A-Z), lower case letters (a-z) and the hyphen. Accented letters such as é, è, ë, ö, etc, should not be used. Spaces are not allowed in file names and must be replaced by hyphens (-). Texts are case-insensitive. The maximum length of the full file name is 100 characters. The underscore (\_) is solely used to indicate a separation.

The extension of the MXF file containing the material must be 'mxf', and the extension of the corresponding metadata file should be 'xml'.

Description	Value	Reference/remark
Container	MXF	SMPTE 377M-2009 SMPTE 379M-2010
Pattern	OP1a	SMPTE 378M-2004
Codec	MPEG HD422 Long GOP 50 Mbit/sec, 1920x1080	SMPTE 381M-2005
Time code		EBU R122-2007
Video demands	HD 1080i50	ITU-R BT.709-5. Illegal colours in the video signal are not allowed.
Audio format	PCM 24 bit@48 kHz	SMPTE 382M-2007
Stereo sound in a two channel arrangement (1 AES pair, 2 'tracks')	1 = Left stereo (Lo/Lt) 2 = Right stereo (Ro/Rt)	Channels 1 and 2 make up the audio pair. In case of mono audio the left channel needs to be perfectly identical to the right channel.
Stereo sound in a four channel arrangement (2 AES pairs, 4 'tracks')	1 = Left stereo (Lo/Lt) 2 = Right stereo (Ro/Rt) 3 = Mute 4 = Mute	In the case of a multi-channel delivery, channels 3 through 8 will be applied discreetly. Left and right of the stereo pair must be in phase and can contain either an original stereo mix (Lo/Ro) or a mix that is compatible with Dolby ProLogic and similar systems (Lt/Rt). Multi-channel audio needs to be compatible with a stereo mix through standard parameters (-3dB for both centre and surround). The mix calibration must be identical for all channels, which means that the 3dB pre-correction for the back channels used in cinemas is not allowed.
Stereo and multi-channel sound in an eight channel arrangement (4 AES pairs, 8 'tracks')	1 = Left stereo (Lo/Lt) 2 = Right stereo (Ro/Rt) 3 = Left 4 = Right 5 = Centre 6 = LFE 7 = Left surround 8 = Right surround	
Programme loudness	-23 LUFS	EBU R128
Maximum True Peak Level	-1 dBTP	EBU R128
Maximum Momentary Loudness	+8 LU	EBU Tech 3341-2010
Short Term Loudness	Currently there are no restrictions	EBU Tech 3341-2010 EBU Tech 3343-2011
Loudness Range	Currently there are no restrictions.	EBU Tech 3342-2010 EBU Tech 3343-2011