

Adtag® / Adcopy® - Formats and Specifications

DYNAMIC MEDIA ELEMENTS

Summary: Video and audio elements designed for Visible World's Adtag service can customize and update client content automatically to an almost infinite degree.

Every spot must include an **individual slate**, prominently featuring a unique ISCI code or AdID to be referenced by targeting/traffic instructions received from a cable market. **A printed log of spots is NOT sufficient.**

File-based Media: VIDEO SPECIFICATIONS

- **All files must be named with the ISCI code or AdID of the spot.**
- All HD spots must have an "H" at the end of the ISCI code or AdID.
- ISCI code or AdID names are limited to 15 characters including the "H" at the end.
- File names may not contain spaces, hyphens, underscores or any other non alpha-numeric characters.
- No bars and tone.
- 1 second black/silent.
- 5 seconds slate with ISCI; notation of "center-cut safe" or "letterbox" if HD .
- 2 seconds black/silent.
- Spot (no longer than :60).
- 2 seconds black/silent at end.

File-based Media: AUDIO SPECIFICATIONS

- Wave (.wav) file format 48khz/16 bit / Stereo (L R).
- One file per voice-over read (one version of each read per file, not multiple versions in one file).
- Filenames must end with the ".wav" extension; cannot include special characters (asterisk, slash, etc.).
- Filenames must exactly match the traffic instructions.
- All HD must include a stereo mix, never 5.1 audio only.

Audio Levels (EQ, normalization and gain) need to be consistent and match with the video. If the files have been compressed in any way, then the codec used needs to be provided along with the file and identified as either Mac or PC.

Tape-based Media: VIDEO SPECIFICATIONS

- **Note: Native HD media is only accepted electronically.**
- **Tapes will not be returned. Do not send masters.**
- All tapes must be labeled with the client name & ISCI on both the case and the tape itself.
- Each spot must be preceded by a slate listing the ISCI/AdID, description and duration.
- Video/Audio tapes must be properly marked as either mixed or taggable.
- Time code must be continuous and without breaks.
- Time code can be in NDF or DF format; VITC, if present, must match LTC time code track.
- Time Code must start at least at 00:00:10:00 or later. NO zero hour time code rollover.
- Tapes must include NTSC 75% color bars.
- Video levels must conform to standard NTSC (0 IRE to 100 IRE) setup.
- Include audio reference tone (DigiBeta, -20db at 1kHz; Beta SP, -4db at 1kHz).
- Digital Betacam tapes must have good "Channel Condition" and no digital breakups.
- Beta SP tapes must have fewer than 6 dropouts per minute.

Accepted Video Formats: TAPE OR FILE-BASED

SD (NTSC Standard Definition)	HD
<ul style="list-style-type: none"> • FILE FORMAT: QUICKTIME (.MOV) • CODEC: PRORES 422 (HQ) • FPS: 29.97 • DIMENSIONS: 720 X 480 • ASPECT RATIO: (4:3) • PIXEL ASPECT RATIO: NTSC – CCIR 601 (NON-SQUARE) • FIELD DOMINANCE: LOWER • AUDIO: BIG ENDIAN INTEGER / 48 KHZ / 16-BIT / STEREO (L R) 	<ul style="list-style-type: none"> • SD COMPATIBILITY: CLIENT IS RESPONSIBLE TO DESIGN FOR SD COMPATIBILITY (CLEARLY IDENTIFY AS "CENTER-CUT SAFE" OR "LETTERBOX") • FILE FORMAT: QUICKTIME (.MOV) • CODEC: PRORES422 (HQ) • FPS: 29.97 (59.94 FIELDS) • DIMENSIONS: 1920X1080 • ASPECT RATIO: HDTV 1080i (16:9) • PIXEL ASPECT RATIO: SQUARE • FIELD DOMINANCE: UPPER • AUDIO: BIG ENDIAN INTEGER / 48 KHZ / 16-BIT / STEREO (L R) • NOTE: THE COMBINATION OF SD AND HD MEDIA WITHIN A SINGLE CAMPAIGN IS NOT SUPPORTED

DYNAMIC GRAPHICS: SETTINGS AND FILE FORMATS

Graphics and animation designed for Visible World Dynamic Media Replacement can customize and update client content automatically to an almost infinite degree, with virtually no creative restriction.

Flattened files for Dynamic Graphics

- Should always include an alpha channel if needed.
- Should be in the following formats:
 - o .ai (Illustrator)
 - o .psd (Photoshop)
 - o .eps (Encapsulated Postscript)
 - o .tga (Targa)
 - o .tif (Tag Image File)
- The image size and file-type must be consistent for any set of dynamic graphics.
- The image mode should always be: RGB Color.
- The image resolution should always be: 72dpi.
- Filenames must end with the appropriate extension, and cannot include special characters (asterisk, slash, etc).
- Filenames must exactly match the traffic instructions.
- The image size cannot be smaller than the size in which needs to appear on the screen.
- Only the fonts used should be supplied (ie not the entire family); be an OTF/TTF.
- Flattened samples should be provided as jpgs (for reference only).

Dynamic Animation Setup: AE PROJECT SETTINGS AND FILE FORMATS

Please submit a 'collected' Adobe After Effects project (version CS5 v10.0; Visible World does not support After Effects version CS5.5 v10.5). AE projects should be set up for VW rendering as follows:

SD (NTSC Standard Definition)	HD
<ul style="list-style-type: none">• PRESET: NTSC DV• WIDTH: 720• HEIGHT: 480• PIXEL ASPECT RATIO: D1/DV NTSC (0.9) (NON-SQUARE)• FRAME RATE: 29.97 FRAMES PER SECOND	<ul style="list-style-type: none">• PRESET: HDTV 1080i SQUARE PIXEL• WIDTH: 1920• HEIGHT: 1080• PIXEL ASPECT RATIO: SQUARE PIXELS• FRAME RATE: 29.97 FRAMES PER SECOND

Physical

Visible World Inc.
460 West 34th Street, 14th Floor
New York, NY 10001
tel. 212-739-1900
Attention: Campaigns

Digital

DG: code is VSBW
Extreme Reach: campaigns@visibleworld.com
FTP: [ftp.visibleworld.com](ftp://ftp.visibleworld.com)
(Contact VW for a user name and password for FTP access)
Yangaroo DMDs: Contact campaigns@visibleworld.com for more information

SEND TRACKING INFORMATION TO: CAMPAIGNS@VISIBLEWORLD.COM
If you have questions, please contact: Sean Egan, Adtag/Adcopy Editor:
seane@visibleworld.com | tel. 212-739-1976 | fax. 212-739-1999

HD & SD INPUT RESULTS FOR CENTER-CUT (PREFERRED)

Input Format Option 1 - HD

(1080i source, full frame, center-cut safe)



HD

SD



Full frame preserved



Center-cut, L&R edges lost

Input Format Option 2 - SD

(525i source, full frame)



HD

SD



Full frame preserved via pillarbox



Full frame preserved