Production Services

REGIONAL FILE SUBMISSION

A DG client manager or other personnel may sometimes ask you to submit a media file to one of DG's regional facilities for processing prior to distribution. For example, you may require production services such as closed captioning, watermarking, or tagging.

This document provides essential information, including recommended file settings and layout information, for delivering spots to a DG facility so your files can be prepared quickly for broadcast.

If any of the requirements cannot be met, your file could be rejected, or an additional processing fee may be charged. Your DG client manager can answer any of your questions.

FTP INFORMATION

Location
- ▶ ftp://ftpdal1.dgit.com

Login
- ▶ ftpupload

Password
- ▶ Blast^off

Once logged on, you will see your client folder into which you can upload your media.

To increase security, the FTP site supports uploading only. Downloads are not permitted. Files are automatically deleted after two weeks.

Disable upload verification within your FTP client application prior to content submission.

GENERAL FILE SPECIFICATIONS

Maximum Setup Levels
- ▶ 7.5 IRE (SD) and ITU-R BT.79 compliant (HD)

Maximum Luminance Levels
- ▶ 100 IRE (SD) and ITU-R BT.79 compliant (HD)

Maximum Chroma Levels
- ▶ 120 IRE (SD) and ITU-R BT.79 compliant (HD)

Average Digital Audio Levels
- ▶ Between –16 dBFS and –20 dBFS with high peaks between -10 dBFS and -12 dBFS and a maximum of three peaks per second

RECOMMENDED SD SETTINGS

Video
- ▶ MPEG-2 program stream
- ▶ 18 Mbps
- ▶ 4:2:2
- ▶ 9 frame GOP
- ▶ 29.97i frames/sec.
- ▶ 4:3 aspect ratio
- ▶ 720x480 (720x486 if captioned)
- ▶ Lower (bottom) field first

Audio
- ▶ MPEG-1 Layer 2, 2 channels (L-R), 48 kHz, 20 bit, 384 Kbps

RECOMMENDED HD SETTINGS

For HD spots that are ready for delivery, DG can accept H.264 files at its regional FTP sites. However, Apple ProRes is the preferred format for files requiring production services such as watermarking and tagging.

H.264

Video

- H.264 (.MOV)
- 50 Mbps
- 4:2:2
- GOP structure not defined
- 29.97i frames/sec.
- Field dominance not applicable
- 1920 x 1080 (16:9 aspect ratio)

Audio

- LPCM Integer (big endian)
  - 2 channels (L-R), 48 kHz, 16 or 24 bit, OR
  - 8 channels, 48 kHz, 16 or 24 bit
    - Ch. 1 – 2: L – R front
    - Ch. 3: Center
    - Ch. 4: LFE
    - Ch. 5 – 6: L – R surround
    - Ch. 7 – 8: Lt – Rt stereo

Apple ProRes

Video

- Apple ProRes 422 HQ (.MOV)
- Automatic bit rate
- 4:2:2
- GOP structure not defined
- 29.97i frames/sec.
- Top field first
- 1920 x 1080 HD (16:9 aspect ratio)

Audio

- LPCM Integer (big endian)
- 2 channels (L-R), 48.00 kHz, normal quality, 24 bit

DG LAYOUT REQUIREMENTS

- One spot per file

File structure

- Minimum 1 second of black / silence
- 5 seconds of slate
- 2 seconds of black / silence
- Content – up to 120 seconds
- Minimum 1 second of black / silence

Slate requirements

- Ad code (ISCI / Ad-ID)
- Spot title
- Spot length
- Closed captioning (if applicable)
- Do not include resolution (e.g. 1080i) in the slate information

Naming conventions

- The filename must match the ISCI or Ad-ID, e.g., for ISCI/Ad-ID ABCD1234, the filename would be ABCD1234.MPG
- For HD spots, the filename must end with an H (e.g., ABCD1234H). When submitting HD and SD versions of the same spot, the filenames should match, e.g., ABCD1234.MPG & ABCD1234H.MOV
- The filename must contain only alphanumeric characters.
- The filename must be all upper-case.
- The filename (excluding the extension, e.g., .MPG) must not be less than 3 or more than 15 characters (including the H to designate HD content).
- Incorrectly named files can delay processing of your spots

DG | 750 West John Carpenter Freeway | Suite 700 | Irving | Texas 75039 | **p.** 972.581.2000 **www.DGit.com**

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