

Ad Delivery Format Specification

The following are the audio and video technical specifications for SD and HD spots submitted to the VVH-TV Ad Delivery Network.



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File Layout

For all SD and HD spots submitted to the VVH-TV Ad Delivery Network, spots must be submitted using the following file layout:

Spec	Leading Black	Slate	Black	Spot	Trailing Black
RTA	0 sec/0 frames	0 sec/0 frames	0 sec/0 frames	15 sec/450 frames, 30 sec/900 frames,	0 sec/0 frames
"A"	1 sec/30 frames	5 sec/150 frames	2 sec/60 frames	60 sec/1800 frames, 90 sec/2700 frames,	1 sec/30 frames
"B"	0 sec/0 frames	5 sec/150 frames	2 sec/60 frames	120 sec/3600 frames, 5 min/9000 frames	0 sec/0 frames

Spots for **RTA** that are not exact lengths and do not start on first video and end on last video will be rejected.

SD Video Formats

	Recommended Format	
	MPEG	Quicktime
Stream Type	MPEG-2 Program Stream	Apple ProRes 422
Video Bitrate	12 Mbps (CBR)	Default (VBR 20-60 Mbps)
Frame Rate	29.97	29.97
GOP Structure	Closed Long GOP (IBBP)	N/A
Closed Captioning ⁴	EIA-608 (VBI or SCTE-20)	EIA-608 (VBI)
Chroma	4:2:0, 4:2:2	4:2:2
Interlacing	Upper Field First	Upper field first
Aspect Ratio	4:3	4:3
Width/Height	720x486/512	720x486
Audio Type	MPEG-1 Layer 2	LPCM
Typical Transfer ²	1-5 minutes	2-24 minutes
Typical Export ³	< 1 minute	< 1 minute
Notes	MP@ML, HL HP@HL 422@ML, HL are all acceptable	ProRes 422 LT, ProRes 422, ProRes 422 HQ are all acceptable

SD Audio

	MPEG	PCM
Encoding Type	MPEG-1 Layer 2	LPCM
Number of Channels	2 - Stereo	2 - Stereo
Channel 1	Stereo Left	Stereo Left
Channel 2	Stereo Right	Stereo Right
Bit Depth	16	16
Bit Rate	384 Kbps	1536 Kbps
Sampling Rate	48KHz	48KHz
Instantaneous Peak Audio Max	-8dBFS	-8dBFS
Average Peak Audio Max	-10dBFS	-10dBFS
Average Levels	-20dBFS	-20dBFS



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HD Video Formats

	Recommended Format		
	MPEG	Quicktime	Quicktime
Stream Type	MPEG-2 Transport Stream	Apple ProRes 422	Avid DNxHD
Video Bitrate	15 - 100 Mbps (VBR)	Default (VBR 40-220 Mbps)	Default (CBR 145/220 Mbps)
Frame Rate	29.97 (1080i), 59.94 (720p)	29.97 (1080i), 59.94 (720p)	29.97 (1080i), 59.94 (720p)
GOP Structure	Closed Long GOP (IBBP)	N/A	N/A
Closed Captioning⁵	EIA-608 (SCTI-21) EIA-708 (SCTI-21)	EIA-608 (SCTI-21) EIA-708 (SCTI-21)	EIA-608 (SCTI-21) EIA-708 (SCTI-21)
Chroma	4:2:0, 4:2:2	4:2:2	4:2:2
Interlacing	Upper Field First (1080i), Progressive (720p)	Upper field first (1080i), Progressive (720p)	Upper field first (1080i), Progressive (720p)
Aspect Ratio	16:9	16:9	16:9
Width/Height	1920x1080 (1080i), 1280x720 (720p)	1920x1080 (1080i), 1280x720 (720p)	1920x1080 (1080i), 1280x720 (720p)
Audio Type	MPEG-1 Layer 2	LPCM	LPCM
Typical Transfer²	2-40 minutes	4-90 minutes	15-90 minutes
Typical Export³	< 1 minute	< 1 minute	< 1 minute
Notes	MP@HL HP@HL 422@HL are all acceptable	ProRes 422 LT, ProRes 422, ProRes 422 HQ are all acceptable	DNxHD 145, DNxHD 220 are both acceptable

HD Audio

	MPEG	PCM	PCM
Encoding Type	MPEG-1 Layer 2	LPCM	LPCM
Number of Channels	2 - Stereo	2 - Stereo	6, 8, or 10
PIDs/Channels	1/2	1/2, 1/4	3/2, 4/2, 5/2, 1/6, 1/8, 1/10
Channel 1	Stereo Left	Stereo Left	Left Front
Channel 2	Stereo Right	Stereo Right	Right Front
Channel 3		Mono SAP (optional) ⁷	Center
Channel 4		Mono VDS (optional) ⁷	Low Frequency Effects
Channel 5			Left Surround
Channel 6			Right Surround
Channel 7			Lt Stereo (optional) ⁶
Channel 8			Rt Stereo (optional) ⁶
Channel 9			Mono SAP (optional) ⁷
Channel 10			Mono VDS (optional) ⁷
Bit Depth	16	16	16
Bit Rate	384 Kbps	1536 Kbps	1536 Kbps
Sampling Rate	48KHz	48KHz	48KHz
Instantaneous Peak Audio Max	-8dBFS	-8dBFS	-8dBFS
Average Peak Audio Max	-10dBFS	-10dBFS	-10dBFS
Average Level	-20dBFS	-20dBFS	-20dBFS



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