

Media General Spot Delivery File Specification

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Gregory Whitsett, Broadcast IT Manager - Automation

Media General Television stations will only accept video files in the formats listed below.

Video Files must be fully trimmed. Video files with identifying information such as “slates” before the beginning of the video clip will not be accepted. There should be no extra black at the head or tails of the spots. The start of the commercial video must be at the beginning of the clip with no extra frames of black at the end (unless they pad the spot out to it’s published length (i.e. 900 frames total for a 30 second spot – 898 frames of video, 1 frame of black at head and 1 frame of black at tail is acceptable - 901 frames is too large and will be rejected).

The name of the Video File must be the Agency Spot Identification number (a.k.a the ISCII code).

Output settings for Premiere Pro and Final Cut Pro are provided below. Importable presets for Premiere Pro CS5 are available upon request.

HD Spots for sites with Grass Valley K2 Video Servers

Format:	MPEG2
File Type:	mpg (MPEG2)
HD Format:	HDTV 1080i
Resolution:	1920x1280
Frame Rate:	29.97 Hz
Field:	Upper Field First
Audio Sampling	16 bit PCM, 48Khz sample rate
Stereo Audio:	Channels 1 & 2
5.1 Surround:	Not required at this time
Video Encode Rate:	20 Mbps or higher

PREMIERE PRO (CS5) EXPORT SETTINGS (HD K2):

FORMAT: MPEG2
 PRESET: HDTV 1080I 29.97 High Quality
 Output: NTSC, 1920X1080, 29.97 fps, Quality 4.0 **Upper Field First**
 MPEG, 384 kbps, 48kHz, 16 bit Stereo (can accept 256 kbps as well)
 Constant Video Encode Bit Rate, 20 Mbps

FINAL CUT PRO EXPORT SETTINGS (HD K2):

Frame Size: 1920 x 1080 Aspect Ratio: HDTV 1080i(16:9)
 Pixel Aspect Ratio: NTSC – CCIR 601/ DV
 Field Dominance: Upper (Odd)
 Editing Timebase: 29.97

<u>QuickTime Video Settings</u>	<u>Audio Settings:</u>
Compressor: HDV1080i60	Rate: 48Khz
Quality: 100%	Depth: 16-bit
	Config: Channel Grouped

SD Spots for sites with Grass Valley K2 SAN Video Servers:

Video Compression:	MPEG-2
File Type:	mpg (MPEG2)
SD Format:	480i
Resolution:	720x480 or 720x512
Frame Rate:	29.97 Hz
Field:	Upper Field First
Audio Sampling:	16 bit PCM, 48Khz sample rate
Stereo Audio:	Channels 1 & 2
5.1 Surround	Not required at this time
Video Encode Rate:	15 Mbps or higher

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PREMIERE PRO (CS5) EXPORT SETTINGS (SD K2) :

FORMAT: MPEG2

PRESET: NTSC 720 x 480 29.97 High Quality

Output: NTSC, 720 x 480, 29.97 fps, Quality 4.0, **Upper Field First**

MPEG, 384 kbps, 48kHz, 16 bit Stereo (can accept 256 kbps as well)

SD Spots for sites with Grass Valley M-Series iVDR's

File Type:	AVI
Video Compression:	DV25 (SMPTE 314)
Encoder Type:	Type 1 or Type 2 (interleaved or non-interleaved)
Color Sampling	4:1:1 525 Line NTSC
Resolution:	720x480
Frame Rate:	29.97 Hz
Audio Sampling	16 bit PCM, 48Khz sample rate
Stereo Audio:	Channels 1 & 2
5.1 Surround	Not required at this time

Some Codecs that can produce these files are:

Pinnacle DV Codec
DV Video Decoder
Microsoft DV Codec
Main Concept DV Video Decoder
Canopus

PREMIERE PRO (CS5) EXPORT SETTINGS (SD iVDR):

FORMAT: Microsoft AVI

PRESET: NTSC DV (must be DV25)

Output: 720x480, 29.97 fps, Lower, Quality 100
48000 Hz, Stereo 16 bit

For more information and/or approval of your proposed file types, please contact Gregory Whitsett, Broadcast IT Manager, - Automation, Media General Broadcast Group, gwhitsett@mediageneral.com , 804-775-4697.

All spot delivery systems and their equipment must be approved by Mike Sutton, Director of IT for Media General Broadcast Group and Matt Heffernan, CBO Manager, before they can be used by any Media General Station. msutton@mediageneral.com 804-775-4695. mheffernan@mediageneral.com 864-595-4602.