

Some commercials may be delivered via FTP; please send us the necessary details by e-mail.

FILES TO BE DELIVERED:

QUICKTIME:

Video: Container: Quicktime
 Codec: Quicktime pro res (HQ) 422
 Interlaced top field first or progressive
 Resolution: HD 1920 x 1080
 Aspect ratio 16/9
Audio: Stereo Ch1-Ch2 Uncompressed 16 bit – 48 Khz
 Mix in accordance with the EBU R128 loudness recommendation

or

MXF HD:

Video: Container: MXF
 Codec: MXF HD Opt1a
 Interlaced top field first or progressive
 Resolution: HD 1920 x 1080
 Aspect ratio 16/9
Audio: Stereo Ch1-Ch2 Uncompressed 24 bit – 48 Khz
 Mix in accordance with the EBU R128 loudness recommendation

It is also possible to deliver files in other formats. Please contact us if these are required. There may be a surcharge for the conversion.

The clip needs to stop on the second, f.e. 10sec. not 10sec. and 2 frames.

Audio = stereo and in phase (at least 50% duration in phase)

NAMING FILES

The filename should contain the client's name, the title, the language and the version number.

Ex. Option_testversion_UKEN_V1.mov

The filename should be correctly filled out in the metadata form.

R128 NORM:

If it's not possible to provide an R128 mix, we can do the mixing for you.

In that case, we'll need an audio OMF or AAF (50-frame handle) of the clip.

Feel free to contact us for a quote.

MBCID

In order to improve the delivery and broadcasting of ads, the advertising departments have asked the Flemish Regulator for the Media to use the MBCID as a reference in all of their communication with the parties involved. Everyone involved: the client, the advertiser, the creative agency, the production company and the post-production company. The Flemish Regulator for the Media's role consists in helping the client with the allocation of their media budget for print and for TV-commercials. Just like you, they also communicate with the advertiser and the creative agency.

MBCID is a unique code for each campaign that is generated by the Flemish Regulator for the Media at the start of a media project. The Flemish Regulator for the Media communicates this number to all advertising departments that are supposed to air the campaign.

Examples of MBCIDs:

"SPA113423", "MECTV12000162", "MDSTV12002798"

When there is no MBCID code available, Option Media cannot be held accountable for erroneous deliveries.