



## DROP BOX HD TECHNICAL SPECIFICATIONS

These technical specifications provide standards for HD spot masters delivered via FTP to the DG FastChannel Drop Box HD. For questions related to HD spot submissions and these technical specifications, please contact your client manager.

### FILE CONTENT

Each file submitted must contain only one spot. Spots submitted as files must conform to the following content layout:

- 2 to 3 seconds of black (60–90 frames)
- 5 to 7 seconds of slate (150–180 frames)
- 2 to 3 seconds of black (60–90 frames)
- 10, 15, 30 or 60 second spot (300, 450, 899 or 1798 frames)
- 2 to 3 seconds of black (60–90 frames)

### FILENAME

- The filename should match the ISCI (e.g. for ISCI ABCD1234H, use ABCD1234H.mpg)
- The filename should be in all UPPERCASE
- The filename should end with “H” (to designate HD)
- The filename should consist of only alphanumeric characters (no dashes or spaces)
- The filename cannot be less than 3 characters or more than 14 characters



### ENCODING SPECIFICATIONS

Encoding of spots must conform to the following specifications:

Encoding .....	MPEG-2
Video Bit Rate.....	45 Mbps
Stream Type .....	Transport Stream
GOP .....	Long GOP IBBP preferred
Pixel Aspect Ratio .....	1.0
Aspect Ratio .....	16:9
Chroma.....	4:2:2 (MP@HL)

Luminance and chroma levels must adhere to standard ITU-R BT.709.





## DROP BOX HD TECHNICAL SPECIFICATIONS

### VIDEO FORMAT

Video must conform to one of the following HD standards:

FORMAT	VERTICAL LINES	SCAN TYPE	FRAME RATE
720p	720	Progressive	59.94
1080i	1080	Interlaced	29.97

### AUDIO FORMAT & CHANNEL ASSIGNMENTS

All audio channels must be discrete without the use of Dolby Pro-Logic or Dolby E encoding. Audio must conform to either the LPCM or the MPEG specifications as follows:

	MPEG	LPCM	LPCM
CODING	MPEG-1 Layer 2	SMPTE 302M	Vela Proprietary
NUMBER OF CHANNELS	2 (stereo)	2 (1 stream, 2 ch/stream) 8 (4 streams, 2 ch/stream)	8 8 (1 stream, 8 ch/stream)
BIT DEPTH	N/A	16, 20, 24	N/A
SAMPLING RATE	48 KHz	48 KHz	48 KHz
AVG AUDIO LEVEL	-20 dBfs	-20 dBfs	-20 dBfs

Audio channel assignments must use one of the following two formats:

#### STEREO ONLY (LPCM OR MPEG)

CHANNEL	ASSIGNMENT
CH 1	STEREO LEFT
CH 2	STEREO RIGHT

#### SURROUND SOUND 5.1, PLUS STEREO (LPCM ONLY)

CHANNEL	ASSIGNMENT	CHANNEL	ASSIGNMENT
CH 1	LEFT FRONT	CH 5	LEFT SURROUND
CH 2	RIGHT FRONT	CH 6	RIGHT SURROUND
CH 3	CENTER	CH 7	STEREO LEFT
CH 4	LOW FREQUENCY EFFECTS	CH 8	STEREO RIGHT

### CLOSED CAPTIONING

HD spots with closed captioning must use EIA708 captions with EIA608 compatibility bytes encoded per ATSC A/53C.

### TIMECODE

Timecode is not used on spots submitted as files.

### SLATE

The slate must NOT contain the HD format (720p or 1080i) or the audio channel assignment. If included, reslating charges may apply. The slate must indicate the following:

- ISCI / Ad-ID
- Spot Title
- Spot Length
- Stereo or Surround Sound 5.1
- Closed Captioning (if applicable)

OVER 5,000 NATIONAL, REGIONAL AND LOCAL ADVERTISERS AND ADVERTISING AGENCIES TRUST DG FASTCHANNEL TO DIGITALLY DELIVER MORE THAN SIX MILLION COMMERCIALS EACH YEAR



The **ONE** for advertising.

MORE INFORMATION ABOUT DG FASTCHANNEL PRODUCTS AND SERVICES

**1.800.324.5672** | [info@dgfastchannel.com](mailto:info@dgfastchannel.com) | [WWW.DGFASTCHANNEL.COM](http://WWW.DGFASTCHANNEL.COM)