



# **TECHNICAL SPECIFICATION**

ESTV Limited

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# GENERAL INFORMATION

## 1. SUMMARY

This document is a guide for Spot Advertising, Sponsorship and Advertiser Funded Content technical and delivery information for London Live.

As per the GENERAL TERMS & CONDITIONS (the “GTs&Cs”), ads should comply with all relevant laws, rules and regulations, including without limitation the BCAP Code and the Ofcom Broadcasting Code, in accordance with the standards and guidelines of Clearcast.

To ensure you are using the current version of this document, please contact [London Live Sales](#)

## 2. TECHNICAL

### 1. Spot Advertising

- a. Clients Content via
  - i. Creative Agencies, please contact
    - 1. [Adstream](#)
    - 2. [Peach](#)
  - ii. Independent Production Company, please contact
    - 1. [London Live](#)
- b. London Live Studios
  - i. The process will be managed in-house

### 2. Sponsorship

- a. Please contact the London Live Studios team
  - i. [London Live](#)

### 3. Advertiser Funded Content

- a. Video

Source	Self Contained file with Video, Audio & Time code
Tracks	
Codec Profile (HQ)	XDCamHD 422 (pref) - IMX50 - Apple ProRes422
Container	MXF (pref) – MOV
Stream type	QuickTime/MXF
HD Resolution	1920 x 1080
Scan Flag	1080i – 25frames per second
Bit Depth	10-bit, 8-bit

Bit Rate                      Approx 50 Mbit/s  
Compression Mode      CBR

Colour Space              YUV (YCbCr)  
Pixel aspect ratio      Square (HD)

Frame Rate                25fps, 50i  
Chroma                    4:2:2 (709)

b. Audio

Stereo Mix 1 & 2, optional M&E 3 & 4. 48kHz, 24-bit PCM.

Signal reference 1kHz tone recorded at -18dBfs (0dBm or PPM4) with no signal exceeding +8dBm (PPM6).

Ideally the audio should conform to EBU R128 loudness specification to normalise audio at -23 LUFS (+/- 1 LU) measured with a relative gate at -10 LU.

However, this can be corrected during preparation for broadcast by the London Live Studios team if necessary.

c. Post-Production

Final Clock, bars and tone are processed at London Live.

d. Access Service Files

Closed Captions STL files for all assets where available.

### 3. MEDIA DELIVERY

#### 1. Spot Advertising

a. Clients supplying via

i. Creative Agencies, please supply copy to

1. Adstream
2. Peach

ii. Direct, please supply copy to

1. London Live, delivery fees may apply

b. In-house production

- i. London Live Studios will supply copy

## 2. Sponsorship & Advertiser Funded Content

- a. Files
  - i. London Live accepts file delivery link only
  - ii. Please
    - 1. ensure that delivery is completed no later than the Delivery Date set out in the applicable agreement
    - 2. email [London Live Studios](#) once content is submitted
- b. Delivery via HDD may be possible
  - i. For further detail, please contact [London Live Studios](#)