

<b>HD TV adverts in Belgium    D-MAT HD</b>
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**Audio, video and language formats according to advertising sales house and channel: Always only one advert version per D-MAT HD file! One D-MAT HD file delivery per advertising sales house, per language, per format !**

**IP :**

**RTL-TVI , PLUG RTL , CLUB RTL , KIDZ RTL, TFI :**

I D-MAT HD file (FR)

**RMB :**

**RTBF La Une , RTBF La Deux , RTBF La Trois , AB3 , ABXPLORE, BeTV , NRJ HITS, AUVIO :**

I D-MAT HD file (FR)

**VAR :**

**VRT EEN , CANVAS , SPORZA, KETNET :**

I D-MAT HD file (NL)

**SBS :**

**VIER, VIJF, ZES, TLC, DISCOVERY, NJAM!, PLAY SPORTS :**

I D-MAT HD file (NL)

**DPG MEDIA :**

**vtm, Q2, VITAYA, CAZ, vtmKzoom, KADET, DISNEY CHANNEL, NICKELODEON, NICK JR. :**

I D-MAT HD file (NL)

**DISNEY CHANNEL, NICKELODEON:**

I D-MAT HD file (FR)

**TRANSFER :**

**VICELAND – SPIKE – MTV – NATIONAL GEOGRAPHIC – HISTORY – FOX - CARTOON NETWORK – ECLIPS TV - XITE – DOBBIT TV – STUDIO 100 TV – COMEDY CENTRAL - MENT TV – KANAAL Z - PLATTELANDS TV:**

I D-MAT HD file (NL)

**BXI – CANAL Z – 13ieme RUE – CARTOON NETWORK – DOBBIT TV – NATIONAL GEOGRAPHIC – MTV – STUDIO 100 TV - VICELAND:**

I D-MAT HD file (FR)

**RESEAU DES MEDIAS DE PROXIMITE:**

**ANTENNE CENTRE TELEVISION – CANAL C – CANALZOOM – MATELE – NOTELE – RTC – TELE MB – TELE SAMBRE – TVCOM – TV LUX - VEDIA :**

I D-MAT HD file (FR)

**BRIGHTFISH:** more than 400 screens in Belgium

I D-MAT HD file (NL)

I D-MAT HD file (FR)

**Image format for all channels:**

**Image size : 1920 x 1080 pixels**

**Frame rate : 25 frames per second in progressive mode or 50 frames per second in interlaced mode, upperfield first.**

**Aspect ratio : 16 : 9**

**The codec used to record the HD masterfile will be selected in agreement with your D-MAT HD partner. (see : list of postproduction houses)**

**Audio format for all channels:**

**Audio level up to -23 LUFS based on EBU - R128 recommendation**

**Sampling rate : 48 khz      Bit depth : 16 bits**

**Channels : stéréo**

**Phase : the phase has to be correct on more than 50% of the spot length.**

**Programme Loudness : subjective audio level integrated on 2 periods of time**

- momentary : **M** (floating window of 0,4 sec) : maximum **-15 LUFS**
- integrated : **I** (entire program) : maximum **-23 LUFS**

**Loudness Range : subjective audio level variation : free**

**Maximum True Peak Level : technical level electrical : maximum -1 dbTP**

**More info :**

- [EBU – Recommendation R 128](#) : Loudness normalisation and permitted maximum level of audio signals
- [EBU – TECH 3341](#) : Loudness Metering: ‘EBU Mode’ metering to supplement loudness normalisation in accordance with EBU R 128
- [EBU – TECH 3342](#) : Loudness Range: A descriptor to supplement loudness normalisation in accordance with EBU R 128
- [EBU – TECH 3343](#) : Practical guidelines for Production and Implementation in accordance with EBU R 128