

HD TV adverts in Belgium D-MAT HD
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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 , TFI , MY TFI , RTL PLAY , 6PLAY :

I D-MAT HD file (FR)

RMB :

RTBF La Une , RTBF TIPIK , RTBF La Trois , RTBF AUVIO , AB3 , ABXPLORE , LN24 , BeTV , NRJ HITS :

I D-MAT HD file (FR)

VAR :

VRT EEN , CANVAS , SPORZA , KETNET , VRT NU :

I D-MAT HD file (NL)

SBS :

VIER , VIJF , ZES , TLC , DISCOVERY , NJAM! , TLC , PLAY SPORTS , NRJ , NATIVE NATION , JANI :

I D-MAT HD file (NL)

DPG MEDIA :

vtm, vtm2, vtm3, vtm4, CAZ2, vtmKIDS, vtmGO, vtmKOKEN:

I D-MAT HD file (NL)

TRANSFER :

VICE TV – SPIKE – MTV – NATIONAL GEOGRAPHIC – HISTORY – FOX - CARTOON NETWORK – ECLIPS TV - XITE – DOBBIT TV – STUDIO100 TV – COMEDY CENTRAL - MENT TV – KANAAL Z - PLATTELANDS TV – ELEVEN :

I D-MAT HD file (NL)

BXI – CANAL Z – 13ieme RUE – CARTOON NETWORK – DOBBIT TV – NATIONAL GEOGRAPHIC – MTV – STUDIO 100 TV – VICE TV – C8 – ELEVEN :

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