

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 !

DPG MEDIA South:

RTL tvi , RTL plug , RTL club , TFI , TMC

Video Platforms: RTL play, MY TFI, 6PLAY

I file D-MAT HD (FR)

RMB :

RTBF La Une , RTBF TIPIK , RTBF La Trois , AB3 , ABXPLORE, LN24, BeTV, UGC :

Video Platform: RTBF AUVIO

I file D-MAT HD (FR)

VAR :

VRT EEN, CANVAS, SPORZA:

I file D-MAT HD (NL)

Ads&Data:

PLAY4, PLAY5, PLAY6, PLAY 7, PLAY 24/7, PLAY SPORTS OPEN, BBC FIRST, HISTORY CHANNEL, NJAM!, TVO, TVL, ROB, ATV, DOBBIT TV, MTV NL, COMEDY CENTRAL, PLATTELANDS TV :

Video Platform: GO PLAY

I file D-MAT HD (NL)

DPG MEDIA North :

vtm, vtm2, vtm3, vtm4, vtmGOLD, Eurosport, TLC, Discovery :

Video Platform: vtmGO

I file D-MAT HD (NL)

TRANSFER MEDIA :

Adults channels : ATV, RobTV, TVOost, BBC First, DAZN, DAZN Pro League, Eclips TV, National Geographic, Proximus Showcase, Pickx+, Pickx+ Sports, Sport10, STAR Channel, Trends Z, XITE

Kids channels : Cartoon Network, Disney Channel, Disney Junior, Nickelodeon, Nickelodeon Junior, Studio100

I file D-MAT HD (NL)

Adults channels : I3Rue, Comedy Central, CSTAR, DAZN, DAZN Pro League, MTV, National Geographic, Proximus Showcase, Pickx+, Pickx+ Sports, SYFY, TrendsZ

Kids channels : Cartoon Network, Disney Channel, Disney Junior, Nickelodeon

I file D-MAT HD (FR)

RESEAU DES MEDIAS DE PROXIMITE :

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

I file D-MAT HD (FR)



BRIGHTFISH : + de 400 salles de cinéma en Belgique

I file D-MAT HD (NL)

I file D-MAT HD (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 :

- <https://tech.ebu.ch/docs/r/r128.pdf> : Loudness normalisation and permitted maximum level of audio signals
- <https://tech.ebu.ch/publications/tech3341> : Loudness Metering: 'EBU Mode' metering to supplement loudness normalisation in accordance with EBU R 128
- <https://tech.ebu.ch/publications/tech3342> : Loudness Range: A descriptor to supplement loudness normalisation in accordance with EBU R 128
- <https://tech.ebu.ch/publications/tech3344> : Practical guidelines for Production and Implementation in accordance with EBU R 128