

# COMMERCIAL COPY REQUIREMENTS - CLUSTERS & LIVE SPORTS



## YOUR CHECKLIST

1. Please contact your courier to confirm tape delivery.
2. All traffic-instruction/tape issues should be addressed to contacts on the following page.
3. Only one (1) copy of the commercial (extras are destroyed immediately) should be sent to:

LABC Media Library  
12800 Culver Boulevard  
Los Angeles, CA 90066  
(310) 964-8541

## ACCEPTABLE FORMATS

- DIRECTV can receive SD and HD spots electronically via DG FastChannel. Our SD system code is DIRLA-NB. Our HD system code is DTVHD-NB
- For tapes, BetaCam SP or Digital Betacam Format are required. SD specifications are outlined on the next page. NOTE: "HD" COPY IS THE PREFERRED FOR ANY AND/OR ALL HD AIRINGS. HD SPECIFICATIONS ARE OUTLINED ON THE NEXT PAGE

## OTHER INSTRUCTIONS APPLIED TO DIRECTV

- Traffic instructions should be faxed to Ad Sales Traffic at (310) 964-3023 or emailed to [adsalestraffic@directv.com](mailto:adsalestraffic@directv.com) no later than 7 days prior to the week of air
- Copy must be received no later than 7 days prior to the week of air! IF TAPE DELIVERY PLEASE BE SURE TO INDICATE "AM" DELIVERY

NOTE: SHOULD TAPES ARRIVE MORE THAN 30 DAYS PRIOR TO THE ACTUAL AIRDATE, THE TAPE WILL BE DESTROYED AND A NEW TAPE WILL BE REQUIRED FOR YOUR ORDER

- DIRECTV and any of its trademarks should not be used (verbally, visually, or in written form) within the content of the commercial
- Screeners should be sent via link to the appropriate sales person and copy Susan Kim at [shkim@directv.com](mailto:shkim@directv.com). If it is a VHS or DVD screener, please send to:  
Susan Kim  
DIRECTV  
2230 E. Imperial Hwy., LA1/N395  
El Segundo, CA 90245
- Tape labels and slates at the head of each spot should include the following information: Client, ISCI, title, length, date, audio information, closed captioning (if any), any other identifying information. In addition, please include the 800# on all infomercial labels
- Run sheet included in the tape box identifying the actual spots on the tape



## CONTACTS

**Matt Doucette**  
General Traffic  
mjdoucette@directv.com  
(310) 964-6417

**Paris**  
General Traffic  
paris@directv.com  
(310) 964-5597

**Tony Flores**  
Tape Issues/General Traffic  
tbflores@directv.com  
(310) 964-6136

**Eric Figueroa**  
Sports Traffic  
jefigueroa@directv.com  
(310) 964-4628

**Mia Crawford**  
Infomercial Issues  
mccrawford@directv.com  
(310) 964-4861

**Robin Davis**  
General Traffic  
radavis@directv.com  
(310) 964-4805

Any questions regarding HD requirements should be directed to: Brian Timm, LABC Media Prep Department (310) 964-8539.

## TECHNICAL SPECIFICATIONS

### OPERATIONAL SPECIFICATIONS

- Video and audio material shall be produced using industry standards and accepted practices.
- Average audio levels shall be -24LKFS +/- 2dB. If metadata is supplied, it shall be equal to the average audio level.
- Tapes shall be formatted as follows:
  - :15 to :30 seconds of black/silence
  - :60 seconds of test signals
  - :10 seconds of black
  - :10 seconds of slate and countdown
  - Commercial material
  - At least :10 seconds of black/silence following material
- Slates shall contain the following information:
  - Sponsor or Product
  - Title
  - ISCI number
  - Recording date
  - Audio format: Stereo / Mono / 5.1
  - Audio channel information
  - Duration
  - Closed captioning (if supplied)
- Time code at the start of commercial material is preferred to start at 01:00:00:00.

### TAPES – High Definition

- *One Copy per Spot.* D5, HDCAM or HDCAM-SR tape, with ascending and continuous drop frame time code. No multi-reel tapes will be accepted. All spots must have bars and tones at the head of each tape along with video slates and at least 30 seconds of post-roll. Exterior labels must match the video slates.
- Video must be 1080i with a 59.94-field rate.
- Aspect Ratio – 1.78 Full Frame preferred.
- Closed Caption Ancillary data should be on Line 9.
- Commercial audio must be either Stereo (Ch 1 L, Ch 2 R) or Dolby AC3 plus stereo (Ch 1 and 2 AC3, Ch 3 Lt, Ch 4 Rt).

### TAPES – Standard Definition

- *One Copy per Spot.* Digi-beta or Beta SP standard tape, with ascending and continuous drop frame time code. No multi-reel tapes will be accepted. All spots must have bars and tones at the head of each tape along with video slates and at least 30 seconds of post-roll. Exterior labels must match the video slates
- All tapes must be in NTSC with a 29.97 field rate
- Aspect ratio – 4:3 full frame. If "letterboxed" version is provided, there must be black at the top and bottom with the picture centered vertically. Anamorphic video will not be accepted
- Closed Caption data should be on Line 21
- Commercial audio must be either Stereo (Ch 1 Left, Ch 2 Right) or dual-channel mono

