

## COMMERCIAL COPY REQUIREMENTS - CLUSTERS & LIVE SPORTS



### YOUR CHECKLIST

1. If sending tape(s), please contact your courier to confirm tape delivery.
2. Traffic instructions should be faxed to Ad Sales Traffic (310) 964-3023 or email [adsal-esttraffic@directv.com](mailto:adsal-esttraffic@directv.com) no later than 7 days prior to the week of air.
3. All traffic-instruction/tape issues should be addressed to the contacts below.

### DELIVERY INSTRUCTIONS

*Electronic delivery is the preferred method of HD and SD spot delivery.*

**ALL ADS REQUIRE BOTH SD and HD VERSIONS (if HD is available).** For ads supplied only in SD format, DIRECTV will air the ad with side matting for HD broadcast.

### Electronic Delivery

DIRECTV can receive SD and HD spots electronically via DG FastChannel, Extreme Reach, Javelin, or Yangaroo

- For DG FastChannel, contact 800.324.5672 \* [customersupport@dgfastchannel.com](mailto:customersupport@dgfastchannel.com)  
Our SD system code is DIRLA-NB. Our HD system code is DTVHD-NB.
- For Extreme Reach, contact 877.769.9382 \* [support@extremereach.com](mailto:support@extremereach.com)
- For Javelin, go to [www.javelindelivers.com](http://www.javelindelivers.com) or contact Blair Lavey at 201.220.7253 \* [blair.lavey@bydeluxe.com](mailto:blair.lavey@bydeluxe.com)
- For Yangaroo, contact 1.866.992.9902 \* [support@dmds.com](mailto:support@dmds.com)

### Tape Delivery

All commercials & infomercials must be completely labeled on the outside of each box with the following information: Client, Product, ISCI Code, Length, and Date. In addition, please include the 800# on all infomercial labels.

Run sheet to be included in the tape box identifying the actual spots on the tape.

All commercial tapes must be received by DIRECTV-LABC at least 5 business days prior to air.

Only one (1) copy of the commercial (extras are destroyed immediately) should be sent to:

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

### CREATIVE/CONTENT

DIRECTV and any of its trademarks should not be used (verbally, visually, or in written form) within the content of the commercial.

Screeners or clearance copies should be sent via link to the appropriate sales person and copy Susan Kim at [shkim@directv.com](mailto:shkim@directv.com).

## CONTACTS

### 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  
mcrawford@directv.com  
(310) 964-4861

## TAPES – HIGH DEFINITION

- One (1) 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 (L&R on AES 1/2) or Dolby AC3 plus stereo (AES 1/2: AC3, AES 3/4: Lt/Rt). If AC3 is provided, each spot should have at least 10 seconds of AC3 pre- and post-roll, and the complete data stream must be uninterrupted.
- Average PCM audio levels shall be -24 LKFS (+/- 2 dB), as measured per ITU BS.1770.
- AC-3 audio shall be encoded using a 3/2L encoding mode at 384kbps. Dialnorm shall be equal to the average audio level, as per ATSC A/85.

## TAPES – STANDARD DEFINITION

- One Copy per Spot. Digibeta 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.
- Average PCM audio levels shall be -24 LKFS (+/- 2 dB), as measured per ITU BS.1770.
- Any questions regarding these requirements should be directed to Brian Timm, LABC Media Prep Department (310) 964-8539.

## OPERATIONAL SPECIFICATIONS

Video and audio material shall be produced using industry standards and accepted practices. Audio must be in compliance with the ATSC A/85 audio loudness standard. DIRECTV will make any necessary audio corrections to a commercial in order to meet this standard.

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 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