

TECHNICAL SPECIFICATIONS FOR UPLOADING DIGITAL ADVERTISING SPOTS

1. INTRODUCTION

This document provides essential information about the upload and distribution of video files through the GoFastWay web platform, like video, audio and content specifications.

The upload and distribution of video files in GoFastWay platform is made exclusively for registered users. (<http://www.gofastway.tv>)

2. SPECIFICATIONS

	MXF XDCAM HD422
	HD
VIDEO	
Wrapper	(MXF OP-1a)
Codec	XDCAM HD422
Bit Rate	50 Mb/s min. (CBR)
Frame Rate	25 fps
Width x Height	1920 x 1080
Chroma Subsampling	4:2:2
Scan Type & Order	Interlaced UFF
Aspect Ratio	16:9
File Extension	.mxf
AUDIO	
Audio Codec	PCM
Nr. of Audio Tracks	2
Nr. of Channels	1 A1-Left A2-Right
Bit Rate	
Bit Depth	24 bit
Sample Rate	48 KHz
Peak Level	-3 db TP max.
Loudness (integrated)	-23 LUFS
	HD

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3. CONTENT STRUCTURE OF THE FILES

The video files should only include the advertising spot. The advertising content should start in the first frame and end on the last frame, according to the following *layout*:

Pre-roll	Spot de Publicidade	Post-roll
0 frames	# seg. x 25 frames	0 frames

4. NAMING THE FILES

Although not mandatory, we suggest the use of the following naming syntax:

<Pub ID>_<Spot Name>_<Duration>.<File Extention >

(eg: PUB-2015-000345_Fiat 500X Sport Edition_30.mxf)

5. AUTOMATIC QUALITY CONTROL

All files delivered to GoFastWay platform will undergo an automatic quality control process that will ensure its conformity with the described specifications. In the event of any inconsistency detected a new fully corrected file may requested.

Additionally, the web platform will automatically perform a subjective analysis of the video and audio quality (Video Subjective Control), and its results will be made available to authorized users.