



Online Video Specification

How to supply your video

All video copy must be uploaded directly to our FTP or submitted to us via one the main suppliers:

Adstream

Beam

IMD

Honeycomb

If supplying copy directly to ITV please email interactivetraffic@itv.com with the subject header:

“[Ad Robot] ITV FTP Account”

An account will then be set up and login details will be sent to you

Please note: accounts can only be set up during ITV working hours

All copy must be approved by ClearCast

Please see here for faqs on Clocknumbers - <http://kb.clearcast.co.uk/wiki/32/what-is-a-clock-number>

Copy Rotations And Tags

Copy Rotations

ITV require Caria copy rotations for all campaigns

If a copy rotation is not received ITV cannot guarantee a campaign will go live on time

Tags

ITV accept third party impression and click tracking only

No additional tracking or redirects will be accepted

Approved vendors include Doubleclick, Sizmek, Flashtalking and Mediplex

Other vendors will be considered but will have to go through an approval process

All assets (copy, rotation and tags) must be provided to us at least 5 working days before the campaign start date

Technical Specification

Output Format (wrapper for audio and video)	Video Profile 50Mbps MPEG-2 4:2:2@ML GOP Structure I-Picture Only	Audio Profile
QuickTime IMX50 PAL File Extension: mov Video Encode: D-10 / IMX Audio Encode: PCM <i>Or</i> Media Exchange Format OP1a PAL File Extension: mxf Video Encode: D-10 / IMX Audio Encode: PCM	Video Format D-10 / IMX Bit Rate: 50Mbps/s Display Aspect Ratio: Anamorphic 16:9 * Pixel Aspect Ratio: 1.4587 Storage Aspect Ratio: 5:4 <i>* 16:9 Image should be stretched vertically to fill frame</i> Frame Rate Frame Rate: 25 Scan: Interlace Frame Rate Type: Fixed Frame Rate Resize Active Picture: Width: 720 Height: 576 Frame Size: Width: 720 Height: 608* <i>* IMX50 / OP1a automatically adds 32 blank pixels at the top of the frame</i>	Audio Twos Complement Linear PCM Channels: 2 Audio Levels: EBU-R128 Compliant Audio Loudness: ITU-R BS.1770 PCM format: 16 Bit Big Endian Integer or 24 Bit Big Endian Integer Sample Rate: 48,000 Hz

The asset should be delivered to the exact duration of the ad without countdown clock, intro bars and hold frame

Naming Convention & Contacts

Naming Convention

The file should be named as follows:

ClockNumber_Advertiser_Product_CreativeName_Duration.FileExtension

Clock number should contain only alpha numeric characters. Each element should be separated by an underscore eg.

ABCDEFGH123030_Kelloggs_RiceKrispies_SnapCracklePop_30.mxf

Our file name generator is available in the following link - <http://adrobot.net/namesprod/namegen.htm>

Contacts

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