



# **Telemundo Network**

## **Commercial Guidelines**



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## **Telemundo Commercial Material Guidelines**

**All National, Direct Response and Paid Program HD Commercial tapes** for Telemundo Network are **required to be dual delivered** to the following address until further notice:

**Tape Delivered to:**

***TELEMUNDO NETWORKS***  
2470 WEST 8<sup>TH</sup> AVENUE  
HIALEAH, FLORIDA 33010  
**Attn: Lia Chomat**

**And**

**NBC Universal**  
**Media Operations Center**  
900 Sylvan Avenue  
Englewood Cliffs, NJ 07632  
201.735.2700

Instructions **will only be accepted to the following fax and/or email locations.**

Instructions included with submitted tapes **cannot be processed.**

Fax Instructions to: **(818) 866-6836**

OR

E-Mail Instructions to: [Instructions@Telemundo.com](mailto:Instructions@Telemundo.com)

**Electronically delivered commercials (Preferred Method):** Currently Telemundo accept electronically delivered commercials from:

Contact information

- Extreme Reach  
Phone: 877-769-9382  
Website: [www.extremereach.com](http://www.extremereach.com)  
Email: [support@extremereach.com](mailto:support@extremereach.com)
- Javelin  
Phone: 877-851-1786  
Email: [www.javelindelivers.com](http://www.javelindelivers.com)
- Comcast AdDelivery  
Phone: 855-858-1942 Opt 1  
Email: [www.comcastadelivery.com](http://www.comcastadelivery.com)

If you have any questions relative to the trafficking of commercial tapes, please contact Telemundo Continuity Supervisor Lia Chomat at **(786) 337-7569** or email [Instructions@Telemundo.com](mailto:Instructions@Telemundo.com)

## **Commercial Specifications:**

1. All National commercial creative (hard copy tapes and electronic media) and copy instructions **must be delivered at least five (5) working days** before the first scheduled air date.
  - For spots bought on a rotating basis, i.e., Monday through Friday, you must consider the first day in the rotation as the effective date.
  - For special events (i.e. Boxeo, Cine Exclusivo, Rumbo games, Premios Billboard, Premios Tu Mundo...etc) ComOps will use Instructions on hand and will not request specific instructions for our specials. Should there be a need for specific commercial creative to air in special programs/events, please provide Commercial Operations with unit/spot specific instructions for that program/event.

The following categories will require Ad Sales Compliance approval:

**Commercial categories requiring Ad Compliance review and approval**

- Alcohol
- Direct Response
- All medications (including over the counter)
- Movie trailers
- Dietary Supplements
- Cast or talent commercials
- Paid Programs (Infomercials)
- Financial Advertisers
- Food and Nutrition
- Gambling, lottery and games of chance
- Personal care products
- Products of herbal and alternative therapies
- Religious advertisements
- Public Service Announcements
- Sweepstakes
- Wireless Service
- Video Games
- Cross-promotions



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### **General procedure for Ad Compliance approval**

- For preapproval of Paid Program or Direct Response send materials and documentation (10) prior to air date to DL: [TLMDADCompliance@nbcuni.com](mailto:TLMDADCompliance@nbcuni.com)

Please note as with all new Network submissions we need the following materials for our complete review:

- Commercial scripts
- Substantiation for all Claims
- Supporting documents in form of independent labs test results performed on the product
- Product samples
- Affidavits of testimonials
- Company name and address must appear on the spot
- Letter stating what the sales price is and what the money back guarantee return policy is

### **Pre-approval**

#### **If content is sent via a link for pre-approval Email should include the following:**

- Drop Box link is the preferred method for Paid Program and Direct Response content pre-approval
- Alternate acceptable Cloud methods: YouTube, Hulu, Vimeo and Google video
- Email with Drop Box link or alternate method sent for pre-approve should include
  - Link content must include Slate
    - Advertiser
    - ISCI
    - Length
    - Product
    - 800 number
  - Script for content
  - Supporting Affidavits
- Telemundo reserves the right to render final determination of “acceptance for air” based upon viewing the final version of the produced commercial.

(Please contact Telemundo Ad Sales Compliance Department at **(305) 889-7975** or email at [TLMDADCompliance@nbcuni.com](mailto:TLMDADCompliance@nbcuni.com) regarding compliance issues.)

- Revisions to commercials instructions will take effect as soon as is reasonably possible, generally in three (3) working days after the receipt of the “revised” instructions and/or the corresponding tapes, as well as the completion of the AD Sales Compliance review, if required.

2. The format required is **Sony HDCAM format, one spot per tape, material must conform to Telemundo Television Network HDTV Technical Specifications.**
  
3. HDCAM-SR **not preferred but accepted**
  
4. **TWO - CHANNEL ONLY SOUNDTRACKS.**<sup>1</sup> At this time Telemundo is only accepting **stereo audio content**. Any exceptions must be approved in as advance. Both the tape label and slate must indicate the presence of SAP. The following audio formats apply in this order of TLMD preference:
  - Provide a **stereo** soundtrack on PCM Ch 1 and 2
  - Provide a **dual mono** soundtrack on PCM Ch 1 and 2
  - For mono audio content, the same audio material shall appear in phase and of equal level on PCM Ch 1 and 2

**Please Note: In all cases for 2-channel soundtracks as above tracks 3 thru 6 must be silent as follows:**

2 Channel Stereo Soundtracks	
Channel	Assignment
Ch 1	Left (Left if Stereo)
Ch 2	Right (Right if Stereo)
Ch 3	left music/effects (if ordered by NBCUniversal or silence if not)
Ch 4	right music/effects (if ordered by NBCUniversal or silence if not)
<b>Ch 5-12</b>	<b>Silent</b>
<b>The soundtrack shall be dynamically limited to -2 dBFS.</b>	

5. **Supplier provided AUDIO Metadata for Soundtracks** - Please contact Telemundo for any available information concerning content supplier encoding of audio metadata.
  
6. Multiple Spots on one cassette will **not be accepted.**

### **National commercial tapes**

Labels and slates must indicate the following:

- ISCI must be clearly identified on the tape label and slate by a unique alphanumeric coding of the Industry Standard Commercial Identifier (ISCI/Ad-ID). Note the ISCI/Ad-ID code for native HD assets must conclude with the letter “H”. The total number of characters for the ISCI/AD-ID code **cannot exceed 15 characters including the “H” for HD assets**.
- **Label must include Advertiser, brand, duration, ISCI or Ad ID, closing captioning.** NOTE: Advertiser, brand and duration on instructions must match the tape label, slate and sales order as placed. ISCI or Ad ID should end in “H” indicating it’s an HD spot. The total number of characters for the ISCI/AD-ID code **cannot exceed 15 characters including the “H” for HD assets**.
- **All National commercial not meeting the 15 character limitation will be rejected.**

### **Tape Label Example:**

Advertiser: Burger King

Product/Brand: (TITLE) TV30/MIRROR/SP

Duration: 15sec

ISCI or Ad ID: BEHC0119000H (ISCI must be no greater than 15 characters)

Tape format: N/A

Audio Format/Configuration: Stereo

**MULTIPLE PRODUCT ADVERTISEMENT – Advertisement that features products from distinct multiple product categories in a single spot are required to be disclosed and clearly identified as part of the brand. NOTE: Instructions, tape label and slate must include multiple product advertisement in the brand.**

### **All Paid Program or Direct Response commercials tapes**

Labels and slates must indicate the following:

- ISCI must be clearly identified on the tape label and slate by a unique alphanumeric coding of the Industry Standard Commercial Identifier (ISCI/Ad-ID). Note the ISCI/Ad-ID code for native HD assets must conclude with the letter “H”. The total number of characters for the ISCI/AD-ID code **cannot exceed 15 characters for HD assets.**
- **Label must include Advertiser, brand, duration, ISCI or Ad ID, direct response toll free number and closing captioning.** NOTE: Advertiser, brand, duration, and direct response toll free number on instructions must match the tape label, slate and sales order as placed. ISCI or Ad ID should end in “H” indicating it’s an HD spot. The total number of characters for the ISCI/AD-ID code **cannot exceed 15 characters including the “H” for HD assets.**
- **All Paid Program or Direct Response commercial ISCI not meeting the 15 character limitation will be rejected.**

### **Tape Label Example:**

Advertiser: Southeast Media Group

Product/Brand: Consolidated Credit

Duration: 1:00

ISCI or Ad ID: CCCS543423 (ISCI must be no greater than 15 characters)

Direct Response toll free number: 800 489-6018

Tape format: Sony HD CAM or Sony Digi-Beta

Audio Format/Configuration: Stereo

**MULTIPLE PRODUCT ADVERTISEMENT – Advertisement that features products from distinct multiple product categories in a single spot are required to be disclosed and clearly identified as part of the brand. NOTE: Instructions, tape label and slate must include multiple product advertisement in the brand.**

7. Closed captioning, if provided, encoding shall be carried as EIA/CEA-608 data in accordance with EIA/CEA 708 (Digital Television Closed Captioning) and SMPTE 334M. Closed Captioning data shall be encoded on to HD-SDI VANC line 9. With the exceptions of the use of CC1 for closed-captioning commercials for air may not contain any data embedded into or encoded onto the commercial audio or video without the prior written consent of NBC Universal/Telemundo. Agency and/or Advertiser must notify NBC Universal/Telemundo, reasonably in advance, of the existence, if any, and content of such data on any such commercial.
8. Physical commercial tapes will be PURGED from all systems, 90 days from last air date or 90 days, if never aired from the received date. Tapes are not returnable.
9. Digitally delivered media will be purged from internal systems on the 26<sup>th</sup> day from last air date. Telemundo will then contact the agency to have the media redelivered.
10. All commercial tapes and revisions require unique ISCI, **No Exceptions**
  - (I.e. – if original commercial is received with ISCI ABCD1234H and requires a revision or update, revised commercial must have a unique ISCI ABCD1234HR1)
  - If revised commercial is received with original ISCI, tapes will be rejected.



## High Definition TV Technical Specifications:

### Audio: **EFFECTIVE IMMEDIATELY**

- Suppliers are encouraged to review the Advanced Television Systems Committee's (ATSC) **Recommended Practice, A/85: "Techniques for Establishing and Maintaining Audio Loudness for Digital Television"** for specific information on creating, measuring and distributing audio for DTV. See <http://www.atsc.org>
  - Content providers are required to **mix and supply stereo LT RT 2-channel soundtracks.**
  - **Commercial Providers (short form content): provide a measured AVERAGE of  $-24$  LKFS\* ( $\pm 2$  dB) of the full program mix (not only dialog) of the soundtrack.** Use an ITU-R.BS.1770 based broadcast loudness meter for measurement. Minor variation of  $\pm 2$  dB about the  $-24$  LKFS loudness average is anticipated and acceptable. Content loudness is not to be targeted to the high and low side of this range. Commercial and promo suppliers **NOTE effective immediately: All delivered content will be loudness normalized to meet this requirement if necessary, this process shifts average loudness to  $-24$  LKFS with no impact to dynamic range. Content delivered softer than Telemundo's  $-24$  LKFS average loudness specification will be loudness normalized to a maximum specification of  $-24$  LKFS  $-2$ /peak.** Delivered peak level of soft content may restrict normalization up to the  $-24$  LKFS target.
  - Telemundo strongly encourages you to audition your content at the  $-24$  LKFS average dialog loudness.
  - **A tight tolerance surrounding the  $-24$  LKFS average is especially critical at the start and end of content or segments to establish smooth program to commercial transitions**
  - Average soundtrack loudness of  $-24$  LKFS, matching the Telemundo's default dialog level metadata is critical for proper operation of the dynamic range control system used for ATSC AC-3 audio.
  - **Dialogue intelligibility is extremely important** and is to be established and maintained for the duration of the content.
  - Use of a low frequency enhancement channel (**LFE**) is **encouraged** when considered appropriate by the sound designer. Some portion of the LFE signal should be mixed into the left and right channels to maintain the appropriate presence of this signal.
  - **Telemundo will author the audio metadata** required for ATSC digital television transmissions. See section 2.5 for default metadata
  - Peak Limiting of 2-channel only soundtracks: Limit to  $-2$  dBFS
- \*LKFS: denotes a loudness measurement conforming to ITU-R BS.1770 loudness algorithm



## **Additional Audio Information:**

- All audio tracks shall be time-aligned to video (+/- 1 millisecond) at the audio and video outputs of the DVTR.
- Content will not be accepted with Dolby Digital or Dolby E soundtracks
- No audio encoding format is to be used that is not specified in this document

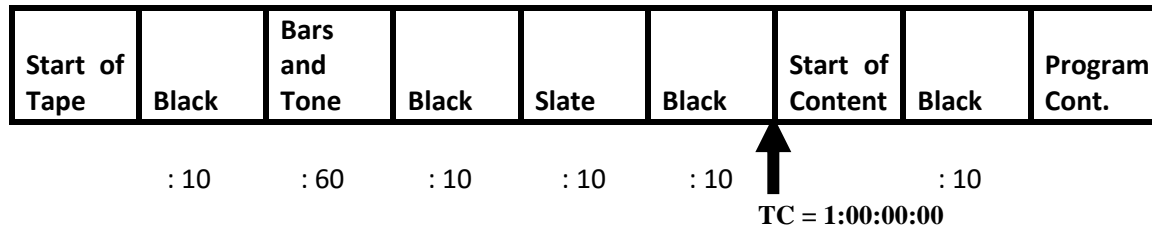
## **General Audio Specifications:**

- Tone Reference level:  $-20$  dBFS (Corresponding to  $-20$  dBFS =  $+4$  dBU analog.
- $0$  dBFS =  $+24$  dBU analog. (Reference: SMPTE RP-155). All  $0$  vu analog references pertain to  $+4$  dBU and  $-20$  dBFS if a corresponding digital scale is used.
- Digital audio format shall be: AES-3, 48kHz sampling

## General Guidelines for recorded material:

- There shall be a single set of one minute of color bars and reference level –20dBFS 1KHz. tone on **channels 1-2 and 9-10 for 2-channel soundtracks** at the head of each tape. **All other channels during bars and tone are to be silent.** Bars and tone must accurately represent the characteristics of the recorded material. This is to be followed by the slate information before the start of content.
- There shall be continuous 48 kHz silent audio signal on all channels during the slate and continuing to the start of the content. **Suppliers are not to “punch-in” soundtracks at the start of content audio.**
- All material must use SMPTE "drop-frame" time code.
- All copies of a single show shall have the same time code.
- VITC and LTC time code recorded on the tape shall read the same time and be continuous and ascending.
- Time code user bit data must not fall into the range of 81808093 → FF808093. A setting of “0” is preferable for all time code user bits.
- No CGMS (Copy Generation Management System) data of any format shall be inserted into either HD or SD copies. Particularly, CGMS-A data must not be included in EIA/CEA-608 data.
- Content shall begin at 01:00:00:00.
- Closed Caption encoding, if present, shall be carried as EIA/CEA-608 data in accordance with EIA/CEA 708 (Digital Television Closed Captioning) and SMPTE 334M. Closed Captioning data shall be encoded on to HD-SDI VANC line 9

**The tape shall be formatted as follows:**



**All materials delivered on HDCAM Tapes must have the following on the label & slate:**

- TITLE OF PROGRAM/CLIENT NAME
- TITLE OF EPISODE/COMMERCIAL
- ISCI Code
- MAIN AUDIO FORMAT:
  - Stereo or Mono
- CAPTIONING INFORMATION
- AUDIO TRACK ASSIGNMENT
- SPOT DURATION
- DIALOG LEVEL
- SD DOWN-CONVERSION ASPECT RATIO FORMAT
  - Letterbox or Center Cut

General Guidelines for recorded material:

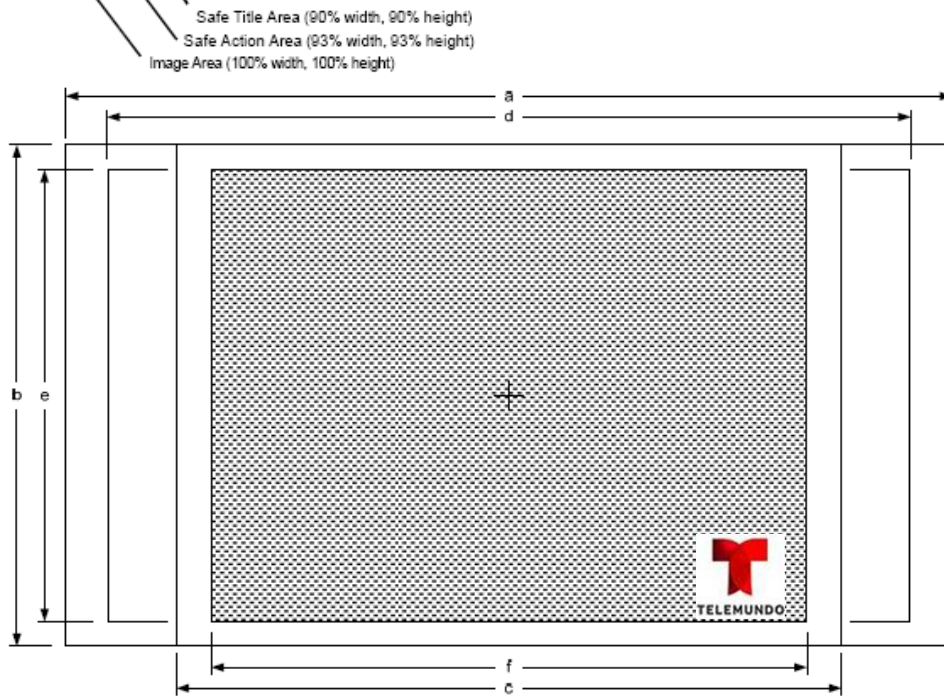
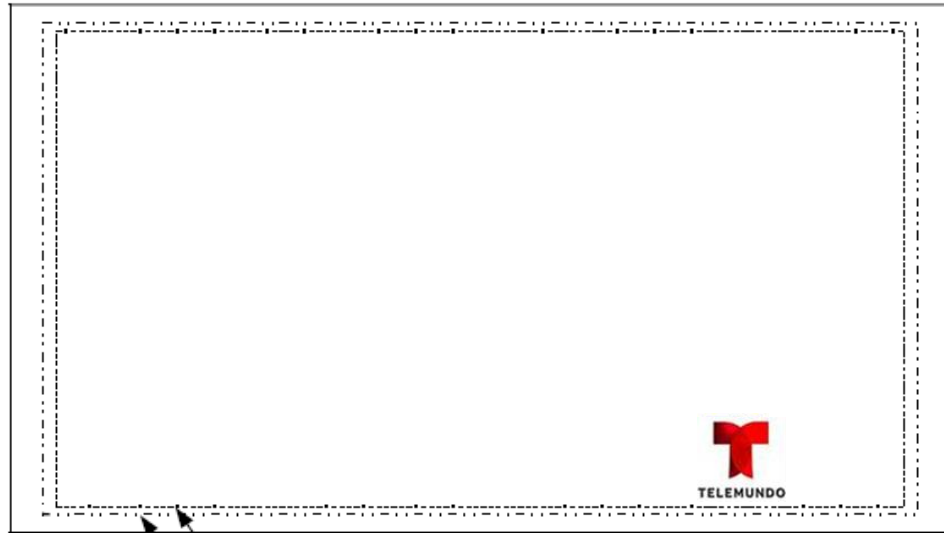
Typical Example of HD COMMERCIAL Slate:

MUST  
INCLUDE "H"



## SAFE TITLE, SAFE ACTION AREA

SMPTE Recommended Practices take into account the average receiver masking of a television picture. With the widespread adoption of flat panel widescreen displays the SMPTE recommendation is 93% of the active area for safe action and 90% of the active area for safe titles. To ensure titles remain legible when a 4:3 center cut image is derived from a 16:9 source SMPTE RP2046-2 recommends that HD titles be within the Center Crop Title Safe Area as shown below. This represents 90% of the 4:3 active area when centered over that of the 16:9 image



**HD Titles MUST BE contained in the Space shown above to ensure LEGIBILITY after Center Cut down Conversion to SD**

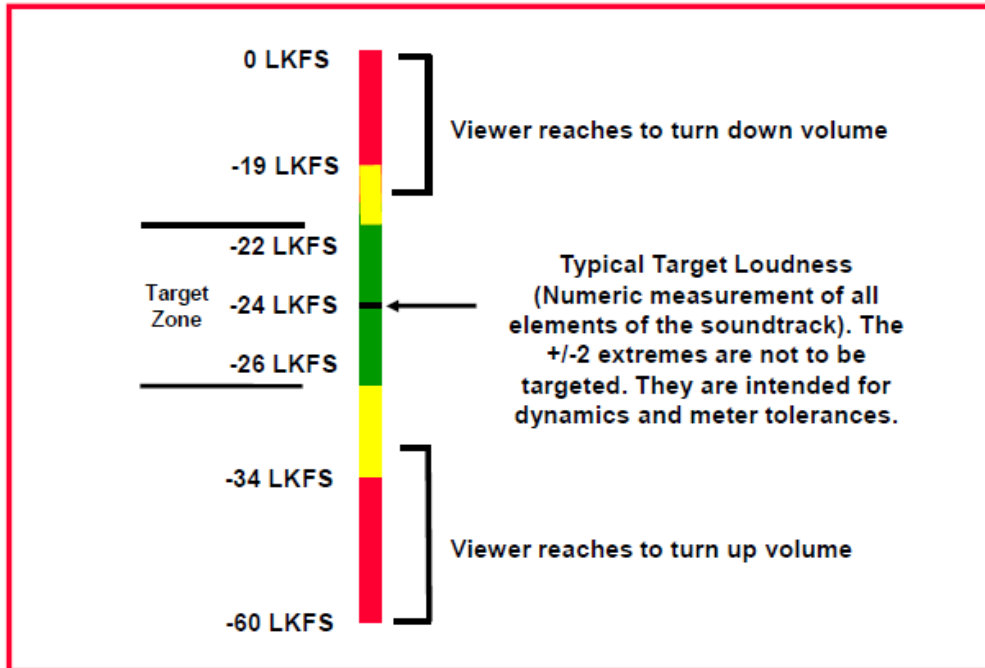
## (Telemundo) NETWORK DOWN-CONVERSION Process:

Telemundo Media has a single high definition content stream, deriving SD signals by down-conversion. These processes apply to tape, electronically delivered and live content. Some 3<sup>rd</sup> parties (cable and satellite) take TLMD's signal and down-convert center cut. The following illustrates how HD commercial content supplied to TLMD will appear when seen on 4:3 SD televisions, both by TLMD and by a possible 3<sup>rd</sup> party provider\* (such as cable and satellite providers). \*Cable and satellite providers source TLMD feeds from either down converted HD or preformatted SD on an individual basis. Note: Any material delivered Standard Definition **only** will be up converted to High Definition to meet single stream play out for the Telemundo Media.

	Delivered HD Content	TLMD Pre-formatted Down-convert <i>Letterbox</i>	3 <sup>rd</sup> Party cable/ satellite – <i>Center-cut</i>
16X9 HD Center Cut Safe	 <b>GOOD</b>	 <b>GOOD</b>	 <b>GOOD</b>
16X9 HD NOT Center Cut Safe	 <b>BAD</b>	 <b>GOOD</b>	 <b>BAD</b>
4X3 HD Pillarbox	 <b>BAD</b>	 <b>BAD</b>	 <b>GOOD</b>
4X3 HD Postage Stamp Updated:	 <b>BAD</b>	 <b>BAD</b>	 <b>GOOD</b>



Acceptable Average SHORT FORM (Commercial) Loudness  
 Target Zone: Mix the anchor element in the **green** at -24 LKFS



The infinite average loudness reading of all elements of the content must be **-24 LKFS +/-2LKFS**. Yellow and red zones outside the target must not contain the anchor element and are suitable for the dynamic range of dramatic effects only. \*per ATSC RP Document A/85  
 \*\*refers to ITU-R BS.1770 measurement



# **Telemundo Network**

## **Standard Definition**

### **Commercial Guidelines**





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## **Telemundo Standard Definition Commercial Material Guidelines**

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**Tape Delivered to:**

**TELEMUNDO NETWORKS**  
2470 WEST 8<sup>TH</sup> AVENUE  
HIALEAH, FLORIDA 33010  
**Attn: Lia Chomat**

**And**

**NBC Universal**  
**Media Operations Center**  
900 Sylvan Avenue  
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Instructions **will only be accepted to the following fax and/or email locations.** Instructions included with submitted tapes **cannot be processed.**

Fax Instructions to: **(818) 866-6836**

OR

E-Mail Instructions to: [Instructions@Telemundo.com](mailto:Instructions@Telemundo.com)

**Electronically delivered commercials (Preferred Method):** Currently Telemundo/NBC Universo accept electronically delivered commercials from:

Contact information

- Extreme Reach  
Phone: 877-769-9382  
Website: [www.extremereach.com](http://www.extremereach.com)  
Email: [support@extremereach.com](mailto:support@extremereach.com)
- Javelin  
Phone: 877-851-1786  
Email: [www.javelindelivers.com](http://www.javelindelivers.com)
- Comcast AdDelivery  
Phone: 855-858-1942 Opt 1  
Email: [www.comcastadvertising.com](http://www.comcastadvertising.com)

If you have any questions relative to the trafficking of commercial tapes, please contact Telemundo **Continuity Supervisor Lia Chomat at (786) 337-7569** or email [Instructions@Telemundo.com](mailto:Instructions@Telemundo.com)

## **Standard Definition Commercial Specifications:**

1. All National tapes or electronic media and instructions **must be delivered at least five (5) working days before scheduled air date.**
  - For Spots bought on a rotating basis, i.e., Monday through Friday, you must consider the first day in the rotation as the effective date.
  - For special events (i.e. Boxeo, Cine Exclusivo, Rumbo games, Premios Billboard, Premios Tu Mundo...etc) ComOps will use Instructions on hand and will not request specific instructions for our specials. Should there be a need for specific commercial creative to air in special programs/events, please provide Commercial Operations with unit/spot specific instructions for that program/event.
  - For tapes which require Ad Sales Compliance approval, **both tapes or electronic media** and instructions **must be delivered at least ten (10) working days** before scheduled air date.
  - Commercial categories requiring Ad Compliance review and approval
    - Alcohol
    - Direct Response
    - All medications (including over the counter)
    - Movie trailers
    - Dietary Supplements
    - Cast or talent commercials
    - Paid Programs (Infomercials)
    - Financial Advertisers
    - Food and Nutrition
    - Gambling, lottery and games of chance
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Please note as with all new Network submissions we need the following materials for our complete review:

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  - Link content must include Slate
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(Please contact Telemundo Ad Sales Compliance Department at **(305) 889-7975** or email at [TLMDADCompliance@nbcuni.com](mailto:TLMDADCompliance@nbcuni.com) regarding compliance issues.)

- Revisions to commercials instructions will take effect as soon as is reasonably possible, generally in three (3) working days after the receipt of the “revised” instructions and/or the corresponding tapes, as well as the completion of the AD Sales Compliance review, if required.



2. The format required is **Sony DigiBeta format, one spot per tape, material must conform to Telemundo Television Network TV Technical Specifications.**

3. **TWO - CHANNEL ONLY SOUNDTRACKS.**<sup>2</sup> At this time Telemundo is only accepting **stereo audio content**. Any exceptions must be approved in as advance. Both the tape label and slate must indicate the presence of SAP. The following audio formats apply in this order of TLMD preference:

- Provide a **stereo** soundtrack on PCM Ch 1 and 2
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Channel	Assignment
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Ch 3	Left music/effects (if ordered by NBCUniversal or silence if not)
Ch 4	Right music/effects (if ordered by NBCUniversal or silence if not)
<b>Ch 5-12</b>	<b>Silent</b>
<b>The soundtrack shall be dynamically limited to -2 dBFS.</b>	

4. **Supplier provided AUDIO Metadata for Soundtracks** - Please contact Telemundo for any available information concerning content supplier encoding of audio metadata.

5. Multiple Spots on one cassette will **not be accepted.**

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### **National commercial tapes**

Labels and slates must indicate the following:

- ISCI must be clearly identified on the tape label and slate by a unique alphanumeric coding of the Industry Standard Commercial Identifier (ISCI/Ad-ID). The total number of characters for the ISCI/AD-ID code **cannot exceed 15 characters for SD assets**.
- **Label must include Advertiser, brand, duration, ISCI or Ad ID, closing captioning.** NOTE: Advertiser, brand and duration on instructions must match the tape label, slate and sales order as placed. The total number of characters for the ISCI/AD-ID code **cannot exceed 15 characters**.
- **All National commercials not meeting the 15 character limitation will be rejected.**

### **Tape Label Example:**

Advertiser: Burger King

Product/Brand: (TITLE) TV30/MIRROR/SP

Duration: 15sec

ISCI or Ad ID: BEHC0119000 (ISCI must be no greater than 15 characters)

Tape format: N/A

Audio Format/Configuration: Stereo

**MULTIPLE PRODUCT ADVERTISEMENT – Advertisement that features products from distinct multiple product categories in a single spot are required to be disclosed and clearly identified as part of the brand. NOTE: Instructions, tape label and slate must include multiple product advertisement in the brand.**

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Labels and slates must indicate the following:

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### **Tape Label Example:**

Advertiser: Southeast Media Group

Product/Brand: Consolidated Credit

Duration: 1:00

ISCI or Ad ID: CCCS543423 (ISCI must be no greater than 15 characters)

Direct Response toll free number: 800 489-6018

Tape format: Sony HD CAM or Sony Digi-Beta

Audio Format/Configuration: Stereo

**MULTIPLE PRODUCT ADVERTISEMENT – Advertisement that features products from distinct multiple product categories in a single spot are required to be disclosed and clearly identified as part of the brand. NOTE: Instructions, tape label and slate must include multiple product advertisement in the brand.**



6. Closed captioning, if provided, encoding shall be carried as EIA/CEA-608 data in accordance with EIA/CEA 708 (Digital Television Closed Captioning) and SMPTE 334M. Closed Captioning data shall be encoded on to HD-SDI VANC line 9. With the exceptions of the use of CC1 for closed-captioning commercials for air may not contain any data embedded into or encoded onto the commercial audio or video without the prior written consent of NBC Universal/Telemundo. Agency and/or Advertiser must notify NBC Universal/Telemundo, reasonably in advance, of the existence, if any, and content of such data on any such commercial.
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9. All commercial tapes and revisions require unique ISCI, **No Exceptions**
  - (I.e. – if original commercial is received with ISCI ABCD1234 and requires a revision or update, revised commercial must have a unique ISCI ABCD1234R1)
  - If revised commercial is received with original ISCI, tapes will be rejected.

## *Standard Definition TV Technical Specifications:*

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### **Audio: EFFECTIVE IMMEDIATELY**

- Suppliers are encouraged to review the Advanced Television Systems Committee's (ATSC) **Recommended Practice, A/85: "Techniques for Establishing and Maintaining Audio Loudness for Digital Television"** for specific information on creating, measuring and distributing audio for DTV. See <http://www.atsc.org>
  - Content providers are required to **mix and supply stereo LT RT 2-channel soundtracks.**
  - **Commercial Providers (short form content): provide a measured AVERAGE of  $-24$  LKFS\* ( $\pm 2$  dB) of the full program mix (not only dialog) of the soundtrack.** Use an ITU-R.BS.1770 based broadcast loudness meter for measurement. Minor variation of  $\pm 2$  dB about the  $-24$  LKFS loudness average is anticipated and acceptable. Content loudness is not to be targeted to the high and low side of this range. Commercial and promo suppliers **NOTE effective immediately: All delivered content will be loudness normalized to meet this requirement if necessary, this process shifts average loudness to  $-24$  LKFS with no impact to dynamic range. Content delivered softer than Telemundo's  $-24$  LKFS average loudness specification will be loudness normalized to a maximum specification of  $-24$  LKFS  $-2$ /peak.** Delivered peak level of soft content may restrict normalization up to the  $-24$  LKFS target.
  - Telemundo strongly encourages you to audition your content at the  $-24$  LKFS average dialog loudness.
  - **A tight tolerance surrounding the  $-24$  LKFS average is especially critical at the start and end of content or segments to establish smooth program to commercial transitions**
  - Average soundtrack loudness of  $-24$  LKFS, matching the Telemundo's default dialog level metadata is critical for proper operation of the dynamic range control system used for ATSC AC-3 audio.
  - **Dialogue intelligibility is extremely important** and is to be established and maintained for the duration of the content.
  - Use of a low frequency enhancement channel (LFE) is **encouraged** when considered appropriate by the sound designer. Some portion of the LFE signal should be mixed into the left and right channels to maintain the appropriate presence of this signal.
  - Peak Limiting of 2-channel only soundtracks: Limit to  $-2$  dBFS
- \*LKFS: denotes a loudness measurement conforming to ITU-R BS.1770 loudness algorithm



### **Additional Audio Information:**

- All audio tracks shall be time-aligned to video (+/- 1 millisecond) at the audio and video outputs of the DVTR.
- Content will not be accepted with Dolby Digital or Dolby E soundtracks
- No audio encoding format is to be used that is not specified in this document

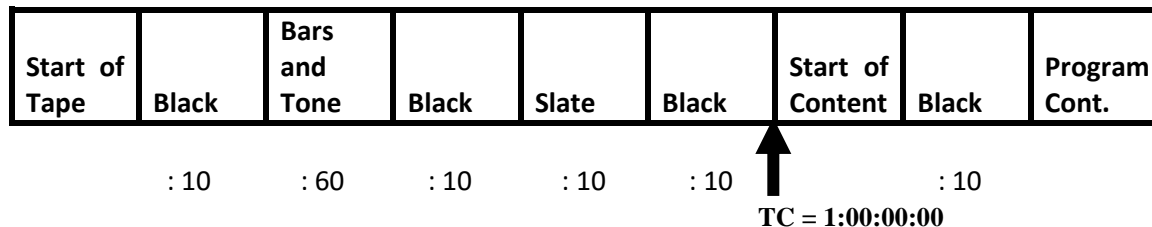
### **General Audio Specifications:**

- Tone Reference level: -20 dBFS (Corresponding to -20 dBFS = +4 dBU analog.
- 0 dBFS = +24 dBU analog. (Reference: SMPTE RP-155). All 0 vu analog references pertain to +4 dBU and -20 dBFS if a corresponding digital scale is used.
- Digital audio format shall be: AES-3, 48kHz sampling

## General Guidelines for recorded material:

- There shall be a single set of one minute of color bars and reference level –20dBFS 1KHz. tone on **channels 1-2 and 9-10 for 2-channel soundtracks** at the head of each tape. **All other channels during bars and tone are to be silent.** Bars and tone must accurately represent the characteristics of the recorded material. This is to be followed by the slate information before the start of content.
- There shall be continuous 48 kHz silent audio signal on all channels during the slate and continuing to the start of the content. **Suppliers are not to “punch-in” soundtracks at the start of content audio.**
- All material must use SMPTE "drop-frame" time code.
- All copies of a single show shall have the same time code.
- VITC and LTC time code recorded on the tape shall read the same time and be continuous and ascending.
- Time code user bit data must not fall into the range of 81808093 → FF808093. A setting of “0” is preferable for all time code user bits.
- No CGMS (Copy Generation Management System) data of any format shall be inserted into either HD or SD copies. Particularly, CGMS-A data must not be included in EIA/CEA-608 data.
- Content shall begin at 01:00:00:00.
- Closed Caption encoding, if present, shall be carried as EIA/CEA-608 data in accordance with EIA/CEA 708 (Digital Television Closed Captioning) and SMPTE 334M. Closed Captioning data shall be encoded on to HD-SDI VANC line 9

The tape shall be formatted as follows:



All materials delivered on HDCAM Tapes must have the following on the label & slate:

- TITLE OF PROGRAM/CLIENT NAME
- TITLE OF EPISODE/COMMERCIAL
- ISCI Code
- MAIN AUDIO FORMAT:
  - Stereo or Mono
- CAPTIONING INFORMATION
- AUDIO TRACK ASSIGNMENT
- SPOT DURATION
- DIALOG LEVEL
- SD DOWN-CONVERSION ASPECT RATIO FORMAT
  - Letterbox or Center Cut

## Standard Definition Technical Specifications:

### GENERAL TECHNICAL REQUIREMENTS FOR STANDARD DEFINITION VIDEO TAPES

All SD recordings must be delivered on **Sony Digital BETACAM Videotape**. To ensure proper playback on TLMD's Broadcast Operation's disc based systems, all Digital BETACAM videotape recordings must match the Sony Digital BETACAM Alignment Tape for video and audio levels.

All Digital BETACAM videotapes, when encoded to NTSC, must fall within the tolerances stated below. The video and audio levels specified are absolute recorded values and are measured in reference to the standard Sony Digital BETACAM Alignment Tape. Color bars and tones in the videotape leader must accurately represent program levels.

- Time code: SMPTE Drop Frame must be continuous, ascending with no false starts.
- Horizontal blanking shall not exceed 10.8 microseconds.
- Peak luminance video level of recorded program material shall not exceed 100 IRE
- Full-field peak Chroma level shall not exceed 120 IRE, narrow Chroma spikes shall not exceed 125 ire (+/- 3 IRE) (revised 1/20/2004)

Video Parameters	Tolerance
Luminance level, ref alignment tape playback EIA 75% bars. Y=100%	<+/- 2 IRE
Chroma Level, ref alignment tape playback EIA 75% bars	<+/- 2 IRE
Pedestal (setup) ref alignment tape playback EIA 75% bars. Pedestal = 7.5 IRE	<+/- 1 IRE
Hue error, ref alignment tape playback EIA 75% bars	<+/- 2 degrees
Head clogs	NONE
Creases/tape damage	NONE

Audio Parameters	Tolerance
All channels playback reference tone level 1 kHz. 0 VU (-20dBFS), ref alignment tape	<+/- 1.0 dB
All channels frequency response	<+1.5/-3.0 dB @ 50z to15kHz.
All channels phase error at 15kHz 0 VU (-20dBFS)	<30 degrees and proportionately less at lower frequencies

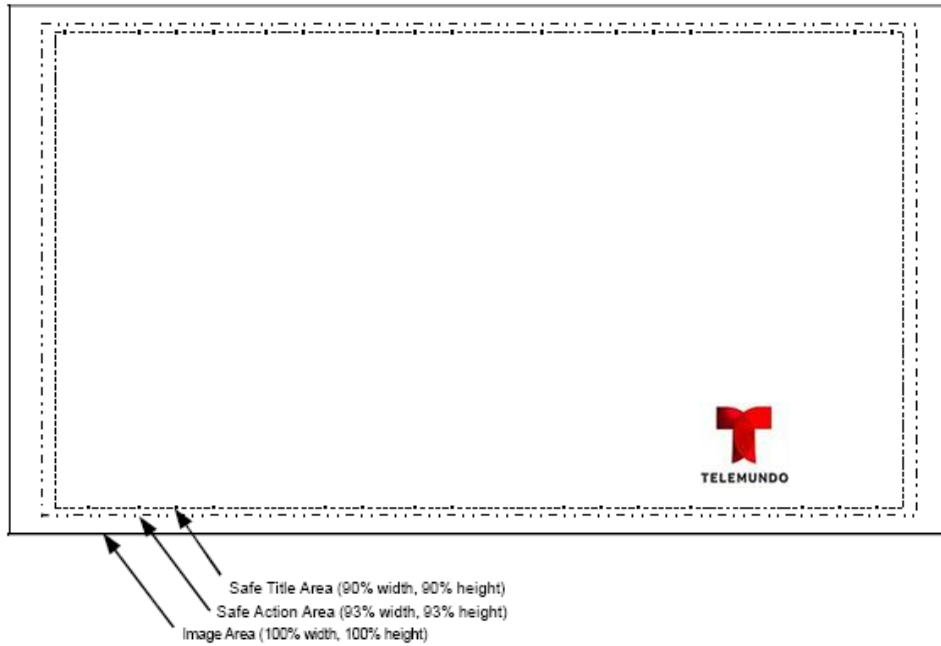
**General Guidelines for recorded material:**

Typical Example of SD COMMERCIAL Slate:

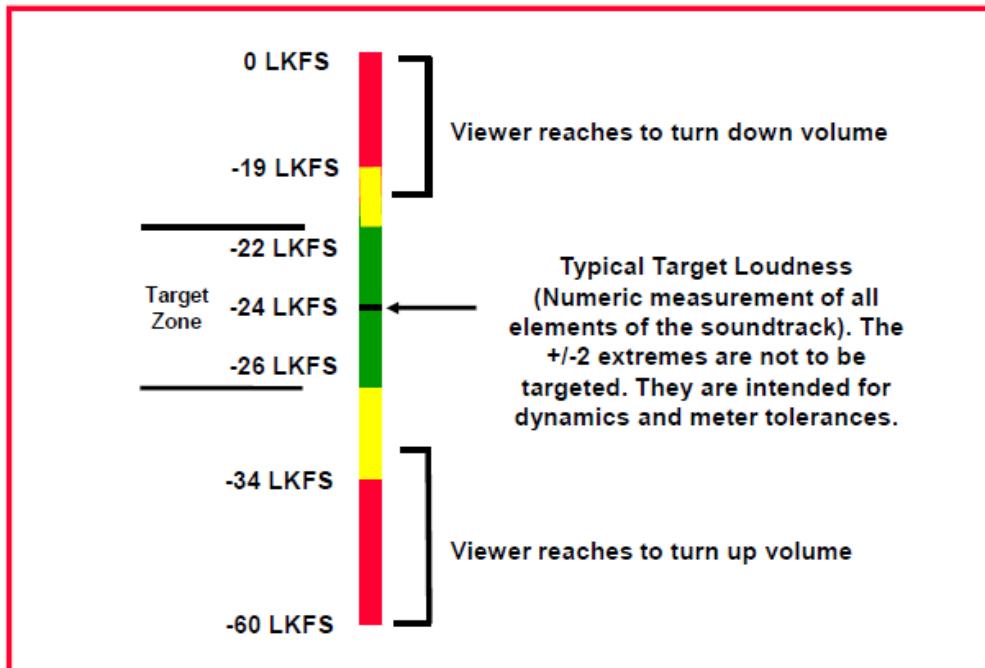


## SAFE TITLE, SAFE ACTION AREA

SMPTE Recommended Practices take into account the average receiver masking of a television picture. With the widespread adoption of flat panel widescreen displays the SMPTE recommendation is 93% of the active area for safe action and 90% of the active area for safe titles.



Acceptable Average SHORT FORM (Commercial) Loudness  
 Target Zone: Mix the anchor element in the **green** at -24 LKFS



The infinite average loudness reading of all elements of the content must be **-24 LKFS +/-2LKFS**. Yellow and red zones outside the target must not contain the anchor element and are suitable for the dynamic range of dramatic effects only. \*per ATSC RP Document A/85  
\*\*refers to ITU-R BS.1770 measurement



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## **Telemundo Billboard Material Guidelines:**

- **Telemundo Network** produces all billboards in Spanish.  
**Example:** *Este programa es presentado por xyz advertiser or Brand.*
- Script is five seconds (:05) in length (including program title).
- Phone numbers and tag lines are permitted in the logo.
- Phone numbers and tag lines are not permitted in the script.

### **Logos**

- Telemundo Networks accept the following PC formatted File: **(Note freeze frame of videotape is not acceptable.)**
  - Adobe Illustrator (.ai) **(Preferred)**
  - EPS files **(accepted)**
  - Include matt on all files
  - Jpeg High Quality **(Not accepted)**

### **Animated logos**

- **Animated Billboards** can be accepted with Sales Management pre-approval please contact Pricing and Planning Management for approval
  - Animated Logos: 1920X1080Quick Time with Alpha.
  - The animation must be no more than 3 seconds.
- Materials to be used for in-show elements (crawls, scoreboards, etc) must not include a tag line. (When billboard is reduced in size tag line may not be legible)

### **Acceptable Resolutions**

- HD 1920 X 1080 (For Telemundo)
- SD 720 X 486 (For MUN2)
- All 72 dots per inch
- Materials for production must be received by Network Traffic a minimum of ten (10) business days prior to start date. Billboard materials should be sent or e-mailed to:

**Telemundo Network  
2470 West Eighth Avenue  
Hialeah, Florida 33010  
Attn: Lia Chomat, Continuity Supervisor**

Email: [Instructions@Telemundo.com](mailto:Instructions@Telemundo.com)

If you have any questions regarding billboard requirements, please contact Telemundo Continuity Supervisor, (305) 889-7276 or email [Instructions@Telemundo.com](mailto:Instructions@Telemundo.com)