

How recent FCC enforcement of the CALM Act impacts Commercial Advertising running on NBCUniversal Television:

As of December 13, 2012, the Commercial Advertising Loudness Mitigation Act became enforceable by the Federal Communications Commission. The new law requires television stations and multichannel video program distributors (cable, satellite and telco) to normalize commercial advertising to the same loudness as programs.

As part of a company wide effort to meet the requirements of government and needs of our distributors and audiences, all commercial advertising and promotional material playing on NBCU television is currently loudness normalized to -24 LKFS to match program loudness, in a process that became functional in October of 2010.

As a result, all ads and promos already in current inventory since October of 2010 and all new content that is delivered by our suppliers is compliant with the CALM Act when playing on NBCU television.

Please contact NBCU if you have any questions or concerns or require more details about how the CALM Act may impact your deliverables. Thank You.

Jim Starzynski
Director and Principal Audio Engineer
NBCUniversal