

## Two screen formats are used in the Baby TV Network

20 inch – 4:3 format

32 inch – 16:9 format



## Technical Specification for MPEG2 Programme Stream

Size 720 x 576 – 4:3 and 720 x 576 anamorphic – 16:9

25 fps

Constant Bit Rate Encoding - Fixed Rate of 6 Mbps

GOP of 12

AV Synchronization every 1 GOP

Audio data rate of 224Kbps – 16 bit

Audio Frequency of 48Khz

Audio peak level -10 dBFS \*

An end sequence should also be present.

\* Audio levels are a very sensitive issue. Baby-TV operates to broadcast standard levels. When mixing audio, Peak Programme (PPM) meters must be used. Set system so that -10 dBFS (decibel full scale) is equivalent to "6" PPM. (If you are using line up tone -18 dBFS is equivalent to "4" PPM.) Once this setup is complete, audio programme material should peak at "6" PPM which is standard broadcast practice.

## Naming Convention for Video

National Advertising file names in Upper Case – maximum 8 characters

Local Advertising file names in Lower Case – maximum 8 characters

16:9 versions to have \_w (lower case "w") following file name

All file extensions to be .mpg (lower case)

### Examples:

BIGSTORE.mpg            National – 4:3

BIGSTORE\_w.mpg        National – 16:9

pramshop.mpg            Local – 4:3

pramshop\_w.mpg        Local – 16:9

### Still format

JPEG (RGB not CYMK) 720 x 576 pixels for 4:3

1360 x 768 pixels for 16:9

### Delivery

Please upload your file on your FTP site and give us the details for downloading.

Each video should be a separate file. **Authored DVD disks cannot be used.**

**For any queries please contact Roger Sinclair 01932 831055 - roger@babytv.tv**