

Client guidelines for stings in contra deals and sponsorship on TG4 programming

TV Sponsorship Clearance

All sponsorship stings must receive clearance from TG4 to ensure all copy complies with the BAI (Broadcasting Authority of Ireland) Sponsorship codes and are suitable for broadcast on our station.

A copy of the BAI General Commercial Communication Code is available for download at www.bai.ie please refer to the Codes & Standards section on the web page. For guidance on sponsorship stings please refer to Section 6 Rules to Pertaining Sponsorship within in the BAI General Communications Code.

Instructions and Delivery

TG4 will supply 2 days editing time and 2 days of graphic design time. The client/producer may come to TG4 to direct the edit. Critical on- air requirements will take precedence in the event that resources need to be re-scheduled.

TG4 can provide the following:

1 x 10" Sting (to broadcast at opening + closing of sponsored show)

1 x 7" Sting (to broadcast at top and bottom end of ad breaks)

Or

1 x 7" Sting (to broadcast at opening + closing of sponsored show)

1 x 4" Sting (to broadcast at top and bottom end of ad breaks)

There may be more versions of stings made depending on the deal, for example GAA Beo coverage.

TG4 can provide an in-house voice to do a voice-over if required. If a particular type of voice is required, casting will be the client's responsibility as will any costs incurred. Clients may supply their own voice-over files for use in stings.

Creative Requirements

If TG4 is producing the sponsorship stings, then materials should be delivered based on options shown below and as per the sponsorship agreement. Clients should supply any logos they may want to feature in the stings. Music selection and clearance will be the responsibility of the client.

OPTION 1: Still image to broadcast:

Send file TIFF, embedded alpha channels if applicable.

Please use the following parameters as guidelines:

Image Size: 1920x1080 pixels

DPI: 72 (minmum)

OPTION 2: Moving image to broadcast:

HD QuickTime movie

1920 x 1080

Quick Time Ping codec, or uncompressed, (standard codec most systems can open)

Frame rate: 25 / 50 fields

Audio: 48k, 24 bit

VOICE-OVER: Audio

The formats we accept are WAV or AIFF files 24bit.

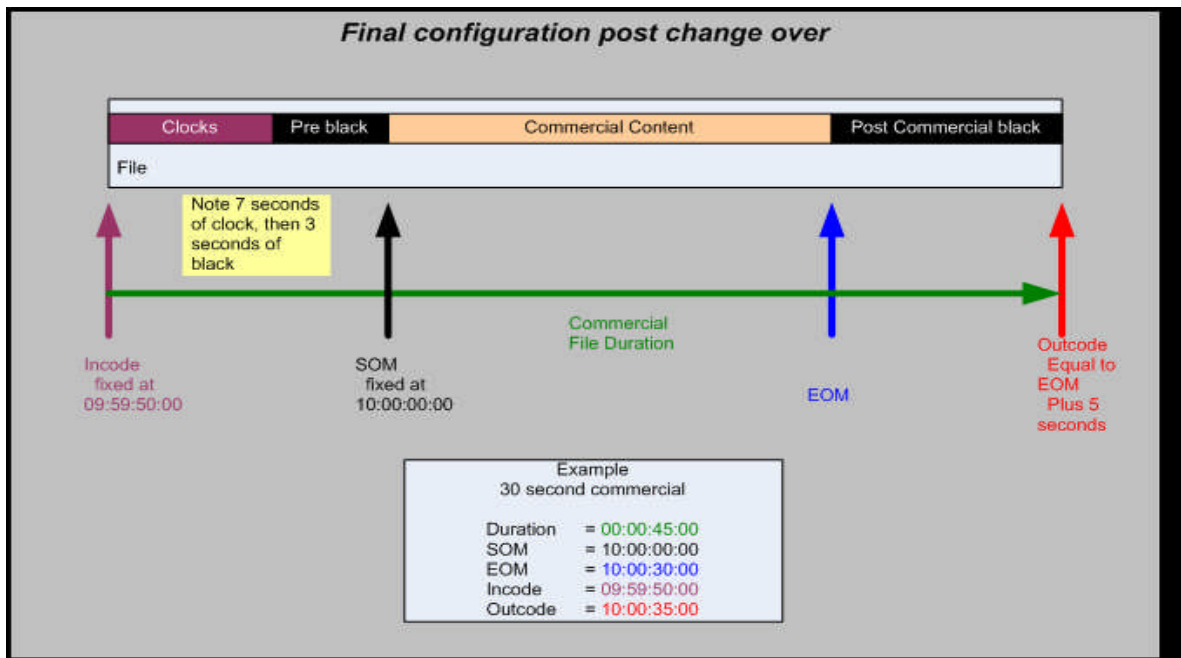
Delivery of Creative Materials

Quick Time movies /stings etc can be dropped into a TG4 ftp folder. TG4 will provide ftp details to each Client when requested.

Delivery of Finalised Stings

If Clients are producing finalised stings please note the following:

- Audio must have returned to silence at least 15 frames before the end of the content (to allow for transitions /fade cuts on air). Therefore no voice-over should run to end of clip but background music / atmos sound fade out is acceptable.
- Add 1 second to the end of the finished sting duration to allow for transitions / fade cuts on air. We recommend a frame of black. Therefore 7 second sting should be delivered as follows:
 - Bars & Tone.
 - Clock.
 - 7" Sting.
 - Black.



Delivery Options - Standard Definition

If TG4 has agreed to accept SD as the delivery format then there are two options for delivery:

File Delivery Format :

Title.MXF – the file name must match the <fileId> tag in the xml. The filename is arbitrary but for convenience should be something useful to help identify the contents.

SD 16x9 Full Height Anamorphic (FHA) material 625 line.

MXF OP1a wrapper (KAG packing of 0 or 512) Closed and Complete footer and header partitions

Video track of 50Mbps I-Frame MPEG2 Video content 4:2:2 interlaced 8 bit SMPTE D-10

1 or 2 audio tracks of stereo Pair of BWAV audio (1st pair being the language to be transmitted).

Audio is 48Khz sampled 24 bit.

File Delivery Method :

Via IMD/Adstream if they are the finished product.

Tape Delivery:

Hard copy on Digi-beta is an option if agreed as part of the sponsorship arrangement. Clock numbers will need to be supplied in for both tape / file delivery.

Please Note: TG4 will be changing to HD file delivery shortly for finalised Stings and as a result tape delivery will not be accepted beyond this point.

Advertising Commercials and finished Stings for Sponsorship - Delivery

File Delivery Method : Via IMD/Adstream if they are the finished product.

All commercials need to be accompanied by a clear copy rotation instruction sheet sent to traffic@posttv.ie with information on the Advertiser, Duration, Dates, Clock Number, Music copyright reference (if applicable) and other relevant information as necessary.

Tape Delivery: Hard copy on Digi-beta is an option if agreed as part of the sponsorship arrangement. Clock numbers will need to be supplied in for both tape / file delivery.

Please Note: TG4 will be changing to HD file delivery shortly for finalized stings and as a result tape delivery will not be accepted beyond this point.