

## CBC/RADIO-CANADA TECHNICAL SPECIFICATIONS FOR RADIO COMMERCIALS DELIVERY V1.2 (April 20<sup>th</sup>, 2015)

The technical specifications defined in this document apply to all commercial content provided to the English and French radio networks of CBC/Radio-Canada for broadcast. CBC/Radio-Canada reserves the right to reject any audio content that fails to meet the standards described in this document.

## **SPECIFICATIONS**

Versions The commercials shall be delivered with a stereo or mono mix.

Support Electronic file only.

Audio File Format

The preferred format is the **uncompressed Linear PCM .wav** format (24bits/48kHz). If the producer is not capable of delivering a .wav file, other formats will be accepted:

FILE FORMAT		COMPRESSION RATE (kbps/channel)	RESOLUTON (bits)	FREQUENCY SAMPLING (kHz)
Linear PCM	.wav	Uncompressed	24	48
Broadcast Wave MPEG1 Layer II	.wav	192 kbps/ch.	16	48
Linear PCM	.wav	Uncompressed	16	48, 44.1
MPEG1 Layer III	.mp3	160-320 kbps/ch.	16	48, 44.1

Note: Any other file formats shall be approved beforehand as they could encounter issues in the conversion process. If possible, use ProTools to ensure the exact duration prior to sending.

Track Allocation Track 1: Left Channel

Track 2: Right Channel

Audio Content Reference Level -20dBFS, corresponds to +4dBu. It shall be consistent with the recorded material.

Maximum True Peak -2dBTP (dB True Peak)

Allocated Bandwidth 20Hz-20kHz

Mono Compatibility Shall be guaranteed at all time.

Loudness Level

- The commercial **integrated loudness** should not exceed **-24LKFS +/-1LU**. The integrated loudness is measured on all channels for the complete commercial duration using a broadcast loudness meter having the ITU-R BS.1770-3 compliant algorithm.
- CBC/R-C reserves the right to adjust the average commercial loudness to normalize it with the average program loudness.

File Structure

The file structure shall be as follows:

For Radio 2

DURATION	AUDIO
	(no silence)
	Commercial
	(no silence)

For ICI Musique

DURATION	AUDIO	
¼ sec	Silence	
	Commercial	
¼ sec	Silence	

## **SPECIFICATIONS** (continuing)

Audio Subjective Quality

- The audio content shall be of superior quality, free of all noise and interference.
- The audio content shall have an acceptable dynamic range.
- The tone shall be natural and pleasant. Dialogue must remain intelligible throughout the entire audio commercial.

File Quality

The file must not have any audio impairment such as digital errors, compression or encoding artifacts, etc.

File Naming

The file name shall include the following information:

ORDER	ELEMENT	DESCRIPTION
1 <sup>st</sup>	Date	Expected first broadcast date (DDMM), approximately. In case this information is not available, write «XXXX».
2 <sup>nd</sup>	Provider	Name of the company providing the audio content.
3 <sup>nd</sup>	Advertiser	Name of the advertiser who appears in the commercial.
4 <sup>nd</sup>	Description	Commercial title.
5 <sup>nd</sup>	Duration	Commercial duration given in seconds, ex. : 15, 30, 60.

## Additionally:

- The elements in the file name shall be separated by an underscore symbol « ».
- The file name shall not contain any accent, special character or space.
- The maximum length of the complete file name shall not exceed 80 characters.

Ex: 2406\_XYZProductions\_NearbyStore\_WeeklySpecials\_30.wav

Content Delivery

Content providers shall contact CBC/Radio-Canada for information about the delivery methods.

CBC	RADIO-CANADA	
For questions please contact:	For questions please contact:	
pmgcommercialmanagement@cbc.ca (416) 205-8764	codepub@radio-canada.ca (514) 597-4244	