

# TECH SPECS

 **transfer**media 2025

# TELEVISION

2025

# OUR THEMATIC & KIDS CHANNELS

Files must be delivered in DMAT format in 16:9 full anamorphic format with a unique ID. Since 2021 a new development framework called "Slingshot" has been put in place. HDmat becomes a "template" within Slingshot. Files must be send through the Slingshot builder that launches the encoding process of a TV spot.

For 13EME RUE, ATV, CSTAR, CARTOON NETWORK NL, CARTOON NETWORK FR, , DISNEY CHANNEL NL, DISNEY CHANNEL FR, DISNEY JUNIOR NL, DISNEY JUNIOR FR, ECLIPS TV, MTV FR, NATIONAL GEOGRAPHIC NL, NATIONAL GEOGRAPHIC FR, NICKELODEON NL, NICKELODEON FR, NICK JR NL, PICKX+, PICKX+ SPORTS, PROXIMUS SHOWCASE, ROBTV, SPORT 10, STAR CHANNEL, STUDIO 100 NL, SYFY, TV OOST, TRENDS Z and XITE.

Ip-address: 84.199.92.68 on the VIDEOHOUSE - TRANSFER MEDIA account.

Format: 16:9 anamorphic format (1920 X 1080 pixels)

Frame rate: 25 images/second (P) or 50 images/second (I), -upperfield first

Audio format: AAC preferred

The codec/software to deliver the HD masterfile is upon your choice and in consultation with your D-MAT HD Partner

Duration: Rounded spot: 00m35s00fr - no extra frames

Level till -23 LUFS according the RI28 standards UER/EBU

Sampling frequency: 48 Khz

Bit depth: 16 bits

Audio channels: stereo

Program loudness: subjective volume level integrated within 2 time-intervals:

- Limited: M (frame of 0.4 sec) - maximum - 15 LUFS

- Integrated : I total program) - maximum - 23 LUFS

Loudness Range: free

Maximum True Peak Level: electrical technical level - maximum -1 dbTP

# OUR BILLBOARDS

## Rules

Article 91, 3° of the Media Decree. This article states that for the sponsorship of programs and broadcasting services, viewers and listeners must be clearly informed of the existence of a sponsorship agreement, a requirement that has been directly adopted from the European directive. The sponsorship mention must clearly refer to this agreement, either in written form or in an auditory manner.

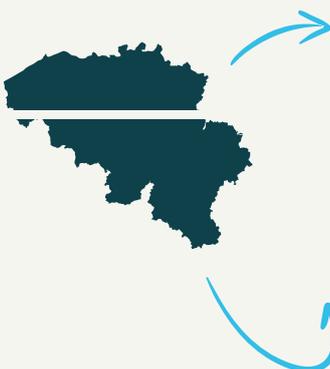
### Do's

- Name sponsor, logo, product and service.
- Sound and/or image recognition signs or an image supporting slogan of the sponsor

### Dont's

- Indication of price(s), discounts, promotions, opening hours, addresses, telephone numbers or location of distribution point
- Encouraging words.
- 'free', 'new', 'cheap', 'only valid if', 'available from', 'sales', ...
- Deceptive language
- Persuasive use of words

### Requirements



The billboard should include "Dit programma is mede mogelijk gemaakt door" or "**dit programma wordt u aangeboden door**" following the applicable law. This can be done visually, verbally or both.

The billboard should include "**Ce programme vous est offert par**", following the applicable law. This can be done visually, verbally or both.

# OUR BILLBOARDS

## - BILLBOARDS EXAMPLES -



Met dank aan of mede mogelijk gemaakt door

Sponsor



Tieners, dertigers  
of tachtigers,

# OUR BILLBOARDS

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For BBC First, Eclips TV, MTV FR, National Geographic NL, Star Channel

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Bit depth: 16 bits

Audio channels: stereo

Program loudness: subjective volume level integrated within 2 time-intervals:

- Limited: M (frame of 0.4 sec) - maximum - 15 LUFS

- Integrated : I (total program) - maximum - 23 LUFS

Loudness Range: free

Maximum True Peak Level: electrical technical level - maximum -I dbTP

# TECHNICAL SPECIFICATIONS

2025

Every delivery must be confirmed by email to your planning contact at Transfer Media or

General planning department: [planning@mytransfer.be](mailto:planning@mytransfer.be)

Please let the planning department (mentioned above) know you have delivered the commercial via wetransfer for **digital** and **radio** campaigns.

Upon receiving delivery confirmation from Videohouse , please let the planning department (mentioned above) know you have delivered the commercial to Videohouse for **television campaigns**

Deadlines commercial(s) delivery: 5 working days\* prior to transmission.

*\*Transfer Media is not responsible for any delayed campaigns due to late commercial deliveries.*

## More information

Email address:  
[planning@mytransfer.be](mailto:planning@mytransfer.be)

Website:  
[www.mytransfer.be](http://www.mytransfer.be)