

## **ON-AIR CREATIVE**

- Written communication is required prior to retransmitting/resending commercial creative, with reason for replacement.
- Media that remain inactive for 90 days will be discarded.

### **\*Electronic Spot Delivery\* - (preferred method)**

- Short Form Vendors: Extreme Reach, Adstream, Yangaroo, Comcast Ad Delivery
- Long Form Vendors: Extreme Reach Long Form
  - Refer to Direct Response/Paid Programming requirements (only one file is required if delivering electronically)
- All spots must be slated. If the spot includes an 800#, that number must be added to the isci code field for electronic delivery.
  - **HD format is preferred. SD is accepted but not required.**
    - HD 16:9 content does not need to be 4:3 safe.
    - HD 4:3 Pillar-Box content is not accepted.

## **Physical Tape Delivery**

### **All Commercial Air Masters**

- See **Air Master Deliverable Specifications** on pages 5-9 for detailed technical specifications
  - **HD format is preferred. SD is accepted but not required.**
    - HD 16:9 content does not need to be 4:3 safe.
    - HD 4:3 Pillar-Box content is not accepted.

### **Direct Response & Paid Programming**

- Two Air Masters **per unique phone number**
- All spots must be labeled with an **ISCI code and phone number** on both the label and slate.
- Paid programs must be **Closed Captioned**.
  - Captioning signal must rest between 0 and 2 IRE and 50 IRE (350 mV)
    - Captions must decode correctly when using a standard decoder such as the products made by: EEG Enterprises, Evertz, Link Electronics, Norpak
  - SD closed captions must be encoded on line 21 odd of the vertical blanking interval.
  - HD closed captions must meet EIA-708-B standards.

### **Ship physical tapes to:**

**Discovery Television & Technology Center  
Attn: Broadcast Ingest Operations  
45580 Terminal Drive  
Sterling, VA 20166**

**CLEARANCE** – all materials should be emailed or sent via MediaVu

- **Discovery Family Channel** – All creative airing on this network must be cleared with S&P at least seven business days in advance. S&P also needs to screen all theatricals/DVDs. A talent list should accompany all spots for clearance.

**Contact:**[DFC\\_Clearance@Discovery.com](mailto:DFC_Clearance@Discovery.com)

Beth Mohammed 310.975.6012

- **All other networks** – Clearance materials are required for: cable/digital/satellite service providers, competitive networks, dating services, dietary/weight loss supplements, e-cigs, gambling & fantasy sports, hunting/firearms/ammunition, legal notifications & lawsuits, political/issue ads, PSAs, religious ads, sexual health products. No other clearance materials are needed unless the client specifically requests pre-clearance.

**Contacts:****All commercials excluding direct response and paid programs:**[Commercial\\_Clearance@Discovery.com](mailto:Commercial_Clearance@Discovery.com)

Krystal Blake 212.548.5051











**All direct response & paid programs:**[Declan\\_OConnor@Discovery.com](mailto:Declan_OConnor@Discovery.com)

212.548.5313

**COMMERCIAL INSTRUCTIONS**

- Media must be received five business days prior to air for all networks unless otherwise indicated.
- Commercial and Billboard instructions are to be emailed to the addresses given for each individual network. A fax number has been provided to be used only if you are unable to email instructions.
- Prior to, or immediately following instruction and/or creative transmission (new or revised), phone call notification to your commercial operations contact is required.
- The requirements that follow apply to linear materials only. VOD materials should be sent as specified on the VOD media requirements document.

Network email addresses and contacts listed below. Phone number = 212.548+extension.

 <p><a href="mailto:DSCCommercialInstructions@Discovery.com">DSCCommercialInstructions@Discovery.com</a></p> <p>Dana Tamuccio – x5625 Sindy Ho – x5166 Samantha Fusco – x5771 Reetu Saha – x5763 Sarah Fogarty – x5474</p>	 <p><a href="mailto:DFC Commercial Instructions@Discovery.com">DFC Commercial Instructions@Discovery.com</a></p> <p>Sherise Dowling – x5066 Cristine Roche – x5058 Kimberly Cuenca – x5062 Joelle Gringarten – x5893</p>
 <p><a href="mailto:TLCCommercialInstructions@Discovery.com">TLCCommercialInstructions@Discovery.com</a></p> <p>Lydia Cohen – x5059 Sandra Marin – x4984 Asha Isaac – x5228 Reanisha Bartholomew – x5889 Johnny Jackson - x5468</p>	 <p><a href="mailto:DLFCommercialInstructions@Discovery.com">DLFCommercialInstructions@Discovery.com</a></p> <p>Sherise Dowling – x5066 Cristine Roche – x5058 Kimberly Cuenca – x5062 Joelle Gringarten – x5893</p>
 <p><a href="mailto:APLCommercialInstructions@Discovery.com">APLCommercialInstructions@Discovery.com</a></p> <p>Melissa Cohen – x5184 Laura Richard – x5533 Jeanne Chung – x5175 Andrea Duffy-Cabana – x5274 Catherine Brennan – x5083</p>	 <p><a href="mailto:IDCommercialInstructions@Discovery.com">IDCommercialInstructions@Discovery.com</a></p> <p>Ed Henderzak – x5211 Christina Collins – x5173 Demetri Hatzakos – x5443 Alisha Thottam – x5236 John Costello – x5929</p>
 <p><a href="mailto:SCICommercialInstructions@Discovery.com">SCICommercialInstructions@Discovery.com</a></p> <p>John Passaro – x5038 Lisa Cristino – x4920 Brandi Holness – x5124 Martin Walsh – x5130 Hannah Chung – x5037</p>	 <p><a href="mailto:AHCCommercialInstructions@Discovery.com">AHCCommercialInstructions@Discovery.com</a></p> <p>John Passaro – x5038 Lisa Cristino – x4920 Brandi Holness – x5124 Martin Walsh – x5130 Hannah Chung – x5037</p>
 <p><a href="mailto:DAMCommercialInstructions@Discovery.com">DAMCommercialInstructions@Discovery.com</a></p> <p>John Griffin – x5087 Rose LaVista – x5157 Danielle Pizarro – x5796 Kennique Reynolds – x5675 Nicholas Sainato – x5692 Molly Oliver – x5746</p>	 <p><a href="mailto:VELCommercialInstructions@Discovery.com">VELCommercialInstructions@Discovery.com</a></p> <p>John Griffin – x5087 Rose LaVista – x5157 Danielle Pizarro – x5796 Kennique Reynolds – x5675 Nicholas Sainato – x5692 Molly Oliver – x5746</p>

## BILLBOARD INFORMATION

### Intros

- Included in all billboards is the introduction of “This program is sponsored/brought to you in part by...”

### Delivery Deadlines

- Static billboards – 2 weeks prior to broadcast
- Animated billboards – 4 weeks prior to broadcast

### Audio Requirements

- :04 or :08 audio copy in a Word document, depending on billboard length. Maximum of 16 syllables for :04 audio.
- Remove the “www” prefix from all URLs
- Include isci code and flight dates
- E-mail materials to specific network’s commercial instructions address

### Visual Requirements

**Static Billboards** \*\*\*Logos will be produced exactly as they are received. They will not be edited or altered in any way by the production team.

- Electronic File – size 72 dpi and 720 x 540, color or black & white (send both a JPEG & EPS file of the logo, no TIFF please)
- Include isci code and flight dates
- E-mail materials to specific network’s commercial instructions address

### Animated Billboards

- HD quality logo or commercial footage with or without sound, cut to :05 or :10, or with specific instructions on how footage is to be cut down if necessary. Sound will be removed during billboard production.
- Include isci code and flight dates
- Animated logos can be shipped, sent via Extreme Reach to the Discovery Networks Animated Billboard box, or posted to your FTP site.
- Shipping address for HDCAM tape:  
Amy Chrest – Post Production Coordinator  
Discovery Production Group  
8045 Kennett Street  
Silver Spring, MD 20910  
240-662-4187
- FTP info:
  - Logos must be uploaded to the FTP site uncompressed to ensure broadcast quality.
  - Login information (name and password) must be sent to Amy\_Chrest@Discovery.com in order to download logo.

Tape Formats and Specifications		
<b>Tape Formats</b>	<b>High Definition</b>	HDCAM and HDCAM SR
	<b>Standard Definition</b>	IMX and DigiBeta
<b>Tape Label</b> (on Tape Face & Case)	Must Contain:	Advertiser ISCI Duration Network (if available) 800 Number (if available) URL (if available)
<b>Tape Leader</b>	<b>Runup</b>	Minimum 10 seconds
	<b>Reference Signal</b>	30 seconds simultaneous Color Bars and Audio Tone
	<b>Audio Tone</b>	1 kHz at -20 dBFS
<b>Slate</b> (each spot must have Slate)	Minimum 10 seconds  Must Contain: Advertiser ISCI Duration Network (if available) 800 Number (if available) URL (if available)	
<b>Black &amp; Silence</b>	2 seconds between Slate and first Audio/Video	
<b>Content</b>	First Audio/Video starts at TC 01:00:00:00	
<b>Black between spots</b>	Minimum 15 seconds <sup>1</sup>	
<b>Tape Trailer</b>	Minimum 30 seconds of Black, Silence and Time Code following last Audio/Video	
<b>Tape Quality</b>	Shall not have Channel Condition errors, scratches, splices, binder breakdown, cinches or edge damage	
<b>Delivery</b>	5 days before air	

1 - Billboards and AEIP reels ONLY

<b>Data</b>	<b>TC Format</b>	SMPTE Drop Frame Time Code			
	<b>LTC</b>	On address track	LTC & VITC Must match		
	<b>VITC</b>	On Lines 16 & 18			
	<b>Closed Captioning</b>	Line 21 Odd $\geq 0$ IRE (0mV) $\leq 50$ IRE (350 mV) ( $\pm 2.5$ IRE)			
<b>Video</b>	<b>Format</b>	NTSC 525 59.94 Hz (interlaced)			
	<b>Reference Levels</b>	<b>Setup</b>	0 IRE (0mV)		
		<b>Video Level</b>	100 IRE (700 mV)		
		<b>Chroma Saturation</b>	Using SMPTE 75% Color Bars < 100 IRE (700 mV)		
		<b>Chroma Hue</b>	Points on Targets		
	<b>Program Levels</b>	<b>Setup</b>	$\geq 0$ IRE (0mV)	Blacks & Whites should not be extremely clipped	
		<b>Video Level</b>	$\leq 100$ IRE (700 mV)		
		<b>Chroma Saturation</b>	Peaks < 120 IRE (840 mV)		
		<b>Chroma Hue</b>	Color represents true color values of original scene		
	<b>Vertical Blanking</b>	Between 17 & 22 Lines			
	<b>Horizontal Blanking</b>	Between 10.4 & 12 microseconds			
	<b>Title Safe Area</b>	Central 80% of the picture			
	<b>Bug Clearance</b>	No static text between			
		38.7 & 50.0 microseconds and Lines 190 & 243 (Field 1) Lines 226 & 290 (Field 2)	37 microseconds & end of picture and Lines 21 & 81 (Field 1)		
<b>Letterbox</b>	Must be protected for 14:9 viewing Starts Line 50 Ends Line 233 No partial lines of picture at edges of letterbox				
<b>Audio</b>	<b>Track Assignments</b>	<b>Channels 1 &amp; 2</b>			
		Full Mix Stereo (Left & Right Channels)			
	<b>Peak Program Levels</b>	<-10 dBFS			
	<b>Signal Average (Stereo RMS/VU)</b>	<b>Narration</b>	<b>Narration &amp; Non- Narration</b>		
		Between -32 and -20 dBFS	<-17 dBFS		
	<b>Program Dialog (LM 100)</b>	<b>Short Term</b>	<b>Infinite Term</b>		
		Between -32 and -22	Between -28 and -26		
<b>Audio Phase</b>	All Stereo content must be mono compatible				
<b>Audio Sync</b>	Audio should match Video image				

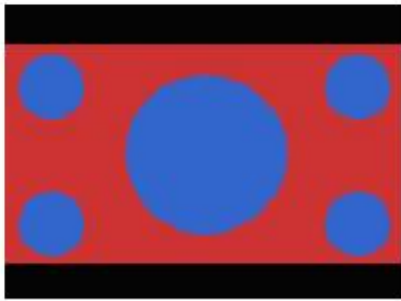


<b>Data</b>	<b>TC Format</b>	SMPTE Drop Frame Time Code		
	<b>LTC &amp; VITC</b>	LTC & VITC Must match		
	<b>Closed Captioning</b>	Meets EIA-708-B specs		
<b>Video</b>	<b>Format</b>	1080i 59.94 Hz		
	<b>Aspect Ratio</b>	16:9 Full Height Anamorphic	<b>4:3 Pillarbox NOT accepted</b>	
	<b>Reference Levels</b>	<b>Setup</b>	0 IRE (0mV)	
		<b>Video Level</b>	100 IRE (700 mV)	
		<b>B-Y</b> <b>R-Y</b>	Using 350 mV offset 0 IRE (0mV) 100 IRE (700 mV)	
		<b>Chroma Saturation</b>	Using SMPTE 75% Color Bars < 100% (700 mV)	
		<b>Chroma Hue</b>	Points on Targets	
	<b>Program Levels</b>	<b>Setup</b>	≥ 0 IRE (0mV)	Blacks & Whites should not be extremely clipped
		<b>Video Level</b>	≤ 100 IRE (700 mV)	
		<b>B-Y</b> <b>R-Y</b>	Using 350 mV offset ≥ 0 IRE (0mV) ≤ 100 IRE (700 mV)	
		<b>Chroma Saturation</b>	Peaks < 100% (700 mV)	
		<b>Chroma Hue</b>	Color represents true color values of original scene	
	<b>Vertical Blanking</b>	<b>Field 1</b>	<b>Field 2</b>	
		Lines 1 – 20 & 561 – 563	Lines 564 – 583 & 1124 – 1125	
	<b>Horizontal Blanking</b>	Clock Period = 13.48 nanoseconds Between 280 and 292 Clock Periods Blanking width between 3.775 and 3.935 microseconds		
<b>Title Safe Area</b>	Central 80% of the picture			
<b>Bug Clearance</b>	No static text between 21 & 24.5 microseconds and Lines 451 & 541 (Field 1)			
<b>Audio</b>	<b>Track Assignments</b>	<b>Channels 1 &amp; 2</b>	<b>Channels 3 &amp; 4</b>	
		Full Mix Stereo Left & Right Channels	Full Mix Stereo Left & Right Channels	
	<b>Peak Program Levels</b>	<-10 dBFS		
	<b>Signal Average (Stereo RMS/VU)</b>	<b>Narration</b>	<b>Narration &amp; Non- Narration</b>	
		Between -32 and -20 dBFS	<-17 dBFS	
	<b>Program Dialog (LM 100)</b>	<b>Short Term</b>	<b>Infinite Term</b>	
		Between -32 and -22	Between -28 and -26	
<b>Audio Phase</b>	All Stereo content must be mono compatible			
<b>Audio Sync</b>	Audio should match Video image			

Standard Definition  
Commercials

HD Simulcast  
View

Accepted at  
Broadcast Center



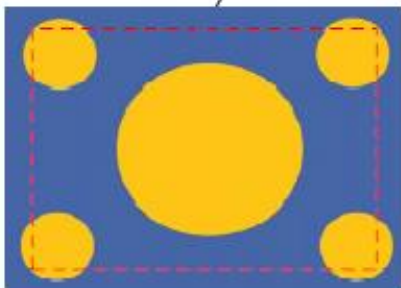
Up  
Conversion



SD 16:9 Letterbox

HD 16:9 Fullscreen

RED Dotted BOX  
refers to  
TITLE SAFE  
Requirements for  
SD Commercial  
Delivery



Up  
Conversion



not TITLE SAFE?



SD 4:3 Full Screen



Meets TITLE SAFE?



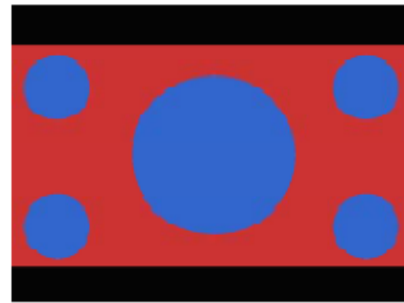
High Definition  
Commercials

SD Simulcast  
View

Accepted at  
Broadcast Center



Down  
Conversion



HD 16:9

SD 16:9 Letterbox



Down  
Conversion



HD 4:3 Pillarbox

SD - 'Postage Stamp'

**Q** - Is there a character limit for the Ad-ID code?

**A** - Our system has a 26 character limit on Ad-IDs.

**Q** - How long do you hold media?

**A** - Media are purged after 90 days of inactivity.

**Q** - Do all of your networks share the same library or do I have to send multiple masters?

**A** - Our networks share the same media library so there is no need to send multiple masters.

**Q** - How is my SD creative upconverted for your HD feed?

**A** - SD Letterbox will fill the full frame 16x9 HD  
SD 4x3 will be custom stretched to full frame 16x9 HD with slim pillar bars on the sides  
SD 4x3 with graphics outside the title safe area will be appear as pillarbox 4x3 HD

**Q** - How is my HD creative downconverted for your SD feed?

**A** - Native 16x9 HD is down-converted to SD letterbox  
Native 4x3 HD is not accepted as this leads to a postage stamp effect on our SD feed

**Q** - Do all media need to be 4x3 safe, including the title or company logo?

**A** - SD media must be 4x3 safe  
HD media must be 16x9 safe, but does not need to be 4x3 safe for SD

**Q** - Does your network read a letterbox AFD encode flag?

**A** - We apply our own AFD encode flag for all SD qualifying content based on the upconversion guidelines mentioned above. HD media is automatically downconverted to 16x9 letterbox for SD.

**Q** - What is VITC and it is necessary?

**A** - VITC is Vertical Interval Timecode and is necessary for our broadcast automation system. Please communicate with your engineers/editors to discuss how you can achieve VITC on your output.

**Q** - What happens when your networks receive media not marked as HD? Do you assume it is SD?

**A** - If delivered electronically, the delivery vendor (DG, Extreme Reach, etc.) will identify whether the media is HD or SD which forces it to the appropriate server. If media are delivered via tape, we will identify the format and encode into the appropriate server.

**Q** - Do your networks need the Ad-ID on the slate appended with "H" for HD media, or can we just add the "H" to the media file name and the commercial instructions?

**A** - We require the Ad-ID on the slate to match the file name and the commercial instructions, therefore the slate must be appended with an "H" if that's how it appears on all other labeling.

**Q** - What are the tape leader and slate requirements?

**A** - We require :30 color bars and tone, at least :10 slate, and at least :02 black and silence between slate and actual media.

**Q** - If I send a replacement copy of a creative, do I need to label it as such or will you just replace it?

**A** - We do not automatically replace media. If you send a replacement, we must be notified in order to re-encode the media. If the media has changed at all, it must receive a new Ad-ID.

**Q** - Can you download media from an FTP site?

**A** - FTP is an unsecured delivery method and we are unable to download media from an FTP site at this time. Please refer to our list of electronic vendors on page 1 from whom we accept electronic delivery. The only media we can download from an FTP site are animated billboard logos (see page 4).