



**CHANNEL & NETWORK BRANDING  
ELEMENTS**

**PRODUCTION AND TECHNICAL  
DELIVERY SPECIFICATION  
FOR EXTERNAL SUPPLIERS**

**JUNE 2013**

## CONTENTS

<b>I</b>	<b>INTRODUCTION .....</b>	<b>3</b>
1.1	Background.....	3
1.2	Overview .....	3
<b>2</b>	<b>CONTACTS .....</b>	<b>4</b>
2.1	UKTV Marketing .....	4
2.2	UKTV Media Planning.....	4
2.3	Red Bee Graphics Manager.....	4
2.4	Media Delivery to Red Bee Creative .....	4
<b>3</b>	<b>GENERAL CONSIDERATIONS.....</b>	<b>5</b>
3.1	Operational Sign-off .....	5
3.2	Channel Cross Promotion.....	5
3.3	Flashing Images / Photoepilepsy Considerations.....	5
3.4	HD/SD, Captioning and Safe Areas .....	5
<b>4</b>	<b>DELIVERY .....</b>	<b>6</b>
4.1	Video Standards .....	6
4.2	Audio Standards - Generic .....	6
4.3	Technical Assessment & Grading .....	6
4.4	Living Hold .....	7
4.5	Reference to requirements for on-line .....	7
4.6	Graphic Elements .....	8
<b>5</b>	<b>FILE DELIVERY.....</b>	<b>10</b>
5.1	Card Based Media .....	10
5.2	Broadcast quality HD.....	10
5.3	Broadcast Quality SD:.....	10
5.4	Graphics .....	10
<b>6</b>	<b>SPECIFIC REQUIREMENTS BY TYPE.....</b>	<b>11</b>
6.1	Idents .....	11
6.2	Beginning of Part/End of Part .....	11
6.3	Break Bumpers.....	11
6.4	'Blipverts'/'Interspatial Brandiments(IBs)'	12
6.5	Channel Breakdown Still.....	12
6.6	Overnight Closedown Holding Clip.....	12
6.7	DOGs.....	13
6.8	DVE Animation Components.....	13
6.9	DVE Menu Background Components.....	14
6.10	IPP Components .....	14

# I Introduction

## 1.1 BACKGROUND

UKTV is a major industry player and one of the most important and successful multi-channel providers in the UK. Formed in 1997, it is an independent commercial joint venture between BBC Worldwide Ltd., the commercial arm of the BBC, and Scripps Networks Interactive Inc (NYSE: SNI).

Attracting over 40 million viewers each month, the network consists of 10 distinctive channel brands – Watch, Gold, Dave, Alibi, Yesterday, Blighty, Eden, Home, Really and Good Food – offering a broad range of quality programming across entertainment, lifestyle and factual. UKTV currently operates 31 broadcast streams when its SD DSat and DTT multiplexes and five HD channels are taken into account, and 11 highly successful websites. The network also runs video on demand (VOD) services on Sky and BT Vision.

UKTV's successful programming strategy combines high profile original commissions and key acquisitions with quality content from the BBC.

All UKTV channels are distributed on Sky and Virgin Media. Dave, Dave Ja Vu, Really and Yesterday are also available on Freeview.

Red Bee Media Ltd.'s expertise provides the transmission playout and on-screen presentation, playout planning, subtitling, audio description, signing and on-screen creative output across the entire UKTV network of channels.

## 1.2 OVERVIEW

- 1.2.1** This document sets out the production & technical delivery requirements for externally supplied branding media being delivered to UKTV directly or to Red Bee Media Creative Services on behalf of UKTV for any of the above channels or streams.
- 1.2.2** In addition to any requirement specific to UKTV and Red Bee Media, all media must meet current OFCOM and other regulatory requirements that may be in force at the time of acquisition and BBC editorial and technical requirements where they exceed these requirements.
- 1.2.3** There are separate delivery specifications for Red Bee Creative Services delivering these elements onwards to Red Bee Channel Playout which are detailed elsewhere and not covered in this document.

## 2 Contacts

### 2.1 UKTV MARKETING

Name	Address	Telephone	e-mail
Lydia Goomansingh	UKTV 245 Hammersmith Rd London W6 8PW	020 7299 6272	<a href="mailto:Lydia.Goomansingh@uktv.co.uk">Lydia.Goomansingh@uktv.co.uk</a>

### 2.2 UKTV MEDIA PLANNING

Name	Address	Telephone	e-mail
Clair Griffiths	UKTV 245 Hammersmith Rd London W6 8PW	020 7299 6256	<a href="mailto:Clair.Griffiths@uktv.co.uk">Clair.Griffiths@uktv.co.uk</a>

### 2.3 RED BEE GRAPHICS MANAGER

Name	Address	Telephone	e-mail
Mikey Beard	Red Bee Media BC1-B6, Broadcast Centre 201, Wood Lane, London W12 7TP	020 8495 5097	<a href="mailto:layoutgraphics@redbeemedia.com">layoutgraphics@redbeemedia.com</a>

### 2.4 MEDIA DELIVERY TO RED BEE CREATIVE

Name	Address	Telephone	e-mail
Sally Rawlings Senior Design Producer	Red Bee Media BC1-A4, Broadcast Centre 201, Wood Lane, London W12 7TP	020 8495 9489 07590 773704	<a href="mailto:sally.rawlings@redbeemedia.com">sally.rawlings@redbeemedia.com</a>

## 3 General Considerations

### 3.1 OPERATIONAL SIGN-OFF

**3.1.1** As part of the creative/production sign-off process, the UKTV Creative Team will liaise with the Red Bee Media Graphics Manager to ensure that all aspects of the proposed design are suitable for layout and associated delivery processes. The major areas that are considered:

- ◆ that the design will play under automation on the channel's graphics infrastructure;
- ◆ whether it is capable of being scheduled for automation playout by UKTV Media Planning or UKTV Navigation Planning;
- ◆ whether the proposed design conflicts with any existing channel branding design;
- ◆ its timing and on-screen considerations in respect to other automated graphic elements;
- ◆ its quality after processing through the coding & multiplexing of the various channel delivery platforms; and
- ◆ its quality after processing through VOD transcoding (if applicable).

For this, the supplier will need to provide test elements so that some examples can be mocked up. However, only the final signed off graphics can be implemented in Red Bee Playout.

**3.1.2** Owing to the complexity of the playout delivery processes and following transmission process and whilst we and Red Bee will use all reasonable endeavours to assess suitability before live deployment, suitability cannot be guaranteed before the result is seen on all relevant delivery platforms.

### 3.2 CHANNEL CROSS PROMOTION

**3.2.1** The supplier must be aware that UKTV operates a cross-promotional strategy across all its 10 channels. Consequently, it is imperative that any new graphic design elements for any one channel must fit in with those on the other channels e.g. animation timing, screen position, etc.

**3.2.2** All designs should be created with reference to the existing design guideline docs.

### 3.3 FLASHING IMAGES / PHOTOEPILEPSY CONSIDERATIONS

Branding material containing flashing images at sufficient levels and frequency (triple luminance flashes within a one-second sequence are permitted) has been shown to trigger seizures in some viewers. A typical example of this would be scenes depicting flashguns firing in quick succession or lightning strikes. Scenes containing repetitive / special patterns & red flashes may also act as a trigger. In order to reduce the risk of seizures, it is necessary to restrict the occurrence of such scenes.

To that end, OFCOM has published a set of guidelines on visual content which should be applied when flashing or repetitive / special patterns are clearly discernible in normal domestic viewing conditions. All material supplied to UKTV must conform to the latest OFCOM guidelines on Flashing Images and Regular Patterns in Television, which can be obtained from the OFCOM directly or via the web site [www.ofcom.org.uk](http://www.ofcom.org.uk). Material delivered which does not conform to these guidelines will be rejected by UKTV and the costs of modification for compliance and redelivery will be borne by the supplier.

### 3.4 HD/SD, CAPTIONING AND SAFE AREAS

**3.4.1** Unless otherwise agreed with UKTV, all branding material should be originated, post-produced, mastered and delivered in full HD format.

- 3.4.2 HD originated material will also be played out in SD. Therefore all designs must SD-compatible in all respects e.g. line thickness, text height, caption safe-area, etc.
- 3.4.3 All moving media must also be delivered in 16:9 Full Height Anamorphic SD format
- 3.4.4 All on-screen captioning and informational graphics must be 14:9-safe

Note: for SD Active Width is 52µs / 702 pixels

## 4 Delivery

### 4.1 VIDEO STANDARDS

- 4.1.1 All broadcast material must be based on either 625 line, 50Hz field rate (Standard Definition) or 1080i 50Hz (High Definition).
- 4.1.2 Video levels should be controlled to ensure that colour signals are legal in PAL, RGB and YUV domains. Luminance levels must be no higher than 3% above peak white level and no lower than 1% below black level.
- 4.1.3 There must be active video from 12 frames before the Start-Of Message (SOM) timecode.

### 4.2 AUDIO STANDARDS - GENERIC

- 4.2.1 Stereo sources should be recorded with coherent phase to ensure compatibility with mono reproduction.
- 4.2.2 The audio reference level (0dB, 4 on a PPM) should be -18dBFS, i.e. 18dB below full scale/18dB of digital headroom. A reference level of -20dBFS is **NOT** acceptable –(note that some digital machines may have been supplied set to this standard).
- 4.2.3 Uncompressed peak programme sound levels should not exceed PPM6, (i.e. +8dB)
- 4.2.4 Volume compression, if used, must be limited to 6dBs of compression. The onset should not occur below 0dB (4 on a PPM)
- 4.2.5 The first 6 frames of action after SOM timecode and the last 6 frames of action before End-Of-Message (EOM) timecode (inc. any living hold if applicable – see 4.4 below) must be mute.

### 4.3 TECHNICAL ASSESSMENT & GRADING

- 4.3.1 The media must be technically assessed **by the supplier before** delivery to UKTV to make sure that it complies with these guidelines and that the levels of both sound and vision are within the parameters laid down. Branding materials failing to meet these standards will be rejected.
- 4.3.2 The Video and Audio output of UKTV may be monitored by OFCOM and graded on the 5 point ITU / CCIR scale.

- 5 -Excellent
- 4 -Good:
- 3-Fair
- 2-Poor

## I- Bad

For guidance, these 5 points may be interpreted as:

Grade 5	Imperceptible impairment
Grade 4	Perceptible but not annoying impairment
Grade 3	Slightly annoying impairment
Grade 2	Annoying Impairment.
Grade 1	Very annoying impairment

**4.3.3** Delivered material should meet a level of at least grade 4 on the ITU-R / CCIR 5 point impairments grading scale. It should be free from perceptible noise and distortions. With the exception of deliberate effects, black or white crushing should be avoided and colours, especially flesh tones, should appear natural. Any deviation below this point must be agreed in advance with the UKTV and recorded in the technical delivery notes. Note that this an overall grading encompassing both audio and video.

**4.3.4** There must be no quality impairment as a result of any digital video effects (DVE) or aspect ratio conversion (ARC) in the overall production process (ITU / CCIR scale grade 5).

## 4.4 LIVING HOLD

**4.4.1** All Idents, Beginning-of-Parts (BOPs) , End-Of-Parts (EOPs) and Break Bumpers require a 'Living Hold'. This is additional moving video (and low level audio) following the end of the commissioned duration. This allows the duration of these elements to be flexibly extended in Payout for schedule timing purposes. E.g. a 10" Ident with a 10" living hold may be seen by the viewer for any duration between 10" and 20".

**4.4.2** Delivered material not including the specified duration of Living Hold will automatically be rejected for re-delivery

## 4.5 REFERENCE TO REQUIREMENTS FOR ON-LINE

**4.5.1** Below is a list of minimum necessary deliverables for a website rebrand. Please note, depending on the rebrand requirements there may be additional assets needed, therefore please speak to your contact in the Multiplatform team or email [helen.sallnow@uktv.co.uk](mailto:helen.sallnow@uktv.co.uk) for a specific list in each instance.

- ◆ Logo (RGB, CMYK, monochrome version):
  - Vector file (EPS or illustrator format)
  - Needs to be legible when small (50x50px and avoid too much gradation)
- ◆ Favicons delivered as .ico file:
  - 16x16px
  - 32x32px
  - 48x48px
  - 64x64px
  - 256x256px
- ◆ Font (with licence for online usage, if not a suggested (ideally free) alternative):

- .eot
- .otf
- .svg
- .ttf
- .woff
- ◆ Off-air Style guide:
  - Colour palette including hex and RGB values
  - Typography usage
  - Instructions for logo placement and application
- ◆ Visual elements (highest resolution possible / minimum 72dpi):
  - Ident stills without logo/typographic elements burned in
    - Jpg
    - 72dpi
    - 2700px width minimum
  - Ident examples (can be WIP)
  - Any other design elements

## 4.6 GRAPHIC ELEMENTS

This encompasses at least the following:

- ◆ Single Targa images
  - ◆ Targa animation sequences
- 4.6.1** Both 16x9 safe and 4x3 safe version for all elements that are overlaid on any programme media e.g. DOGs, IPPs End-credit sequences. SD and HD delivery of both versions required.
- 4.6.2** All graphics should be delivered as a targa file with 32bit embedded Alpha Channel. The file should be uncompressed and therefore have a file size of around 1.6 Mb for SD content and a size of 8MB for HD content.
- 4.6.3** Animated sequences should be delivered as a sequence of targa files, numbered sequentially.
- 4.6.4** Unless specifically commissioned otherwise, all graphics must be delivered correctly positioned on a full frame.
- 4.6.5** For SD the files should be 720x576 pixels 16x9 anamorphic.
- 4.6.6** For HD the files should be 1920x1080 pixels. This is true 16x9 and not anamorphic.
- 4.6.7** Supporting fonts should be delivered in one of the following formats, Windows Postscript, TrueType and OpenType – the preference is Windows TrueType.
- 4.6.8** Additional Information
- ◆ The Alpha Channel for all logos, bugs or dogs should be white against black. Black represents the area which will be the programme. White the area which will be cut through. The Alpha Channel should not simply be a copy of the aliased foreground otherwise double-aliasing will occur on TX giving rise to poor image quality and loss of edge resolution.
  - ◆ Animating Logos/Bugs/Dogs should be delivered as a sequence of targa files, numbered sequentially. Due to current technology used in Playout this must be limited to 250 files. It is preferable for playout to add loops to parts of the sequence in order to keep the number of files down. This gives a quicker load time on-air.
  - ◆ A typical delivery could include some of the following elements:



- ◆ Targa Sequence – Clean
- ◆ Windows Media file or .mov file – Example
- ◆ Fonts
- ◆ Text layout grid including all positions, sizes and fonts, along with animation details for any text (fade on xx frames, fade off xx frames etc).

**4.6.9** In addition, to enable practical adjustments to be made for transmission, the design project files – e.g. Adobe AfterEffects -should also be supplied.

**4.6.10** Should you be in any doubt as to how to deliver your graphics please contact [layoutgraphics@redbeemedia.com](mailto:layoutgraphics@redbeemedia.com) with examples of your artwork as windows media files or .mov files.

## 5 File Delivery

Where file delivery is indicated as an option for the various elements listed in section 6 below, the following specifications below should be followed:

In the event that it is impossible to meet these specifications, alternatives may be proposed but these must be agreed in advance with Red Bee Media (on behalf of UKTV) and a test file must be provided to confirm acceptability before any agreement.

### 5.1 CARD BASED MEDIA

- 5.1.1 Red Bee will need to be supplied with a card-reader at the supplier's expense.
- 5.1.2 For certain cameras such as Alexa's, Red Bee can import the ProRes HD files directly although please note that sometimes 'banding' has been experienced even at best quality HD.
- 5.1.3 Other formats may come in easily or take some time (Red footage would ideally need to be converted beforehand).

### 5.2 BROADCAST QUALITY HD

Red Bee will require:

- 5.2.1 Video + Audio
- 5.2.2
  - 1) 1920 x 1080i uncompressed or animation codec MOV's, 25fps, 24bit 48Khz audio; or
  - 2) 1920 x 1080i DNxHD185 MOV's, 25fps, 24bit 48Khz audio (we can use DNxHD 120 but 185 preferred); or
  - 3) 1920 x 1080i ProResHQ MOV's, 4:2:2, 25fps, 24bit 48Khz audio
- 5.2.3 Where Video and Audio are delivered separately,:
  - ◆ Any video delivered as .TGA files must be 1920 x 1080 resolution
  - ◆ Audio (files) must be 48Khz Wav's

### 5.3 BROADCAST QUALITY SD:

Red Bee will require:

- 5.3.1 Video + Audio
- 5.3.2 720 x 576 anamorphic uncompressed or animation codec MOV's, 25fps, 24bit 48Khz audio
- 5.3.3 Where Video and Audio are delivered separately:
  - ◆ Any video delivered as .TGA files must be 1024 x 576 resolution
  - ◆ Audio (files) must be 48Khz Wav's

### 5.4 GRAPHICS

Please refer to section 4.6 above

□

## 6 Specific Requirements by Type

### 6.1 IDENTIS

	20" Ident	10" Ident
Origination Standard	HD	HD
Delivery Standard	SD + HD	SD + HD
Audio / Mute ?	Sync	Sync
Normal delivery media	File or Tape	File or Tape
Delivered through Red Bee Media Creative?	√	√
Delivery Deadline to Red Bee Media Creative	1st TX-15 working days	1st TX-15 working days
Duration	20"	10"
10" Static hold?		
5" Living Hold?		
10" Living Hold?	√	√
SOM file ingest Handle	5"	5"
EOM file ingest Handle	5"	5"

### 6.2 BEGINNING OF PART/END OF PART

Origination Standard	HD
Delivery Standard	SD + HD
Audio / Mute ?	Mute
Normal delivery media	File or Tape
Delivered through Red Bee Media Creative?	√
Delivery Deadline to Red Bee Media Creative	1st TX-15 working days
Duration	3"
10" Static hold?	
5" Living Hold?	√
10" Living Hold?	
SOM file ingest Handle	5"
EOM file ingest Handle	5"

### 6.3 BREAK BUMPERS

Origination Standard	HD
Delivery Standard	SD + HD
Audio / Mute ?	Mute
Normal delivery media	File or Tape
Delivered through Red Bee Media Creative?	√
Delivery Deadline to Red Bee Media Creative	1st TX-15 working days
Duration	1"

10" Static hold?	
5" Living Hold?	√
10" Living Hold?	
SOM file ingest Handle	5"
EOM file ingest Handle	5"

#### 6.4 'BLIPVERTS'/'INTERSPACIAL BRANDIMENTS(IBs)'

(12-frame branding opticals between advertisement spots)

Origination Standard	HD
Delivery Standard	SD + HD
Audio / Mute ?	Mute
Normal delivery media	File or Tape
Delivered through Red Bee Media Creative?	√
Delivery Deadline to Red Bee Media Creative	1st TX-15 working days
Duration	0.5"
10" Static hold?	√
5" Living Hold?	
10" Living Hold?	
SOM file ingest Handle	5"
EOM file ingest Handle	5"

#### 6.5 CHANNEL BREAKDOWN STILL

Origination Standard	Targa File
Delivery Standard	.TGA sequence
Audio / Mute ?	Mute
Normal delivery media	file
Delivered through Red Bee Media Creative?	√
Delivery Deadline to Red Bee Media Creative	1st TX-15 working days
Duration	n/a
10" Static hold?	
5" Living Hold?	
10" Living Hold?	
SOM file ingest Handle	
EOM file ingest Handle	

#### 6.6 OVERNIGHT CLOSEDOWN HOLDING CLIP

Origination Standard	HD
Delivery Standard	SD + HD
Audio	Low level background music

Normal delivery media	
Delivered through Red Bee Media Creative?	✓
Delivery Deadline to Red Bee Media Creative	1st TX-15 working days
Duration	t.b.a.
10" Static hold?	✓
5" Living Hold?	
10" Living Hold?	
SOM file ingest Handle	5"
EOM file ingest Handle	5"

## 6.7 DOGs

Otherwise know as 'BUG's

Origination Standard	HD/SD
Delivery Standard	HD/SD
Audio / Mute ?	Mute
Normal delivery media	File
Delivered through Red Bee Media Creative?	✓
Delivery Deadline to Playout	1st TX-21 working days
Duration	n/a
10" Static hold?	✓
5" Living Hold?	
10" Living Hold?	
SOM file ingest Handle	n/a
EOM file ingest Handle	n/a

## 6.8 DVE ANIMATION COMPONENTS

Origination Standard	HD/SD
Delivery Standard	HD/SD
Audio / Mute ?	Mute
Normal delivery media	File
Delivered through Red Bee Media Creative?	
Delivery Deadline to Playout	1st TX-21 working days
Duration	n/a
10" Static hold?	
5" Living Hold?	
10" Living Hold?	
SOM file ingest Handle	n/a
EOM file ingest Handle	n/a

**6.9 DVE MENU BACKGROUND COMPONENTS**

Origination Standard	HD/SD
Delivery Standard	HD/SD
Audio / Mute ?	Mute
Normal delivery media	file
Delivered through Red Bee Media Creative?	
Delivery Deadline to Payout	1st TX-21 working days
Duration	n/a
10" Static hold?	
5" Living Hold?	
10" Living Hold?	
SOM file ingest Handle	n/a
EOM file ingest Handle	n/a

**6.10 IPP COMPONENTS**

Origination Standard	HD/SD
Delivery Standard	HD/SD
Audio / Mute ?	Mute
Normal delivery media	file
Delivered through Red Bee Media Creative?	
Delivery Deadline to Payout	1st TX-21 working days
Duration	n/a
10" Static hold?	
5" Living Hold?	
10" Living Hold?	
SOM file ingest Handle	n/a
EOM file ingest Handle	n/a