

# Broadcast Requirements

## Master Tape Specifications

**Purpose:** To ensure that all technical and content broadcast requirements are met for all :30, :60, :120 and 30 minute direct response programming.

**Responsible Parties:**

**BROADCAST/CABLE TECHNICAL REQUIREMENTS**

Production House  
Editor

- 1 All master tapes must have DROP FRAME time code.
- 2 All program masters must be formatted as follows:  
1:58:30:00 to 1:59:30:00 NTSC Bars and Tone  
1:59:30:00 to 1:59:50:00 Slate  
1:59:50:00 to 1:59:49:00 Count down
- 3 Audio mixed MONO or STEREO on both channels 1 and 2.
- 4 Video levels not to exceed 100 I.R.E and blacks at 7.5 (see detailed specs below).

Levels	Levels in Bars	Ideal Range in Program		Acceptable Range in Program		Rejectable Range in Program	
		Average	Peak	Average	Peak	Negative Peaks	Positive Peak
Video	100	90 IRE	100 IRE	85 IRE	104 IRE	84 IRE	105 IRE
Chroma	100	95 IRE	120 IRE	90 IRE	125 IRE	89 IRE	130 IRE
Audio	0 dBvu	-5 dBvu	+1dBvu	-6 dBvu	+2dBvu	-7 dBvu	+3 dBvu
Time Code	-4 dB	-4 dB	-1 dB	-5 dB	0 dB	-6 dB	+1 dB
Horizontal Blanking	N/A	10.6	11.2	10.5	11.2	10.4	11.3
Vertical Blanking	N/A	20.0	21.5	19.0	22.0	18.5	22.5

**Responsible Parties:**

**DUB HOUSE REQUIREMENTS**

Producer  
Editor

- 1 All masters to arrive 48 hours prior to first dub ship date.
- 2 Masters accepted in DigiBeta, BetaSP or one-inch formats. (DigiBeta is preferred format.)
- 3 Slate containing the following information:  
Show title, version, producer, client, editor, production company, date produced, audio mix and length.
- 4 All spots must be on a separate master with bars, tone and slate. Each program must start at 1:00:00:00 (one hour) to comply with broadcast standards.
- 5 All duplicate masters or alternate versions must have matching time code of the original.
- 6 EDL (Edit Decision List) for 800# placement to be sent with tape (may be faxed or emailed to coordinate with arrival of tape).
- 7 SCRIPT for customized voice over to be sent with tape (may be faxed or emailed to coordinate with arrival of tape).

**Responsible Parties:**

Producer

**ERA OR STATION CONTENT REQUIREMENTS**

**Infomercials (30 Minute Only)**

- 1 Audio and Video disclosures at the beginning and end of each program. Audio and Video must be identical to each other.  
*Example: The following/preceding is/has been a paid advertisement by (advertiser) for (product).*
- 2 Video disclosure prior to each CTA (Call To Action). Minimum five seconds in length and 14-point type.  
*Example: This is a paid advertisement by (advertiser) for (product).*

**All Programs (:30, :60, :120 and 30 Minute)**

- 1 All programs must include, on the order page, the street address and name of advertiser per California Business Code. 14-point type is smallest allowed.
- 2 Money back guarantee must state that it is less shipping and handling.

**Canada**

- 1 All programs intended for air on Canadian border stations must include "US Funds Only" on the order page.

**Responsible Parties:**

Client  
Producer

**MEDIA REQUIREMENTS**

**Infomercials**

- 1 28:30
- 2 27:30 (CNBC)
- 3 27:40 (Court TV)
- 4 27:30 with one-minute hole at 15-minute mark for a total length of 28:30 (Outdoor Life)
- 5 28:00 (Fox Family, Inspiration)
- 6 27:55 (SCI-FI)

**Spots**

- 1 ESPN will not allow spots with language or visuals that encourage viewers to call "within the next 10 minutes" for an upgrade. As ESPN is a viable outlet for some products, it is advised that a version be produced that does not feature this pitch.

**NOTE:** Client execution of Agreement to which this information is attached, denotes that said Client has read and fully understands the requirements presented in this Master Tape Specifications document. Client further understands that noncompliance with the specifications herein may compromise our ability to send broadcast dubs out on schedule and Client will be responsible for any liabilities that we may incur as a result.

Year 2002