



## Setting things up

### Aspect ratio

16:9

### Frame rate

25fps

### Bitrate

Minimum 15mbps

### Definition

SD

### Audio

Audio: OP 59 Compliant.  
All TVC's must have full audio.

### File format

MOV / Mxf / Quicktime H.264

**Refer to Free TV OP59 for correct loudness measurement and management techniques.**

### Chroma encoding

4:2:2

### Captions

Open captions to be used for applicable media.

### Clapper

8 seconds of still image of ID Board and countdown combined.  
Must be completely silent with no audio pop followed by 2 seconds of black  
TVC must start exactly 10 seconds.

## Getting it to us

### File transfer

Final artwork must be delivered via either Adstream or IMD.  
Third party charges will apply.

#### Adstream:

<https://www.adstream.com/au/platform/delivery/>

Email - [helptv@adstream.com.au](mailto:helptv@adstream.com.au) or Tel - 1300 423 787

#### IMD:

<https://www.groupimd.com/>

Email - [info@anz.groupimd.com](mailto:info@anz.groupimd.com) or Tel - 1300 664 882

### File Names

Submitted files must have a file name that matches the key number.  
Do not include spaces or punctuation (i.e. dots or dashes etc.) in key numbers. Maximum 13 alphanumeric characters only.

## Creative Approval

No M, MA, or R rated content  
No political references.  
No religious references.  
No demeaning of public transport or its users.  
CAD approval is not required

## Deadlines

Artwork is due 7 days prior to live date.

For more details on regulation visit: <http://www.oma.org.au/regulation-and-community>