Virgin Media Television

Ad Copy
Technical Specifications
TV, AdSmart & VOD

TELEVISION

TV Specifications

To include all TV advertising including AdSmart and sponsorship copy.

Overview

Commercial copy is to be delivered to Virgin Media One, Two, Three and Four via one of the approved digital delivery providers. This includes all AdSmart copy.

This document outlines the specifications set by Virgin Media Television for commercials and sponsorship content delivered for transmission.

Commercials that fail to comply with this specification may be rejected.

Where the failure relates to loudness Virgin Media Television reserves the right to effect an overall level correction to the commercial in order to bring the audio within the defined specification.

Video

Video Format

Standard Definition Commercials must comply fully with the 625/50 digital component video standard conforming to ITU-R BT.601 (Rec. 601) and will be compatible with the relevant sections of the EBU document "EBU Tech 3267". Files should be delivered in MXF format only.

Illegal Colours

Due care should be taken to avoid illegal colours (gamut errors), particularly in relation to captions and graphics included in the commercial.
Tolerances are outlined in EBU document R103 - 2000.

Safe Area

Commercials will be delivered in 16:9 full height anamorphic format. Images including Graphic and Text content will be framed to protect the central 4:3 zone (i.e. "4:3 safe").

Line 23

WSS data (widescreen signalling) should not be present on line 23.

Conversions

Where content has been converted from another standard, the converter used should be of a quality to minimise conversion.

Text Height

Text height on commercials should be at least 16 lines artifacts.

Audio

Expected sequence for commercials including the leader/clock

Timecode	Vision	A1	A2	A3	A4
09:59:45:00	Clock	--------------------- Silence -------------			
09:59:57:00	Black	--------------------- Silence -------------			
10:00:00:00	Commercial	Start of Video and Audio			
10:00:00:12	Commercial	Start of KEY Audio (i.e. Dialogue)			

At the end of the commercial please include a 10 sec. freeze frame of the last frame.

NOTE: Audio Tracks 3 and 4 will carry identical content to tracks 1 and 2 or be mute.
- Line up tones will be at –18dbfs.
- Left channel line up tone (tracks 1 and 3) will be interrupted to ident them as being the LEFT channel.

Key Audio
- Audio on the commercial will follow the guidelines in appendix 1, i.e. the first and last 12 frames of the commercial shall carry no dialogue or other "key audio".
- Background effects or music are acceptable.

Delivery Levels
Please note that VM One, VM Two, VM Three and VM Four expect delivery of commercials at "Post House" levels (peaking up to PPM 6).

VOD Specifications

on Virgin Media Player

3rd Party Served VOD

- VAST Tags accepted. All Ad Tech Vendors must be declared and IAB TCF 2 approved.
- (Please Note: Tracking issues should be flagged within 48 hours of going live)
- No audience or viewability tracking
- No Creative switches-all creatives approved prior to going live
- No Wrappers
- No VPAID or VPAID adapters. VPAID will be blocked at Set Up
- MP4 & WebM Files only
- Bitrate:
    - Lowest: 320×180, 128 kbps video, 24 kbps audio
    - Highest: 1024×576, 720 kbps video, 128 kbps audio
- Maximum of 2 referrals. No switch without prior approval.
- Rapid response time. Tags causing timeouts will be deactivated.
- All Creatives are subject to Virgin Media Television final approval
- No Geo restriction or frequency capping to be applied at tag level. Applied by Virgin Media Television at campaign setup.

Hosted Creative VOD

Video Codec: H.264 Baseline or main profile
Container: MP4 or MOV
Frame Rate: 25 fps
Aspect Ratio: 16:9
Resolution: 1920×1080 or 1280×720
Bitrate: Max: 10Mbps (10,000 kbps)
Audio Codec: AAC-LC (Stereo only)
Audio Level: Must not exceed - 12db

Virgin Media Set Top Box requires unique creative specs.
These are managed with Peach & Adstream.

Pause Ad

Desktop only
Dimensions
File Type: GIF, JPG or PNG

Impressions and clicks can be tracked via a third party 1×1 tracking pixel and click redirect.