

# DIGITAL RULE BOOK

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# Video on Demand Guidelines

All assets must be provided with a valid **Clearcast clock number**, this should be included in the title of the video asset.

Clock and pre / post hold frames **must** be removed from the video.

The asset must be provided a minimum of **five business days** prior to TX.

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## Assets Delivery

Assets must be delivered via an approved delivery vendor, details below:

**AdStream** | [www.adstream.com](http://www.adstream.com) | [hello@adstream.com](mailto:hello@adstream.com)

**Honeycomb** | [www.honeycomb.tv](http://www.honeycomb.tv) | 0330 043 5373 | [sales@honeycomb.tv](mailto:sales@honeycomb.tv)

**IMD** | [www.groupimd.com](http://www.groupimd.com) | 0207 468 6850

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## 3rd Party Interactive ads

All 3rd Party Interactive (VPAID) ads must be served via VAST tags and must comply with the VPAID 2.0 (HTML/JS) standard.

STV no longer accepts VPAID 1.0 (Flash.SWF) ads.

## Specifications

Definition:	HD
Video Codec:	H.264
File Wrapper:	MOV
Frame Rate:	25 fps
Aspect Ratio:	16:9
Frame Size:	1920x1080
Bitrate:	50Mb/s
Interlace Method:	Progressive
Chroma Subsampling:	4:2:0
Audio Levels:	EBU-R128 Compliant / -23lufs
Audio Loudness:	ITU-R BS.1770
Aim Level:	-23lufs
Audio Codec:	AAC
Audio Channel Convention:	Stereo
Audio Bitrate:	320 kb/s
Sample Rate:	48kHz
Sample Depth:	16bit
Naming Convention:	abc-abcd012-030_advertiser