

ITV.com Video Specification

All assets must be provided to us at least 5 working days before the campaign start date.
Clock and end frame must be removed.

All Video creative must be uploaded via ITV's FTP. ITV cannot use external FTPs.

All video ads must be supplied with a clocknumber and cleared by Clearcast otherwise they cannot be used.

Output Format (wrapper for audio and video)	Encode Profile 50Mbps MPEG-2 4:2:2@ML GOP Structure I-Picture Only	Audio Profile
<p><u>QuickTime.mov IMX50</u> <u>Anamorphic</u> PAL File Extension: mov Video Encode: D-10 / IMX Audio Encode: PCM</p> <p>Or</p> <p><u>Media Exchange Format (MXF)</u></p> <p>File Extension: mxf Video Encode: D-10 / IMX Audio Encode: PCM</p>	<p>Video Format <u>D-10 / IMX</u> Bit Rate: 50MBits/s Display Aspect Ratio: 16:9</p> <p><u>Frame Rate</u> Frame Rate: 25 Frame Rate Mode: Progressive Framerate Type: Fixed framerate</p> <p><u>Resize</u> Active Picture: Width: 720 Height: 576 Frame Size: Width: 720 Height: 608 Preprocessing: Deinterlace if required</p>	<p>Audio <u>PCM</u> Twos compliment linear PCM Channels: 2 PCM format: 16 Bit Big Endian Integer or 24 Bit Big Endian Integer Sample Rate: 48,000 Hz Audio Levels: EBU-R128 Audio Loudness: ITU-R BS.1770</p>

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ITV FTP upload

Please email interactivetraffic@itv.com with the subject header:
“[Ad Robot] ITV FTP Account”.

An account will then be set up and login details will be sent to you.

Naming Convention

ClockID_Advertiser_Product_CreativeName_Duration.FileExtension
eg LIPCPLD031010_Morrisons_INCEPTION_LIPSYNC_10.mxf

Clock ID should contain only alpha numeric characters
Each element should be separated by an underscore.

Contacts:

ITV Ad Operations: Interactivetraffic@itv.com

Clearcast: enquiries@clearcast.co.uk

Adstream: TV_UK@adstream.com

Beam: support@beam.tv

IMD: tv@imdplc.com