CLEARCAST

CopyCentral Digital File Specification Guide

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Introduction

Introduction

This document outlines the various file formats that CopyCentral supports for the upload of TV commercials for copy clearance.

Your rough-cuts and scripts should be uploaded to CopyCentral and as per the specs detailed in this document. However, please note that your TVCs/clocked ads will be submitted via The Library, a different platform with different technical specs and requirements – these can be found here:

Please ensure that once you are registered on the Clearcast Library, that you submit your rough cuts via CopyCentral and your final TVCs via the Library. Our library tech guide can be found here: https://help.clearcast.co.uk/hc/en-us/articles/4669268044561-The-Library-Full-Technical-Spec-Download

All files uploaded to CopyCentral will be testing for Flashing and PSE triggers in line with Rule 2.12 and annex 1 of Ofcom Guidance Notes Section2: Harm and Offence. See https://www.ofcom.org.uk/__data/assets/pdf_file/0023/104657/Section-2-Guidance-Notes.pdf for more information.

Files will then go through Ingest Checks at Clearcast where all "Supers" are checked for minimum text height and duration of hold. See https://help.clearcast.co.uk/hc/en-us/articles/4409927849873-Legal-Supers-Our-Helpful-Tools for more information and Section on Supers Height below.

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Supers Height

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Supers Height

Every video that is uploaded is passed through ingest checks. Here any super-imposed text is checked for both the duration of hold and height of the text to ensure it confirms with the BCAP code.

See https://help.clearcast.co.uk/hc/en-us/articles/4409927849873-Legal-Supers-Our-Helpful-Tools for more information.

The minimum height of text required is dependent on the resolution of the file:

Resolution	Solid Background (Lines)	Non Solid Background (Lines)
720 x 576	14	16
1024 x 576	14	16
1920 x 1080	26	30

Note: 1280 x 720 is not supported by CopyCentral.

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Clock Number Formatting

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Clock Number Formatting

The clock number is a unique identification number. The final version of each commercial must begin with a full countdown clock, and must also show the name of the product, the commercial unique identification number and the commercial length.

This unique identification number will be used to identify your ad by ourselves and the broadcasters airing it throughout the compliance process, through to transmission and post-transmission reporting.

Clearcast will allocate your agency code (the first three letters of your clock numbers, unique to your agency). You will receive this code once your agency has registered with Clearcast, and can be found via your 'Admin' tab on CopyCentral or your 'Organisation Settings' via The Library. You can also contact help@clearcast.co.uk for us to find it for you.

The clock number should be 15 characters long and follows the following formats.

Linear/VOD Standard

Agency Code	(3 alpha characters)
Terminator	/
Client Code	(2 alpha characters)
Product Code	(2 alpha characters)
Unique Id	(3 numeric characters)
Terminator	/
Duration	(3 numeric characters)

Example: QQQ/CLSU001/030

Teleshopping

Agency Code	(3 alpha characters)
Terminator	/
Client Code	(2 alpha characters)
Product Code	(2 alpha characters)
Unique Id	(2 numeric characters)
Terminator	/
Duration	(4 numeric characters)

Example: QQQ/CLSU01/1800

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Audio Description

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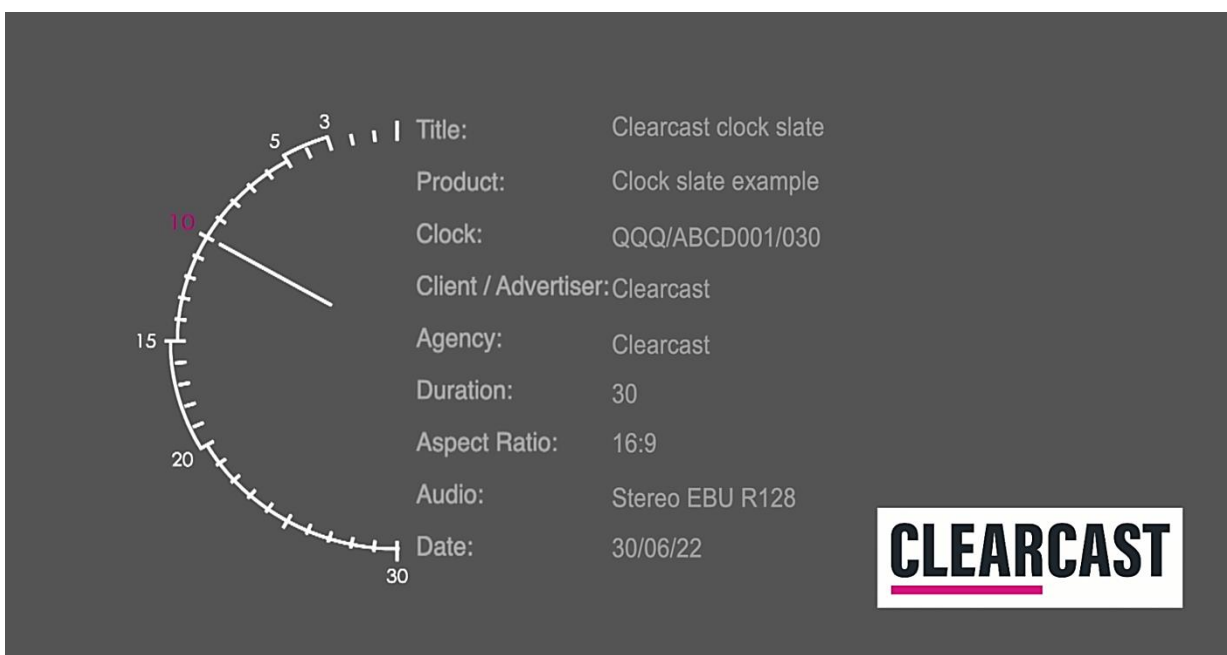
Audio Description

To ensure that the audio description (AD) is included in the clearance process the file uploaded to CopyCentral must be of a particular format otherwise CopyCentral will refuse to transcode and thus reject the file. Clearcast need to be able to consume the advert both without AD and with AD.

To allow this to happen the audio tracks should be laid out in the following manner when uploaded to CopyCentral, with **only 2 tracks of Audio (across channels 1&2)**

- **Channel 1 - Audio Description (Narration)**
- **Channel 2 – Original stereo audio mixed down to Mono.**

Note: The file uploaded to CopyCentral must only contain 2 audio channels. If the file doesn't include the AD narration as described above, then it is not possible to be cleared for AD.

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HD File formats

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HD File Formats

We support multiple HD formats listed below which must be:

- 1920x1080
- 25 frames per second
- Interlaced (Top Field first)
- 4:2:2 colour sampling
- 16:9 Aspect Ratio, (1:1 Pixel Aspect Ratio)
- PCM Audio 2 channel (Stereo) 48Khz 16/24 bits, Little Endian (LE)

The formats are as follows:

HD MPEG2

- Container: MXF (OP1a)
- Video: MPEG2 (IFrame Only)
- Video Profile: 422P@HL
- Bitrate: CBR @ 100Mbps

Apple ProRes

- Container: MOV (QuickTime)
- Video: ProRes 422 HQ
- Video Profile: High Quality

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SD File formats

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SD File Formats

We support multiple SD formats listed below which must be:

- 720 x (576/608)
- 25 frames per second
- Interlaced (Top Field first)
- 4:2:2 colour sampling
- 16:9 FHA Aspect Ratio, (1:1 Pixel Aspect Ratio)

The formats are as follows:

MPEG2

- Container: MPEG program stream (PS)
- Video: MPEG2
- Video Profile: 422@Main, 422@High
- Bitrate: CBR @ 50Mbps
- Audio: MPEG 2 Layer II, CBR@384Kbps, 2 channel Stereo, 48Khz 16/24 bits

Apple ProRes

- Container: MOV (QuickTime)
- Video: ProRes 422
- Video Profile: Normal
- Audio: PCM, 2 channel Stereo, 48Khz 16/24 bits, Little Endian (LE)
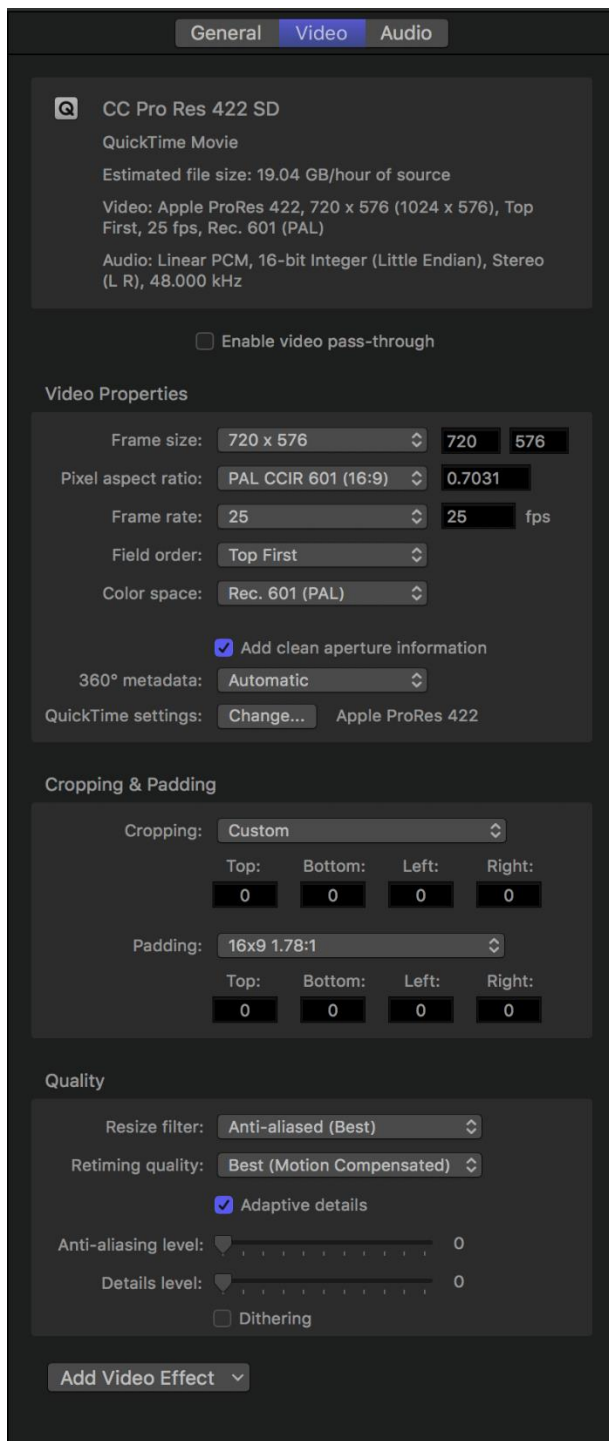
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Export Preset Settings

Apple Compressor & Adobe Media Encoder

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Export Preset Settings – Apple Compressor

The following section provides various export settings in Apple Compressor which if followed should provide a perfect export for uploading to CopyCentral.

ProRes 422 SD

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ProRes HQ

General | **Video** | **Audio**

CC ProRes 422HQ

QuickTime Movie

Estimated file size: 83.61 GB/hour of source

Video: Apple ProRes 422 HQ, 1920 x 1080, Top First, 25 fps, Rec. 709

Audio: Linear PCM, 24-bit Integer (Little Endian), Stereo (L R), 48.000 kHz

☐ Enable video pass-through

Video Properties

Frame size:	1920 x 1080 1920 1080
Pixel aspect ratio:	Square 1.0000
Frame rate:	25 25 fps
Field order:	Top First
Color space:	Rec. 709
360° metadata:	Automatic
Codec:	Apple ProRes 422 HQ
Profile:	No Value
Entropy mode:	No Value
Data rate:	Computer playback
Key Frame Interval:	Automatic
Quality:	

☐ Multi-pass
☐ Frame Reordering
☐ Preserve Alpha
☑ Add clean aperture information

Cropping & Padding

Cropping: Custom

Top:	Bottom:	Left:	Right:
0	0	0	0

Padding: 16x9 1.78:1

Top:	Bottom:	Left:	Right:
0	0	0	0

Quality

Resize filter:	Anti-aliased (Best)
Retiming quality:	Best (Motion Compe…)

☐ Adaptive details

Anti-aliasing level: ———————— 0

Details level: ———————— 0

☐ Dithering

General | **Video** | **Audio**

CC ProRes 422HQ

QuickTime Movie

Estimated file size: 83.61 GB/hour of source

Video: Apple ProRes 422 HQ, 1920 x 1080, Top First, 25 fps, Rec. 709

Audio: Linear PCM, 24-bit Integer (Little Endian), Stereo (L R), 48.000 kHz

☐ Enable audio pass-through

Audio Properties

Channel layout:	Stereo (L R)
Sample rate:	48 kHz
Sample size:	24 bits
Codec:	Linear PCM
Sample Format:	Integer (Little Endian)
Quality:	Automatic
Bit rate:	Automatic
Bit rate strategy:	Automatic

Audio Effects

Add Audio Effect ⌄

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MPEG2 SD

General | Video | Audio

2 CC MPEG-2

MPEG-2

Estimated file size: 8.27 GB/hour of source

Video: MPEG-2, 720 x 576 (1024 x 576), Top First, 25 fps, Rec. 601 (PAL)

Audio: MPEG-1 Layer II, Stereo (L R), 48.000 kHz

Video Properties

Frame size:	720 x 576	px
Pixel aspect ratio:	PAL CCIR 601 (16:9)	0.7031
Frame rate:	25	fps
Field order:	Top First	
Color space:	Rec. 601 (PAL)	
Anamorphic:	On (16:9)	
Encoding mode:	Single Pass CBR	
Motion estimation:	Best	
GOP structure:	IBBP	☑ Closed
GOP size:	15	
	6 15	

☐ Automatically select bit rate

Average bit rate:	18	Mbps
	2 40	
Maximum bit rate:	Not available	

☐ YUV 422 color encoding

Cropping & Padding

Cropping: Custom

Top:	Bottom:	Left:	Right:
0	0	0	0

Padding: 16x9 1.78:1

Top:	Bottom:	Left:	Right:
0	0	0	0

Quality

Resize filter:	Anti-aliased (Best)
Retiming quality:	Best (Motion Compensated)

☑ Adaptive details

Anti-aliasing level:	0
Details level:	0

☐ Dithering

Add Video Effect ⌄

General | Video | Audio

2 CC MPEG-2

MPEG-2

Estimated file size: 8.27 GB/hour of source

Video: MPEG-2, 720 x 576 (1024 x 576), Top First, 25 fps, Rec. 601 (PAL)

Audio: MPEG-1 Layer II, Stereo (L R), 48.000 kHz

Audio Properties

Channel layout:	Stereo (L R)
Sample rate:	48 kHz

Add Audio Effect ⌄

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MPEG2 HD

General **Video** Audio

2 CC MPEG-2 HD

MPEG-2

Estimated file size: unknown

Video: MPEG-2, 1920 x 1080, Top First, 25 fps, Rec. 709

Audio: MPEG-1 Layer II, Stereo (L R), 48.000 kHz

Video Properties

Frame size:	1920 x 1080	px
Pixel aspect ratio:	Square	1.0000
Frame rate:	25	fps
Field order:	Top First	
Color space:	Rec. 709	
Anamorphic:	Automatic	16:9
Encoding mode:	Single Pass CBR	
Motion estimation:	Best	
GOP structure:	IBBP	☑ Closed
GOP size:		15
	6 15	
	☐ Automatically select bit rate	
Average bit rate:		18 Mbps
	10 40	
Maximum bit rate:	Not available	
	☐ YUV 422 color encoding	

Cropping & Padding

Cropping:	Custom	

Top:	Bottom:	Left:	Right:
0	0	0	0

Padding:	16x9 1.78:1

Top:	Bottom:	Left:	Right:
0	0	0	0

Quality

Resize filter:	Anti-aliased (Best)
Retiming quality:	Best (Motion Compe...)
	☑ Adaptive details
Anti-aliasing level:	0
Details level:	0
	☐ Dithering

Video Effects

Add Video Effect ⌄

General Video **Audio**

2 CC MPEG-2 HD

MPEG-2

Estimated file size: 8.27 GB/hour of source

Video: MPEG-2, 1920 x 1080, Top First, 25 fps, Rec. 601 (PAL)

Audio: MPEG-1 Layer II, Stereo (L R), 48.000 kHz

Audio Properties

Channel layout:	Stereo (L R)	
Sample rate:	48	kHz

Add Audio Effect ⌄

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Export Preset Settings – Adobe Media Encoder

The following section provides various export settings in Adobe Media Encoder which if followed should provide a perfect export for uploading to CopyCentral.

ProRes HQ