



# Sponsorship Delivery Requirements (for Live Non Sports Programmes)

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## CHANNEL 5 SPONSORSHIP CONTACT DETAILS

Lefki Yiasemides	E: Lefki.Yiasemides@Channel5.com	T: 0208 612 7351
Adam Denton	E: Adam.Denton@Channel5.com	T: 0208 612 7362
Kirsty Baker	E: Kirsty.Baker@Channel5.com	T: 0208 612 7383

## SKY CONTACT DETAILS

James Haggar	E: James.Haggar@Bskyb.com	T: 0207 800 2712
Laura Pearce	E: Laura.Pearce@Bskyb.com	T: 0207 032 2712

## PRE DELIVERY

- **Clock numbers should be requested from Channel 5's sponsorship department** (contact details above) prior to delivery of credits. These clock numbers must then be included on the clock for each individual credit – i.e. each specific Opener/Closer/Bumper has a unique clock number.
- Channel 5 sponsorship will send clock numbers via email on a '**Channel 5 Logging Form**' – the rest of this grid should be completed by the production company.
- For multi-channel transmissions **where the credits differ in content from those to be transmitted on the main channel** (for example if a channel is referenced in the idents, e.g. 'sponsors of ... on Channel 5/5USA') separate sets of clock numbers should be requested for each digital channel. Therefore if the credits are different for each digital channel two extra sets of clocks will be needed. A copy must be made of the original 'Channel 5 logging form' to reflect this, and should be completed in the same way.
- Upon completion the 'Channel 5 Logging Forms' should be emailed back to Channel 5 sponsorship as soon as possible, and a print out of these forms must also be attached to the digi delivered to Channel 5.
- Please note even if no music has been used, the **Music Cue Sheet** (on page 7 of this document) must still be completed in full (specifying 'N/A' if necessary)

- All sponsorship credits to be made 16x9 full height anamorphic, shot and protected 14x9. Any graphics or logos should be within the 14x9 safe area. **Please note:** letterbox or letterbox appearance is not acceptable.
- Each item should be packaged with a 30 second clock containing the following information which will be detailed on the Channel 5 Logging Form
  - Credit Title
  - Clock Number
  - Duration
  - Aspect Ratio
- Each credit should be laid onto the tape at the time code specified on the Channel 5 Logging Form. If any of the time codes change, Channel 5 sponsorship should be made aware so the Channel 5 Logging Form can be adjusted before delivery.
- There should be 12 frames of mute audio at the start and end of each sponsorship item included in the nominal running time.
- There should be a ten second silent freeze frame at the end of each sponsorship item excluded from the nominal running time.
- Sponsorship material should be delivered with audio levels at a **maximum of 4.5PPM.**
- Video levels must meet the EBU Recommendation R103-2000: Luminance limits are -1% and 103%, and chrominance is 105% max. RGB values must not exceed the limits -5% to +105%
- Sponsorship transmission tapes must meet the Channel 5 Technical Standards For Delivery. Please contact Dominic Selby, Head of Broadcast Operations, on 0207 308 5245 should there be any technical queries.

***Please note that failure to comply with any of the above will result in the tape failing the Q.C process and being returned for correction. In this instance any agreed transmission deadline may be compromised.***

TAPES SHOULD BE DELIVERED **5 CLEAR WORKING DAYS** BEFORE FIRST TRANSMISSION. DELIVERY IN SHORTER TIMESCALES WILL AFFECT THE COMMENCEMENT OF CAMPAIGNS.

- 1 x digi beta is required per Channel 5 Logging Form. Therefore, if you have requested a second or third set of clock numbers, they should each be delivered on a separate digi beta.
- The completed tapes should be sent to Channel 5 for the attention of:

**Broadcast Operations  
The Northern & Shell Tower  
4 Selsdon Way  
London E14 9GL**

Delivery must be notified by a telephone call to Hannah O'Donovan or Adam Denton.

- 1 x digi beta in 4x3 format, and 2 x digi beta in 16x9 format are required (1 digi with normal clock numbers, one with digital channel clock numbers in each case) – to be sent to Sky for the attention of:

**James Haggar  
Senior Director, Channel 5 News  
Unit One, Sky Television  
Grant Way, Isleworth  
Middx TW7 5QD**

- Clean final versions (without time codes) of all credits must be emailed as mpeg attachments before credit delivery day to the following:

Lefki Yiasemides E: Lefki.Yiasemides@Channel5.com  
Adam Denton E: Adam.Denton@Channel5.com

- All tapes are to be clearly labelled and be accompanied by all the **completed** 'Channel 5 Logging Forms' and all production company paperwork. The information arriving with the Digi must include:

- ✓ Completed Check List (to be found at the end of this document)
- ✓ Client name
- ✓ Clock numbers provided by Channel 5
- ✓ Description of item
- ✓ Duration of item
- ✓ Timecode of item
- ✓ Production company recording report
- ✓ Date of delivery
- ✓ Completed Sponsorship Channel 5 Music Cue Sheet & Emailed to Channel 5

**Any credit delivered on the digi but not included on 'Channel 5 Logging Form' will be disregarded.**

*PLEASE NOTE that failure to comply with any of the above will result in the tape failing the QC process and being returned for correction. In this instance any agreed transmission deadline may be compromised.*

*PLEASE NOTE mpeg versions should also be sent to the Channel 5 sponsorship department nine clear working days before transmission for Ofcom clearance. For further details please contact Hannah O'Donovan on 0208 612 7351, Adam Denton on 0208 612 7362 or Kirsty Baker on 0208 612 7383*



ADVERTISER & SPONSOR - DELIVERY REQUIREMENTS (if required)

DELIVERY

<b>Deadline For Asset Delivery:</b>	<b>All Assets to be delivered to:</b>
<b>5 WORKING DAYS BEFORE CAMPAIGN LIVE DATE</b>	<b>OnlineTrafficking@Channel5.com</b>

VIDEO ON DEMAND TEAM CONTACTS

<b>Aimee Goldsmith</b> Traffic and Analytics Coordinator	E: Aimee.Goldsmith@Channel5.com	T: 020 8612 7541
<b>Peter Yardley-Jones</b> Traffic and Analytics Assistant	E: Peter.Yardley-Jones@Channel5.com	T: 020 8612 7544
<b>Kirsty Roos</b> Traffic and Analytics Assistant	E: Kirsty.Roos@Channel5.com	T: 020 8612 7546
<b>Lee Leborgne</b> Digital Sales Manager	E: Lee.Leborgne@Channel5.com	T: 020 8612 7551
<b>Emily Hill</b> Digital Sales Executive	E: Emily.Hill@Channel5.com	T: 020 8612 7547

VIDEO PRE ROLL ADVERTISING

<b>Format:</b>	FLV File
<b>Dimensions:</b>	568 x 320 Pixels
<b>Aspect Ratio:</b>	16 x 9
<b>Bitrates:</b>	640Kbps Video, 128Kbps Audio
<b>Length:</b>	30 Seconds
<b>Codec:</b>	VP6
<b>Click URL:</b>	To be supplied by advertiser
<b>Tracking:</b>	All clicks & impressions recorded by Channel 5. Additional tracking can be supplied by advertiser. Files should be supplied with appropriate clock numbers, but on screen clocks should be removed. WMV format copies must also be provided (additionally, not as alternative) with the following specifications – 768 x 576 pixels, aspect ratio: 16x9, bitrate 640kbps video, 128kbps audio.

SPONSOR LOGO ASSETS

- High Res Black/White Logo
- PSD or EPS
- Logo Usage Guidelines

## DISPLAY ADVERTISING

<b>Expandable:</b>	We accept expandable leaderboards, MPUs and skyscrapers – please get in touch with the sales team to discuss exact requirements All creatives must have roll on/off functionality with visible close button
<b>User Initiated On Click/ Mouse Over:</b>	Yes
<b>Audio:</b>	User initiated only – default sound off
<b>Link Details:</b>	Required
<b>Max File Size</b>	30kb
<b>Codec:</b>	VP6
<b>Click URL:</b>	To be supplied by advertiser
<b>Tracking:</b>	All clicks & impressions recorded by Channel 5. Additional tracking can be supplied by advertiser. Notify Ad Operations of any tracking issues within 24 hours of campaign live date.
<b>Additional Info:</b>	Maximum of 3 loops (30 seconds) gif, swf or 3rd party tag Please supply an alternative backup gif for swf files (flash) Compatible with IE and Firefox

### FOR FLASH FILES (SWF) PLEASE IMPLEMENT/CHECK THE BELOW:

## How to assign a clickTAG to flash (swf) file

A clickTAG is the tracking code assigned by an agency to register when an advertisement is displayed and clicked on. The click through data is collected by the adserver enabling advertisers to determine how effective their campaign is or can be.

The code below will allow an adserving network to dynamically assign a click TAG to their ad:

```
on (release) {  
getURL(clickTAG, "_blank");  
}
```

The URL cannot be embedded into the ad itself. The adserver will need to set this URL when the ad is called. To do this the URL needs to be passed into the GetURL action from the query string of the Param and Embed Src.

1. Edit the fla file
2. Right click on the scene to and select movie explorer
3. In movie explorer select the object actions tab
4. Find the action, which is associated with the button (click)
5. Double-click this action to edit it. In the URL box specify 'clickTAG'. In the window box specify "\_blank" to open in a new window. Variables should be set to 'don't send' and the top expression box should be checked.

Different variables for click-through URLs:

"_blank" = new window	"_top" = same window (breaks out of frames)
"_self" = same frame/window	"_parent" = parent frame (if nested in 3 levels of frames, breaks out to 2 levels)



# USE OF MUSIC IN SPONSORSHIP BUMPERS

(CHANNEL 5 POLICY FOR PRODUCTION COMPANIES AND ADVERTISING AGENCIES)

## OVERVIEW

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There are significant restrictions affecting Channel 5's ability to broadcast and synchronise music in sponsor bumpers due to:

- a. The difficulties and high costs involved in clearing commercial music. Therefore, use of commercial music is strictly forbidden. Channel 5's blanket agreements with the copyright societies **exclude the use of commercial music used in sponsor bumpers.**
  
- b. The high costs of using MCPS Production Library music as sponsor bumpers are repeated so often. Therefore **you are NOT permitted to use MCPS production library music** as Channel 5 has to account for every broadcast of the sound recording, which is very expensive. **Examples of libraries NOT to use are KPM, De Wolfe, and Universal etc. If you are not sure please consult Martin Price or Barry Punt in Music Services at CH 5.**

## DELIVERY AND REPORTING OF MUSIC IN SPONSOR BUMPERS

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**It is the responsibility of Agencies/Production Companies to report all details of music used in bumpers or to inform Channel 5 if no music is used.** Attached is a blank Music Cue Sheet which should be **completed and e-mailed or faxed to Channel 5 Music Services.**

## MUSIC SERVICES CONTACT DETAILS:

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If you have any questions regarding clearing/sourcing/commissioning music or enquiries on costs and estimates please don't hesitate to give a member of the Music Services Team a call:

Martin Price	E: Martin.Price@Channel5.com	T: 0207 308 5262
Barry Punt	E: Barry.Punt@Channel5.com	T: 0207 308 5263
Subo Suppiah	E: Subodhini.Suppiah@Channel5.com	T: 0207 308 5261



# SPONSORSHIP MUSIC CUE SHEET

<b>Agency/Production Company:</b> <b>Contact name:</b>			<b>Telephone No/Email address:</b> <b>Product/Programme :</b>			<b>Campaign Transmission dates:</b>			
CLOCK NOS	MUSIC TITLE	COMPOSER	PUBLISHER	PERFORMER	RECORD LABEL	DISC NO	Use Code	Record Code	Dur.

**USE**

- B Background
- F Featured
- S Signature

**RECORD CODE**

- R Studio Recording
- X Commissioned Music
- SF Sound Effects

**PLEASE RETURN CUE SHEET TO CHANNEL 5 MUSIC SERVICES, THE NORTHERN & SHELL TOWER, 4 SELSDON WAY, LONDON, E14 9GL**  
**OR PROVIDE AN ELECTRONIC COPY TO A MEMBER OF CHANNEL 5 SPONSORSHIP OR CHANNEL 5 MUSIC SERVICES.**



# DELIVERY REQUIREMENTS CHECK LIST

Please check off all the points below and send a printed, signed copy along with your tapes to:

**Broadcast Operations**  
**The Northern & Shell Tower**  
**4 Selsdon Way**  
**London E14 9GL**

Print out of completed Channel 5 Logging Forms (1 for Channel 5 and **if necessary** 1 for digital channels)

All material starts with the timecode 10.00.00.00 and is properly clocked

- 1 x digi beta (unless alternate credits needed for digital channels, in which case the 2<sup>nd</sup> is needed)
- Clean final versions of all credits emailed as mpeg attachments before credit delivery day to the following:

Hannah O'Donovan E: Hannah.O'Donovan@Channel5.com  
Adam Denton E: Adam.Denton@Channel5.com

All the following information is with the Digi:

- ✓ Client name
- ✓ Clock numbers provided by Channel 5
- ✓ Description of item
- ✓ Duration of item
- ✓ Timecode of item
- ✓ Production company recording report
- ✓ Date of delivery
- ✓ Completed Sponsorship Channel 5 Music Cue Sheet AND Emailed a Copy to Channel 5

All details of music used in bumpers have been sent to Channel 5 on Music Cue Sheet.

Online delivery requirements fulfilled if necessary

Delivery requirements adhered to

Print Name..... Date .....

Signature..... Date.....

Main contact details: Name..... Tel. No.....