



## FOX Business Network Commercial Guidelines

- **All commercial materials for broadcast should be sent to:**  
FOX Business Network Commercial Operations  
1211 Avenue of the Americas, 42<sup>nd</sup> Floor  
New York, New York 10036  
Phone 212-301-5424  
E-Mail [FBNCommercialOperationtraffic@FOXNEWS.COM](mailto:FBNCommercialOperationtraffic@FOXNEWS.COM)
  - **Delivery of Commercials & Infomercials:**
    - Electronic (preferred):** **HD or SD:** Via Comcast, Javelin, Extreme Reach  
**On the Spot Media, Aberdeen or Yangaroo (720p)**
    - Tape:** **HD:** HDCam format only, (1080i) note: **no HDCam SR**  
**SD:** Beta SP, Digi-Beta
- We only need either an HD version of your spot, **OR** an SD version of your spot. **If we receive both, we will only air the HD version.**
- If the spot is HD 16x9, it will air like that on the HD feed, and will be “letterboxed” for the SD feed. We **DO NOT** require that HD spots are “center-safe” for the SD feed.
- If the spot is SD 4x3, it will be up-converted for the HD feed.
- Commercials may be closed-captioned, Infomercials must be closed-captioned. See attached Technical Specifications for audio requirements.**
- PLEASE NOTE THAT these are the only acceptable modes of delivery. Comcast “Lite” deliveries are NOT Acceptable. NO satellite feeds or electronic files sent via e-mail or FTP will be accepted. Limit commercials to one per tape. We do not accept multi-reels. We do not accept tivo-versions of commercials, HDCam SR or HD D5 formats.**
- Commercials that are sent on tape must be clearly identified on the label and in commercial instructions. The following information must appear on the cassette and tape box:  
**Advertiser Name, Product Name, Agency Name, Commercial Code, Spot Length**  
Additionally, if the commercial is tagged with an 800 number, please include this number on the label.  
**Tapes not properly labeled will be disposed of.**
  - **Written Commercial Instructions** are required for all commercial schedules, new and revised. They should e-mailed to [FBNCommercialOperationtraffic@FOXNEWS.COM](mailto:FBNCommercialOperationtraffic@FOXNEWS.COM). **Do not fax or send links to download traffic instructions from websites.** Please notify FBN of any revisions to instructions as soon as possible. Instructions must include: **Advertiser, product, commercial code, length, agency name, flight dates & all estimate numbers. TAPES AND INSTRUCTIONS SHOULD BE RECEIVED five (5) working days prior to air.**
  - **Infomercials:** See “*Delivery of Commercials and Infomercials*” above for acceptable means of delivery. The length of each infomercial program **must be 27:30**. All infomercials **MUST** be closed captioned.
  - Screening copies or FTP site links of direct response commercials and infomercials should be sent at least one week in advance of the first telecast. Send screening copies to Lisa Bortolato, Director, DR Sales 212-301-5418; [lisa.bortolato@FOXNews.com](mailto:lisa.bortolato@FOXNews.com)) or send link to [614-DirectResponseSales@FOXNEWS.COM](mailto:614-DirectResponseSales@FOXNEWS.COM)
  - **All billboard materials and instructions must be delivered to FBN Commercial Operations at least ten (10) business days prior to air to allow for production. Logos should be in either .Jpeg or .EPS file formats. The logo should have an aspect ratio of 1920 x 1080, or 720 X 540. E-mail billboard materials, instructions & revisions to [anthony.terminello@FOXNews.com](mailto:anthony.terminello@FOXNews.com). Announcer copy is not to exceed :03 seconds in length. If sending animated video for billboards, the file should be a compressed viewable quicktime file muted (no audio) or sent over on Digi-Beta or HD-CAM (non-SR format). We will record the audio with a provided script.**
  - **ZIP files will be blocked by our company firewalls, so please use FTP sites or unzip the files and send separate e-mails for the elements so we will receive them.**

# FOX News Channel/FOX Business Network Technical Specifications for Commercial Material

## General

In order to ensure the best possible presentation quality, recordings should be made using applicable standard procedures and specifications and be of a first-class, broadcast network quality.

Material must not have any visible video or audible audio impairments including, but not limited to, dropouts or digital errors and meet industry-accepted standards for format interchange.

Test signals shall be followed by a minimum of 10 seconds of the material identification slate, which must end at least 2 seconds before the start of the material.

The labeling on the material shall include the Advertiser Name, Product Name, Agency Name, eight character alphanumeric coding of the Industry Standard Commercial Identification System (ISCI), length, indication if the material is Closed-Captioned, and a complete, accurate indication of the audio track assignments and audio format, as well as AFD values (see below). Additionally, if a commercial is tagged with an 800 number, please include this number on the label.

## Delivery Specifications:

FNC/FBN distributes in both in 720p/59.94 HD video with an aspect ratio of 16 x 9 and 5.1 Digital Surround Sound and in 525i/59.94Hz SD video with and aspect ratio of 4x3 with stereo audio.

The highest video quality will be achieved by producing and post-producing in 59.94 fps with limited use of interlace or upconverted materials.

## AFD

FNC/FBN requires that HD delivery shall include metadata to indicate how the widescreen image was produced and how it should be formatted for downconversion. This metadata, known as Active Format Description (AFD (SMPTE 2016-1), shall be placed in the Vertical Ancillary space (VANC) as per SMPTE 2016-2 for each frame of video. The AFD shall be consistent throughout the material and may change only at the beginning of each section.

There shall be only two allowed values of AFD for FNC and FBN deliveries. Code 1010 shall indicate a full 16x9 image that, when downconverted, is presented in full width (letterbox). Code 1111 shall indicate a 16x9 image format, that has the center 4x3 area protected for graphics and action, thus should be presented as full height (4x3 center cut).

Absent this AFD data, FNC/FBN will determine how 16x9 material is displayed on our 4x3 feed.

## Video

HD Material shall be delivered in 1280x720 progressive (720p) at 59.94Hz (SMPTE 296M-2000). SD Material shall be delivered in 720x480 interlace (525i) at 59.94 Hz.

Delivery shall be electronic (preferred) Via **Comcast, Javelin, Extreme Reach, On The Spot Media or Yangaroo** (720p)

Videotape delivery shall be on Beta SP, Digi-Beta and HDCam formats only (**no** HDCam SR).

No satellite feeds or electronic files sent via email or FTP sites will be accepted.

Commercials are limited to one per tape. Multi-reels will not be accepted.

A minimum of 30 seconds of SMPTE reference color bars (SMPTE RP 219-2002) and test audio tone of 1KHz shall be recorded on the head of the material. The test signals must accurately reflect the material recorded.

The video test signal and the material shall conform to ITU-R BT.601-5 technical specifications.

All standard definition deliveries will be given an AFD value code of 1111, and be presented as full height (4x3) for SD distribution to the viewer, and will be upconverted (pillarboxed)

for HD distribution.

### **Time Code**

All material shall have DROP FRAME time code per SMPTE 12M. For HD delivery, the time code shall be carried in VANC as per SMPTE RP 188. The time code shall be continuous across the material (including test signals).

### **Closed-Captioning**

**HD:**

Closed-captioning data shall be encoded in the VANC region of the HD material as per SMPTE 334M and EIA 708B. FNC/FBN also requires that the DTV CC packet include '608 legacy bytes' (EIA-608A line 21 CC data). Material should be supplied with closed-captioning data only. Additional data shall not be included.

**SD:**

Closed Captioning data must be encoded on line 21, field 1 in accordance with the EIA-608A standard. Field 2 must be left blank. Closed-Caption encoding must be done using component digital video equipment.

### **Audio**

**HD:**

**Introduction:**

One of the new features of High Definition television is the very high quality 5.1 digital surround sound system. No longer, as there always has been with analog TV, is there any distortion or noise in the sound track delivered to the viewer at home. Unfortunately this high quality system also comes with the unintended consequence of a very high dynamic range. In television broadcasting, this is especially challenging when non-program elements such as commercials and promos are played directly before and after an act of program content. Finally, even though the technology has changed, the viewing/listening environment in the home has not. So very soft and very loud sound elements may not have their desired effect, the former being hard to hear and the latter being irritating.

Viewers will naturally adjust the volume of their TV to the dialog of program content to ensure words can be understood. As a result non-program segments that are significantly subjectively louder than the preceding program element will be irritating. Irritation usually leads to the use of the remote control by the viewer, which defeats the purpose of the message: to be heard.

No one wants to irritate viewers since all messages desire to be heard.

**FOX requires that commercial material have a subjective loudness of -24 LKFS, using the ITU Recommendation BS1770 method averaged over the entire commercial.**

LKFS is an internationally recognized term that is supported by manufacturers and technical organizations in the U.S. and Europe. The LKFS unit is a weighted equivalent to a decibel, where an increase in the level of a signal by 1 dB, will cause the loudness reading to increase by 1 LKFS unit.

With this consistent approach viewers will be less motivated to use their remotes and Advertisers will maximize their chances of being heard.

If a Commercial exceeds the subjective loudness specification in either direction we will provide the Advertiser an opportunity to make corrections. However if time does not allow, FOX will make a single, manual adjustment to a Commercial to achieve the target average subjective loudness.

**SD:**

All specifications for HD Audio apply, other than 5.1 audio, which is not required on material delivered exclusively in SD.

## **Audio Specifications:**

FNC/FBN prefers audio to be produced and delivered in 5.1 Digital Surround Sound, prepared for AC-3 Surround Sound transmission. Audio may be delivered in several different formats as indicated below.

The audio dynamic range of the material must be suitable for television broadcast. Audio levels shall be measured using the recommended loudness measurement found in the ITU R BS 1770 standard, known as LKFS. The loudness is relative to full digital level (0dBFS) and represents the subjective loudness of the audio. The loudness shall be measured across all channels (except LFE) using the LKFS technique and averaged across the entire segment or clip. The FNC/FBN target subjective loudness level is -24 LKFS. Instantaneous true audio peaks shall not exceed -2dBFS (BS.1771), while average peak audio levels should not exceed -8dBFS (EBU Tech 3205 or equivalent).

Audio should be mixed such that the measured average loudness (using LKFS) of the LT / RT mix shall be equivalent to the measured average loudness (using LKFS) of the 5.1 mix, within  $\pm 1$ dB.

The individual channels shall be in-phase to prevent cancellation when tracks are mixed together. Care must be taken to ensure that all elements of the audio are properly prepared, so as not to cancel out if played back in a 2-channel downmix or in a monophonic mode.

### **2 Channel and Pro-Logic II**

Audio may be delivered in Pro-Logic II (LT / RT) format, conforming to the applicable Dolby specifications.

Stereo or LT / RT audio shall be recorded on tracks 1/2, where the left channel is recorded on audio track 1 and the right channel recorded on audio track 2.

If audio is monophonic, the audio must be recorded on both tracks 1 and 2.

FOX shall to upmix 2-channel audio to create a 5.1 compatible signal for High Definition. Audio descriptions or Secondary Audio Programming (SAP) should be recorded on audio track 7, otherwise, a mono mix of the material should be placed there.

### **Audio Metadata**

FOX will set a fixed value of -24 for AC-3 dial norm. Remaining values will use the printed values on the label. A printout of the 5.1 metadata parameters shall be included with the material.

All default values will be set to Line Mode Profile = Film Light and RF Compression Profile = Film Standard.

## **File Delivery Specs:**

### **Wrapper:**

Omneon MXF OP-1a Self-contained

### **Video:**

MPEG-2 4:2:2 50Mb/s Long GOP 15/3  
1280x720p

### **Audio:**

PCM 2ch 16bit 48kHz

### **Metadata:**

AFD 16:9 1010 for native 16:9 content  
AFD 16:9 1001 for unconverted 4:3 SD Content  
Captions EIA-708b

No Slate

No Leading Black

No Trailing Black

**Billboard Materials**

All billboard materials and instructions must be delivered to FNC Commercial Operations at least ten (10) business days prior to air to allow for production. Logos should be in either .Jpeg or .EPS file formats. The logo should have an aspect ratio of 1920 x 1280, or 720 X 540. E-mail billboard materials, instructions & revisions to [anthony.terminello@FOXNews.com](mailto:anthony.terminello@FOXNews.com). Announcer copy is not to exceed :03 seconds in length. If sending animated video for billboards, the file should be a compressed viewable quicktime file muted (no audio) or sent over on Digi-Beta or HD-CAM (non-SR format). We will record the audio with a provided script.

*(FBN 06/13/2018)*