



Request is complete and received before 4:00 PM = Dmat processed and delivered the same day.

Aanvraag volledig correct en **vóór 16:00** binnen = Dmat dezelfde dag verwerkt en geleverd.

Si la demande est complète et reçue **avant 16 h**, la Dmat sera traitée et livrée le jour même.

FILES TO BE DELIVERED = QUICKTIME OR MXF HD

VIDEO		
Container:	QUICKTIME	MXF HD
Codec:	Quicktime pro res (HQ) 422 Interlaced top field first or progressive	MXF HD Opt1a Interlaced top field first or progressive
Resolution:	HD 1920 × 1080	HD 1920 × 1080
Aspect ratio	16/9	16/9
AUDIO		
	Stereo Ch1-Ch2 Uncompressed 16 bit – 48 Khz	Stereo Ch1-Ch2 Uncompressed 24 bit – 48 Khz

Mix in accordance with the EBU R128 loudness recommendation

The clip needs to stop on the second, f.e. 10sec. not 10sec. and 2 frames.

Audio = stereo and in phase (at least 50% duration in phase)

MBCID

In order to improve the delivery and broadcasting of ads, the advertising departments have asked the Flemish Regulator for the Media to use the MBCID as a reference in all of their communication with the parties involved. Everyone involved: the client, the advertiser, the creative agency, the production company and the post-production company. The Flemish Regulator for the Media's role consists in helping the client with the allocation of their media budget for print and for TV-commercials. Just like you, they also communicate with the advertiser and the creative agency.

MBCID is a unique code for each campaign that is generated by the Flemish Regulator for the Media at the start of a media project. The Flemish Regulator for the Media communicates this number to all advertising departments that are supposed to air the campaign.

Examples of MBCIDs: "SPA113423", "MECTV12000162", "MDSTV12002798"

When there is no MBCID code available, Option Media cannot be held accountable for erroneous deliveries.