

# **APTN PROGRAM DELIVERY TECHNICAL SPECIFICATIONS**

Version 3.4

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| <b>VERSION TRACKING</b> |             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>VERSION</b>          | <b>DATE</b> | <b>MODIFICATIONS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>V1.0</b>             | 10/17/2019  | <ul style="list-style-type: none"> <li>- New chapter for « File Delivery » with all its requirements</li> <li>- New APTN Metadata Specifications and Template mandatory form to be completed</li> <li>- New requirements for stills/promotion</li> <li>- Modification for closed captioning specifications – no roll-up captions</li> <li>- Segment editing SAME length for all language versions</li> <li>- All files MUST be delivered as separate files</li> <li>- No burn-in subtitles for any language version</li> <li>- New requirements for artworks excluding burn-in logos and new safe area</li> <li>- New chapter for specific instruction for original content</li> </ul> |
| <b>V1.1</b>             | 03/19/2020  | <ul style="list-style-type: none"> <li>- New promotional material descriptions and specifications table</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>V2.0</b>             | 04/28/2020  | <ul style="list-style-type: none"> <li>- Added updated subtitling information</li> <li>- Removed EDL information</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>V3.0</b>             | 11/01/2021  | <ul style="list-style-type: none"> <li>- Updated corporate credits</li> <li>- New program running times and number of commercial breaks</li> <li>- Modification to mandatory promotional material requirements for acquisitions</li> <li>- Clarification on file formats for promotional images</li> <li>- New file format requirement for promotional videos</li> <li>- New audio guidelines for alternate language versions</li> </ul>                                                                                                                                                                                                                                               |
| <b>V3.1</b>             | 4/22/2022   | <ul style="list-style-type: none"> <li>- New corporate front end credit requirement for original content</li> <li>- Kids content specifications</li> <li>- Added examples of file naming nomenclature requirements</li> <li>- New Station ID promotional requirement</li> <li>- New requirement for websites</li> </ul>                                                                                                                                                                                                                                                                                                                                                                |
| <b>V3.2</b>             | 9/15/2022   | <ul style="list-style-type: none"> <li>- Updated corporate credits</li> <li>- New maximum running time on end credits</li> <li>- New restriction on bugs and disclaimers</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>V3.3</b>             | 05/29/2023  | <ul style="list-style-type: none"> <li>- Updated corporate credits</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>V3.4</b>             | 11/6/2023   | <ul style="list-style-type: none"> <li>- Updated contact information</li> <li>- Updated specifications for Kids content</li> <li>- Updated corporate credits</li> <li>- New requirements on Title/Logo for French &amp; English v/s Indigenous Languages</li> <li>- Updated information under Alternate Language Versions regarding dubbing practices and French/English program requirements.</li> <li>- Updated acceptable framerates and preference.</li> <li>- Restriction on using synthetic voices on voiceovers for Indigenous Language shows.</li> <li>- Updated Closed Caption start time in files.</li> <li>- Updated Station ID Requirements</li> </ul>                     |



## 1 INTRODUCTION

The purpose of this document is to provide APTN's requirements for program delivery of acquisitions and original content for all APTN distribution platforms.

**The instructions in this document must be applied to all program elements delivered to APTN.**

Any delivery that does not meet all the requirements set out in this document must be **discussed with and approved by the programming content executive/lead in advance.**

### 1.1 FILE DELIVERY AND CONTACT

When it comes time to deliver files, you will be connected with our deliverables department by the programming content executive/lead. Any questions regarding instruction on delivering files to APTN can be relayed to Owen Pantos, Manager of Deliverables: [opantos@aptn.ca](mailto:opantos@aptn.ca)

## 2 GENERAL QUALITY/TECHNICAL REQUIREMENTS

The programs must comply with the following technical requirements:

Program must not have burned-in subtitles into the video. ALL subtitled dialogue and closed captions must be delivered as separate files. The program may contain the main titles, the end credits as well as any creative text such as narrative text place or person identifiers. But, the program **must not** contain any burned in subtitled dialogue or burned-in closed captions, regardless of the language of the main video.

Editing a language version of the original must respect the exact same segment duration and position within the timeline as the main version.

All original programs delivered to APTN must include Descriptive Video channels (see section 6.2.3).

The program must start at 10:00:00:00 and be continuous from beginning to end. The program should not be delivered as multipart files, but as a single file corresponding to the total duration of the program.

The program **must be delivered at its original cadence as well as its original resolution** (i.e. the original frame rate and aspect ratio (resolution) in which it was originally shot).

- For example, APTN will refuse a 4x3 version when a 16x9 version was originally created.
- SD cannot be used to create HD deliverables.

The source material must be uncensored.

## 3 SPECIFIC INSTRUCTIONS FOR ORIGINAL CONTENT

This section defines the instructions and recommendations for the organization of original content productions.

Production (rush, programs or not finalized items) must meet the technical requirements described in the following chapters.

### 3.1 INDIGENOUS LANGUAGE VERSION

- At least 20% of the on-screen dialogue and/or narration **per episode** must have been **originally** shot in a Canadian Indigenous language. (For example, in a 22:00 minute episode, this would be approximately 4:24 minutes in the Indigenous language.)
- All episodes of the Indigenous language version series should be in **one consistent selected language**. Any audio that is not in the selected Indigenous language should be translated and delivered with an Indigenous language voiceover. See Alternate Language Version section 6.2.6 for audio instructions on voiceover.



- Producers must ensure that they have sufficient voice talent for the Indigenous language version to provide a distinct voice for each subject (i.e. actors, narrators, interview subjects). Producers must have the voice reflect the gender and approximate age of the original speaker.
- Voice talent must consist of human language speakers for all speaking parts, synthetic voices will not be accepted.

**APT acknowledges that some Indigenous languages have a limited number of fluent speakers, which may impact the producer's ability to meet all language version requirements. In this case, the producer should consult with APTN's programming content executive/lead as early as possible in pre-production in order to determine a delivery standard that will be achievable.**

English/French Dubbed Language Version:

- If the minimum 20% of the original Indigenous version of the television component consists of on-screen dialogue by the host, it will be dubbed in French or English for the English/French version(s).
- If the minimum 20% of the original Indigenous version of the television component consists of on-screen dialogue by interviewees/participants, please **do not dub** in French or English. Simply subtitle in either French or English (subtitles must be delivered as a separate file, no burn-in subtitles). Interviewees/participants may speak various Indigenous languages across the episodes of the series.
- If the minimum 20% of the original Indigenous version of the television component consists of narration, it will need to be replaced with French or English narration.

One set of credits in the original language can be used for all versions of a series, and should include credits for versioning crew and voice talent.

### 3.2 KIDS CONTENT

- For kids' series, episode length can be 22-29 minutes. However, all episodes must be the same length, and cut to the top of minute. E.g. 24 min episodes are acceptable, but 24:33 min episodes are not.
- Kids content must be delivered as seamless with no breaks.

### 3.3 CREDITS

The start and end credits must be legible and clear when viewed at a frame rate of 29.97i.

End credits should be justified to the centre and must be either cards or a vertical scroller. The length of the end credits cannot exceed 90 seconds.

For all original content, the producer shall provide an on-screen front and tail credit to APTN, to be included on all copies of the program and including all prints and file delivery of the program.

The APTN opening credit shall appear in the form of one credit. The APTN tail credit shall be in the form of two credits. The APTN credits appear as follows:

|    | DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                       | DURATION                                                                            | IMAGE CONTENT EXAMPLE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | <p>APTN Opening Credit</p> <p>APTN Original animated/audible logo must appear prior to head credits.</p> <p><i>OTT only original titles must use an APTN lumi animated/audible logo.</i></p>                                                                                                                                                                                      | <p><b>Animated logo should endure <u>no less than three (3) seconds</u></b></p>     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 2. | <p>APTN End Credits can either “flip” (appear simultaneously) or be part of a credit scroll.</p> <p>Should a “flip” page format be chosen, only APTN representatives shall be listed on a single page.</p> <p><b><i>The names of the APTN Programming team or OTT team shall be adjusted as appropriate.</i></b></p> <p><b>Please ensure appropriate bolding and spacing!</b></p> | <p><b>To be displayed onscreen for no less time than the producer’s credit.</b></p> | <p><b>CHOOSE THE APPROPRIATE OPTION (1 only)</b></p> <p>From APTN:</p> <p><b>OPTION A</b></p> <p><b>Shelley MacDougall</b><br/>Indigenous Language Production Executive</p> <p><b>OPTION B</b></p> <p><b>Danelle Granger</b><br/>Development and Scripted Production Executive</p> <p><b>OPTION C</b></p> <p><b>Sylvain Lévesque</b><br/>Documentary and French Content Executive</p> <p><b>OPTION D</b></p> <p><b>Amanda Feder</b><br/>Acquisitions and Factual Production Executive</p> <p><b>OPTION E</b></p> <p><b>Crystal Dubois</b><br/>Lead, Special Projects</p> <p><b>THEN ADD:</b></p> <p><b>Adam Garnet Jones</b><br/>Director of TV Content &amp; Special Events</p> <p><b>Mike Omelus</b><br/>Executive Director of Content &amp; Strategy</p> <p><b>Monika Ille</b><br/>Chief Executive Officer</p> <p><b>****</b></p> <p><b>OR OPTION F</b></p> |

|    |                                                                                                                                            |                                                                   |                                                                                                                                                                                                                                                                    |
|----|--------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                                                                                                                                            |                                                                   | <p><b>Karine Tremblay</b><br/>Manager of OTT Programming</p> <p><b>Lisa Ducharme</b><br/>Director of Online Content</p> <p><b>Mike Omelus</b><br/>Executive Director of Content &amp; Strategy</p> <p><b>Monika Ilie</b><br/>Chief Executive Officer</p>           |
| 3. | APTN Original (or APTN lumi Original) trademark notice must be included in the closing credits, prior to animated logo.                    | <b>No less than two (2) seconds</b>                               | <p>APTN Original® is a registered trademark of Aboriginal Peoples Television Network Incorporated, used under licence.</p> <p><b>OR</b></p> <p>APTN lumi® is a registered trademark of Aboriginal Peoples Television Network Incorporated, used under licence.</p> |
| 4. | APTN animated logo must appear in the end credits just before the copyright notice. The same logo is used for all linear and OTT programs. | <b>Animated logo should endure no less than three (3) seconds</b> | <div style="border: 2px solid black; padding: 10px; text-align: center;"> <p>Produced in association with</p>  </div>                                                          |
| 5. | Copyright                                                                                                                                  | <b>No less than two (2) seconds</b>                               | © 2021 Amazing Productions Inc.                                                                                                                                                                                                                                    |

APTN animated logos can be obtained online at <https://www.aptn.ca/logo/> (Password: APTNLogosG)

APTN lumi animated logos can be obtained at <https://www.aptn.ca/producers/resources/>

For programs with a fully designed title sequence, an APTN Original logo may be incorporated in the style of the sequence. The front credit requirement may also be adjusted in the case of second window programs. Any such changes to the APTN credit requirements must be approved by the programming content executive/lead.

Copyright date shall appear in the end credits, either after the APTN animated logo or after the production company logo. The year must reflect the date of the initial program broadcast.

### 3.4 COMMERCIALS AND BUMPERS

#### 3.4.1 For all Web Exclusives and VOD Exclusives

APTN requires a seamless version of the program without commercial breaks.

If the program already contains inserted commercial breaks, each commercial black segment must be trimmed down to two (2) seconds or less in the file's delivered content.



### 3.4.2 For all programs delivered for linear broadcast that might also include online distribution

A program for linear broadcast **must** be delivered to APTN with the insertion of commercial blacks. See 3.2 Kids content for exception.

If a seamless version of the program without commercial blacks is also available for VOD distribution, please deliver the seamless version as well.

The program cue sheet **must be provided** for all programs delivered – regardless of the program format. The cue sheet must be completed using the **APTN Metadata Template**.

When an original program is delivered for a TV broadcast with commercial blacks, the cue sheet provided must respect the following rules for the program length:

| On-Air Length (Block) Minutes | Number of Segments | Total Running Time | Number of Commercial Breaks |
|-------------------------------|--------------------|--------------------|-----------------------------|
| 30                            | 3                  | 22                 | 2                           |
| 60                            | 6                  | 44                 | 5                           |
| 90                            | 6                  | 66                 | 5                           |
| 120                           | 10                 | 88                 | 9                           |

When commercial breaks are inserted in a program, they should be laid with no less than 10 seconds of black between program segments. All commercial break locations are to be clearly identified on the accompanying program cue sheet.

Content must only use fade to black for commercial insertion. No cross-mix, dissolve/cross-fade will be accepted. Commercial break segments **MUST** contain black images and **MUST NOT** include text in any way.

Standards for format and actual lengths of programs are determined by the programming department. The programming department should always be consulted to confirm the status of current and up-to-date standards.

A music cue sheet of the program **must be provided** for all original programs delivered – regardless of the program format. The music cue sheet must be completed using the [APTN Metadata Template](#).

### 3.4.3 Bumpers

Bumpers and recaps are a creative decision made by the producer. If used, they must be included when calculating the length of the program content. The length of bumpers should be no longer than three to five (3-5) seconds and the length of recaps should be no longer than 10-20 seconds.

### 3.4.4. Bugs and disclaimers

Programs must be delivered bug-free. No logos should appear in a corner of the screen.

No audience disclaimers should be included in the program file, or delivered to accompany the program.

Producers can request a specific disclaimer air prior to their program's broadcast. Requests must be submitted to and approved by the content executive/lead.

## 4 FILE-DELIVERED PROGRAMS

APTN requires that **all programs** be delivered in the form of files. The following table describes the required deliverables that shall be provided with all program delivery:

| QTY | DESCRIPTION | NOTES |
|-----|-------------|-------|
|-----|-------------|-------|



|          |                                        |                                                                                                                                                           |
|----------|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1        | A/V Program File                       | 1 A/V File per program version.                                                                                                                           |
| 1        | Closed Caption File                    | English and French versions: one (1) file per language version.<br>Indigenous-language versions: one (1) English and/or French file.                      |
| 1        | Subtitle File                          | For Indigenous language versions: one (1) subtitle file in English and/or French.                                                                         |
| 1        | Forced Narrative Subtitle File         | For dialogue not in the main language or hard to understand dialogue: one (1) subtitle file in the original language version.                             |
| 1        | <a href="#">APTN Metadata Template</a> | English and French versions: one (1) metadata file per language version.<br>Indigenous-language versions: one (1) metadata file in English and/or French. |
| 1 set of | Stills                                 | Per program with metadata in English and/or French.                                                                                                       |
| 1 set of | Artwork                                | Artistic vertical and horizontal artwork for each program.<br>One (1) for each language version with metadata in English and/or French.                   |
| 1        | Title/Logo                             | One (1) for each English and French language version. Indigenous language versions can use the logo of original language version.                         |
| 1 set of | Promotional Material                   | Per program with APTN Metadata Template in English and/or French.<br><i>(Only if the original or dubbed version is available in French.)</i>              |

#### 4.1 PROGRAM FILE REQUIREMENTS

Program files must be delivered to APTN as one of the following accepted file types (in order of preference):

Other file types must be discussed with and approved by the programming content executive/lead in advance.

1. High Definition – IMF Application 2 (preferred format)
2. High Definition – XDCAM HD 422 @ 50 Mbps
3. High Definition – ProRes 422 HQ

In any case:

The synchronization with the video must be maintained throughout the program.

The beginning of the file must correspond to the Timecode IN of the program.

The duration of each audio file must be the same as the duration of the video.

Narrative captions forced to support all relevant screen text for the plot must be delivered in separate files.

##### 4.1.1 IMF HD Specifications (preferred)

Interoperable Mastering Format (IMF) for HD Content.

Content may be delivered as one (1) or more IMF Packages (IMP) compliant to SMPTE ST2067-21:2016 (IMF – Application #2E).

| Image Essence Track                |                                                                                                                                                  |
|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| Video Essence                      | See Section 6.1                                                                                                                                  |
| Bit Depth                          | 10 bit                                                                                                                                           |
| Frame Structure                    | Progressive                                                                                                                                      |
| Stereoscopy                        | Monoscopic                                                                                                                                       |
| Frame Rate                         | Accepted Frame Rates: 29.97, 24, 23.976, 25, 30<br>Preference: Original frame rate if it is listed above.                                        |
| Colour Encoding                    | YCbCr / 4:2:2                                                                                                                                    |
| Colourimetry                       | BT.709                                                                                                                                           |
| JPEG 2000 Encoding Application #2E | Broadcast Contribution Single Tile Profile Level 5 (preferred).<br>Broadcast Contribution Single Tile Profile Level 2, 3 or 4 (also acceptable). |



| Audio Essence Track              |                                                                                                                                                     |
|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| Wrapping                         | MXF Operational Pattern 1(a) and SMPTE ST382-2007, Material Exchange Format — Mapping AES3 and Broadcast Wave Audio into the MXF Generic Container. |
| Audio Specifications and Mapping | See Section 6.2.                                                                                                                                    |
| Audio Essence                    | WAV / AES3 / BWA                                                                                                                                    |
| Sampling Rate                    | 48000 Hz                                                                                                                                            |
| Quantization                     | 24 bit                                                                                                                                              |
| Channel Mapping                  | See Section 6.2.4.                                                                                                                                  |

| Data Essence Track  |                                                                                                                                                                                 |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Wrapping            | Shall conform to SMPTE ST 429-5.                                                                                                                                                |
| Timed Text Resource | Shall contain a single document instance conforming to text or image profile, as specified in W3C TTML Text and Image Profiles for Internet Media Subtitles and Captions 1.0.   |
|                     | Data Essence Track files can contain data essence mapped from CEA-608 and CEA-708 using SMPTE RP 2052-10 and SMPTE RP 2052-11, respectively.                                    |
|                     | Forced data essence and non-forced data essence, as defined in W3C TTML Text and Image Profiles for Internet Media Subtitles and Captions 1.0, will each have a separate track. |
|                     | See Section 7.                                                                                                                                                                  |

- Composition Playlist must comply with SMPTE ST 2067-3:2016 and may contain:
  - o Multiple video track files.
  - o One (1) audio track file per version – each audio track must be contained within a single file.
  - o One (1) Data Essence Track file per type of data content and per version.
- For new programs, all essence referenced in the CPL **must** be specified in the Packing List.
- For supplemental deliveries of a program, all new essence referenced in the CPL **must** be specified in the Packing List.
- **Packing List** must comply with SMPTE ST 2067-2:2016.
- **Asset Map** file must be of Basic Map Profile V2 compliant with SMPTE ST 429-9.
- **All tracks** shall be identified using the nomenclature specified or a clear naming convention which will not create any doubt about the content of the various tracks.

#### 4.1.2 XDCAM HD Specifications (second choice)

| Specifications        |                                                                                                                                   |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Wrapping              | MXF wrapper in compliance with MXF OP1a (SMPTE ST 378:2004).                                                                      |
| Audio & Video Essence | See Section 6.                                                                                                                    |
| Video Codec           | XDCAM HD 422 @ 50 Mbps                                                                                                            |
| Audio Codec           | Linear PCM, 48000 Hz, 24 bits<br>Each audio channel must be contained within one (1) MXF track in compliance with SMPTE 382:2007. |
| Closed Caption        | Shall be delivered as a separate file (see Section 7.1).                                                                          |
| Subtitles             | No burn-in subtitles. Shall be delivered as a separate file (see Section 7.2).                                                    |

### 4.1.3 ProRes 422 HQ Specifications (third choice)

| Specifications        |                                                                                |
|-----------------------|--------------------------------------------------------------------------------|
| Wrapping              | .MOV                                                                           |
| Audio & Video Essence | See Section 6                                                                  |
| Video Codec           | Apple ProRes 422 HQ                                                            |
| Audio Codec           | Linear PCM, 48000 Hz, 24 bits.                                                 |
| Closed Caption        | Shall be delivered as a separate file (see Section 7.1).                       |
| Subtitles             | No burn-in subtitles. Shall be delivered as a separate file (see Section 7.2). |

## 4.2 PROGRAM LAYOUT FOR FILE DELIVERY

| Time Code      | Duration (seconds) | Audio                 | Video                                                                   |
|----------------|--------------------|-----------------------|-------------------------------------------------------------------------|
| 09 :59 :30 :00 | 15                 | Reference Tones       | Colour Bars<br>HD Programs: SMPTE RP 219-2002<br>SD Programs: EG1 :1990 |
| 09 :59 :45 :00 | 10                 | Vocal Identifications | Slate                                                                   |
| 09 :59 :55 :00 | 3                  | Silence               | Black                                                                   |
| 09 :59 :58 :00 | 1 frame            | 1 KHz Tone            | Colour bars                                                             |
| 09 :59 :58 :01 | 1 s 29 frames      | Silence               | Black                                                                   |
| 10:00:00:00    |                    | Program Start         | Program Start & Closed Captions Start                                   |

A vocal track identification must be present on all audio channels used for the program, including described video.

### 4.2.1 Visual Slate

The visual information entered must respect the nomenclature (see Section 1.1) and **must be** written with white letters on a black background (or black letters on a white background) with a well-defined font to optimize readability and Optical Character Recognition (ex: OCR A and OCR B, Tahoma, sans-serif Arial, Calibri). The visual information entered must also have a minimum font size of 18 points.

All programs will be identified with a 10-second visual slate, indicating:

- Series title using nomenclature (ex: SeriesABC\_S02\_E005)
- Program title
- Program start time code and duration (HH:MM:SS)
- Language of the broadcast, including which audio channels if in more than one language
- Audio type

## 5 QUALITY CONTROL PROCESS

The production company and/or distributor has the responsibility to ensure that programs meet the technical and editorial qualities specified in this document. Quality control will be done on all programs by APTN.

Any failure whatsoever will result in rejection of the program, and any affected sections must be repaired and re-tested before acceptance.



## 5.1 FILE COMPLIANCE

File compliance QC will be performed on all file deliveries to ensure files meet the technical specifications. A compliance check will be carried out before the program can be accepted. If a problem is detected, a QC report will be issued and the file will have to be corrected and delivered again.

## 5.2 EYEBALL QUALITY CONTROL

All programs will be eyeball controlled by APTN to validate the video and audio quality of the program according to the specifications. If a problem is detected, a QC report will be issued and the program will have to be corrected.

## 5.3 NON-COMPLIANCE

Written approval from APTN prior to distribution (digital distribution and/or linear broadcast) will be required in circumstances where programs produced do not adhere to or meet ANY of these technical standards and parameters. Further, programs that do NOT comply with these standards may be required to deliver separate program masters at APTN's request, at no further expense to APTN and at APTN's sole discretion.

## 5.4 APTN RIGHT OF REFUSAL

Notwithstanding the technical specifications contained above, APTN reserves the right to reject any submitted program whose **perceived** or **subjective** technical quality is judged to be unacceptable.

# 6 TECHNICAL SPECIFICATIONS

## 6.1 VIDEO TECHNICAL REQUIREMENTS

### 6.1.1 High Definition (HD) Video

All HD programs provided to APTN must be produced as follows:

- Compliant to either SMPTE 274M or SMPTE-296M-1997 standards for HD programs.
- 1920 x 1080 pixels with aspect ratio of 16:9.
- 29.97, 24, 23.976, 25, or 30 frames per second interlaced.
- 4:2:2 chroma sampling with 8/10 bit quantizing.
- Colour space compliant with Rec. ITU-R BT.709.

When producing HD programs, it is strictly requested that no cascading treatments and/or conversions that are detrimental to quality shall be used. A consistent format should be used throughout the production process. This format must be identical to or greater than that accepted by APTN.

Programs submitted to APTN must be shot using broadcast quality media.

### 6.1.2 Content acquired at other resolutions, frame rates and scan types

Content acquired at other resolutions, frame rates and scan types:

- Must be discussed with and approved by the manager of acquisitions prior to delivery.
- Can be delivered in their native frame rate, resolution and aspect ratio.



- Can be delivered in HD if converted to 29.97 frames per second if converted as follows:
  - o Converted via a 3:2 pull-down process as specified in SMPTE RP 197:2003.
  - o Pull down must be continuous throughout the program.
  - o Aspect ratio must be preserved – “pan and scan” are not accepted.
  - o 1.33 - 4/3, 1.66 images should be centered horizontally (Pillarbox).
  - o Original film size images (1.85, 2.35, etc.) must be centered vertically (Letterbox).
- Other frame rates possibly accepted: 23.976p, 24p, 25i, 25p, 29.97p, 30p.

### 6.1.3 Use of SD Material in HD Programs

Use of native SD visual sequences is accepted only in special cases. For example, the insertion of archival material. The producer shall inform APTN of, among other things, the total anticipated length of up-converted SD video material to be inserted into the HD program and clearly justify its use. **Any use of SD sequences in an HD program must be discussed with and approved by the programming content executive/lead in advance.**

When the use of 4:3 SD materials is essential and has been approved by APTN, two basic modes of aspect ratio conversion may be used: Pillarbox and top-bottom crop.

In all cases of SD to HD up-conversion:

- No alteration of horizontal versus vertical proportions (geometric distortion) will be tolerated. Conversion by horizontal stretching is therefore prohibited.
- Care must be taken to ensure that the main elements of the original 4:3 composition (e.g. principal action, graphics) are preserved – therefore images should be centred (Pillarbox).

A maximum of 25% non-HD material is allowed in programs, with no more than one (1) minute of continuous non-HD footage in any sequence.

### 6.1.4 Safe Areas

All titles, fonts and graphics displayed must be clear, legible and contained within a central zone of the active picture, as specified by SMPTE ST 2046-1:2009:

| SAFE AREA   | PERCENTAGE OF ACTIVE PICTURE | HD Pixels |
|-------------|------------------------------|-----------|
| Safe Action | 93% of Width                 | 67 – 1852 |
|             | 93% of Height                | 38 – 1041 |
| Safe Titles | 90% of Width                 | 96 – 1823 |
|             | 90% of Height                | 54 – 1025 |

As for the majority of television channels, the APTN channel identification logo can be located either at the bottom right, top left or the top right of the screen.

These three locations must therefore remain free of inlay and subtitling.

## 6.2 AUDIO TECHNICAL REQUIREMENTS

Delivery of programs with 5.1 surround for HD programs is preferred by APTN.

All audio tracks must be produced as PCM with a sample rate of 48 kHz at a depth of 24 bits/sample and must comply with the following requirements:



### 6.2.1 Standard Audio and Reference Level

| MEASURE               | VALUES                                       | DESCRIPTION                                                                                                  |
|-----------------------|----------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| Audio reference level | -20 dBFs                                     | As defined in SMPTE recommended practice RP 155-2004, it corresponds to an analog alignment level of +4 dBu. |
| Reference tone level  |                                              | Shall be consistent with the recorded program.                                                               |
| Audio levels          | Should average out at approximately -20 dBFS | With occasional peaks at -10 dBFS.                                                                           |

### 6.2.2 Program Loudness

All programs must be compliant with the *Program Loudness* and *Maximum True Peak* requirements.

Meters used to measure audio signal must comply with the ITU-R BS.1770-4 algorithms to measure audio program loudness and true-peak audio level and must meet the following criteria:

| MEASURE                  | VALUES           | DESCRIPTION                                             |
|--------------------------|------------------|---------------------------------------------------------|
| Target loudness level    | -24 LKFS +/-2 LU | On all channels for the entire duration of the program. |
| Maximum True peak levels | -2 dBFS          | For all program elements.                               |

This applies to both surround sound and stereo audio masters. Stereo will simply perform the measurement over only two channels.

The LFE channel should be excluded from all measurements.

No upmix content should be delivered. APTN will handle all required content upmix.

### 6.2.3 Descriptive Video

All original programs delivered must include audio descriptive video. The described video channels must comply with the audio specifications of this document. See Section 6.2.4 for channel allocation.

If the programming is available in an Indigenous language, the English or French descriptive video will suffice on the Indigenous language version.

Delivery of a program without descriptive video must be discussed with and approved by programming content executive/lead in advance.

### 6.2.4 Audio Channel Allocations

| CHANNEL NUMBER | 1  | 2  | 3   | 4   | 5   | 6   | 7    | 8    |
|----------------|----|----|-----|-----|-----|-----|------|------|
| Surround Sound | LF | RF | C   | LFE | Ls  | Rs  | DV-L | DV-R |
| Stereo Master  | L  | R  | N/A | N/A | N/A | N/A | DV-L | DV-R |

*Any unused channel must be free of any signal.*

#### 6.2.4.1 SURROUND SOUND MIX SPECIFICATIONS

If the HD program contract calls for a surround sound audio mix delivery to APTN, the audio should be mixed directly from basic tracks in a proper surround sound monitoring environment. Passing a stereo mix through an upmixing processor is not recommended, since many provide unpredictable results and consequently, may



cause the program to be rejected by APTN. Surround sound shall be recorded in the form of six (6) discrete audio channels.

If the contract calls for more than one primary broadcast language, each version must be sent as a separate, synchronized file that is striped with an identical time code.

#### 6.2.4.2 **STEREO MIX SPECIFICATIONS**

Where a stereo audio program delivery has been agreed to, it must be consistent throughout (with the exception of leaders and black segment delimiters). Stereo audio must be fully mono compatible and producers should perform a monaural check of their stereo mix. The audio channels must be in the proper phase. When the left and right stereo channels are actively combined to mono, there should be no discernible change in audio level or fidelity.

#### 6.2.5 **Subjective Audio Quality**

- The audio program shall be produced with reproduction in a domestic environment in mind.
- The entire audio program shall be of superior quality, free of all noise and interference (buzz, hum, distortion, excessive sibilance).
- The entire audio program shall have an acceptable dynamic range. A compression rate sufficiently high to adversely affect the sound quality will not be accepted.
- The tonal quality of the audio shall be natural and pleasant.
- Dialogue must remain intelligible throughout the entire audio program.
- Audio-video synchronization shall be maintained throughout the program. The maximum tolerable misalignment of sound and picture shall be  $\pm 16.6$  ms (+ or – one field at 29.97 frames per second).
- The described video (audio) level shall be similar to the main program level. Each stereo program mix must be tested for proper phasing so that viewers with older monaural sets can still receive acceptable audio.

#### 6.2.6 **Alternate Language Versions**

All alternate language audio must be delivered as a separate file (or track if IMF file delivery) and synched with an identical time code as the original version.

The French or English language version should be a complete viewing experience and must include French or English opening and closing credits, titles, and graphics.

If the alternate language audio is provided by dubbing the alternate language audio over the original language audio, the original language audio must be lowered enough to be barely audible and not be distracting to the dubbed language audio. The dubbed audio must also follow the specifications of 6.2.1.

Removal of English/French language audio tracks on the Indigenous language version is preferred where possible (ie. Audio channels coming from body mics, narration, and voiceover). If the audio with English/French language spoken carries location sound (in addition to English/French language dialogue) and cannot be entirely removed, we recommend lowering the English/French track between -25db to -30db from the original mix levels so that the Indigenous language track is prominent and unobscured. Please also ensure the English/French language track does not fluctuate.

The entire show must be subtitled even if there is speaking in the original language. For example, if a French/Indigenous show is subtitled in English and there is English speaking, the English speaking will need to be subtitled.

ALL subtitles must be delivered as a separate file and **must not** be burned-in/keyed into the video.

Indigenous language versions do not require closed captioning in the same language. (see Section 7.2 for subtitles).

### 6.3 TIME CODE

- The time code shall be compliant with SMPTE standard 12-1:2014 and follow SMPTE recommended practices RP188 and 196.
- The Vertical Interval Time Code (VITC) must match the Longitudinal Time Code (LTC) for the entire length of the program.
- Each program must have a continuous control track and drop-frame time code from beginning to end.
- The actual program start must have a time code starting at 10:00:00:00.

## 7 SUBTITLES AND CLOSED CAPTIONS

Program must be untitled. The program may contain the main titles, the end credits as well as any creative text such as narrative text place or person identifiers. But, the program must not contain any burned-in subtitled dialogue or burned-in closed captions, regardless of the language of the main video.

Closed captions or subtitles **must** be delivered as a separate file, regardless of the delivery method used for the program.

A captioning file in the main language of the program must be delivered to APTN in all cases. If a language version in English and/or French is available, a closed captioning file in the second language is also mandatory.

Accepted files types are:

TTML  
SCC

1. TTML – Timed Text
  - a. File extensions (.xml, .ttml)
  - b. Encoding: UTF-8
  - c. TTML profile IMSC1.0 or IMSC1.1
2. SCC (Scenarist Closed Caption)
  - a. File extension (.scc)
  - b. Reference SPe: CEA-608-E

The following rules apply to all types of captioning and subtitles:

- The time code of the subtitles must absolutely match the time code of the video.
- The captioning and subtitle framerate must match the video framerate.
- If the video uses drop frame timecode the captioning and subtitles must use drop frame timecode. If the video uses non-drop frame timecode the captioning and subtitles must use non-drop frame timecode.
- All subtitles prepared for linear broadcasting must start at **10:00:00:00**. The associated time code shall be compliant with requirements of section 6.3 and shall match the video time code of the program file.
- The display time, maximum reading speed according to the type of content (e.g. adults versus children) and other parameters, must be compliant with the Broadcasting Regulatory Policy CRTC 2012-362.
- **The overlapping of subtitles on a scene change should be avoided as a general rule.**
- To ensure optimum legibility, the background picture must be considered for the position and colour of subtitles. If subtitles are positioned over an area of the screen which is the same colour as the font, accepted options are:
  - A trim or drop shadow must be utilized. This should be used on all subtitles throughout the program or feature for consistency.
  - OR
  - Subtitles can appear on a black background.
- The subtitles are positioned in the image to help locate the speaker.
- All positional and styling data must be included in the digital file.



## 7.1 CLOSED CAPTIONS

TTML format is preferred over SCC format.

If SCC closed captioning is used, captioning must be in **“pop-on” style only** (no “roll-up” captions will be allowed).

## 7.2 SUBTITLES

Subtitles may include: program titles, subtitles, episodes, speaker names, features, titles, dates, etc. TTML format is preferred but a SCC format file with the captioning extras such as background noises, speaker differentiation, music symbols, walking sounds etc. removed will be accepted. If CEA-608 closed captioning as subtitles cannot be avoided, subtitles must be in **“pop-on” style only** (no “roll-up” captions will be allowed)

The subtitles must be delivered in separate files. Subrip SRT files will not be accepted.

## 7.3 FORCED NARRATIVE SUBTITLES

A forced narrative subtitle is a subtitle that clarifies communications or alternate languages meant to be understood by the viewer. This usually occurs when an Indigenous language speaker is speaking in an English or French version. Forced Narrative Subtitles will be delivered in a separate file. If Forced Narrative subtitles are needed a hole will need to be inserted into the Closed Captioning and the Subtitling files provided in section 7.2 and 7.3. For example, in a show with English as the main language, the lines beside Closed Captioning\Subtitling represent when there is English dialogue and the spaces represent when there is Indigenous dialogue:



TTML format is preferred but a SCC format file with the captioning extras such as background noises, speaker differentiation, music symbols, walking sounds etc. removed will be accepted. If CEA-608 closed captioning as subtitles cannot be avoided, subtitles must be in **“pop-on” style only** (no “roll-up” captions will be allowed)

The subtitles must be delivered in separate files. Subrip SRT files will not be accepted.

## 7.4 LAST SUBTITLE

Subtitles concerning the name of the translator, the name of the provider, etc., are to be placed on the end credits to ensure the reading is disrupted as little as possible.

The last subtitle must always disappear before the appearance of the copyright program.

In the absence of a program copyright, the last subtitle must disappear no later than one (1) second before the last image of the program.

# 8 WEB EXCLUSIVES AND APPLICATIONS

If the licence specifies that the program is exclusively intended for web exclusives, the program **must comply with all** the specifications.



## 8.1 WEBSITE

Any website created by the producer as part of the digital media component shall follow industry best practices for development and release. All websites should have “.com” or “.ca” domains unless agreed upon by both APTN and the producer. The website should be compatible with all industry-standard operating systems and web browsers. In addition, all websites should be mobile compatible.

The APTN logo must appear on the website's landing page, on the top right or bottom left.

## 8.2 WEBISODES

Delivery of webisodes will comply with all technical specifications as outlined in this document.

## 8.3 MOBILE APPLICATIONS

Any mobile application created by the producer shall follow industry best practices for development and release. The producer shall make reasonable effort to have the mobile application available for download in all major application marketplaces. All information (links, specific images, logos) **must** be delivered to APTN using the [APTN Metadata Template](#).

## 9 NOMENCLATURE

The file names used for content deliveries must comply with the following information for clear program identification:

### 9.1 IDENTIFICATION OF FILE-DELIVERED PROGRAM (A/V CONTENT AND PROMOTIONAL MATERIAL)

The file naming of the program is as follows:

#### PROGRAM NAME\_ SEASON\_EPISODE\_LANG\_CONTENT-TYPE\_N\_VERSION.EXT

| ITEM                | DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>PROGRAM NAME</b> | <p>Name of the Content Asset - program name or series name</p> <p><b>PROGRAM NAME:</b></p> <ul style="list-style-type: none"> <li>- Underscores “_” must be used to separate elements such as the season, episode and language (if required).</li> <li>- All languages must be identified using the pre-set codes that are provided in Appendix A.</li> <li>- The program name should remain in the original language, but with a language identifier at the end, when a language version is provided. This includes French versions.</li> </ul> <p>Example:<br/> MOOSEMEAT_AND_MARMALADE_S04_E003_ENG<br/> MOOSEMEAT_AND_MARMALADE_S04_E003_FRE<br/> But if show is only available in French, use original title: : LES_ETUDIANTS</p> <ul style="list-style-type: none"> <li>- There must not be a space in the number.</li> <li>- No special characters (such as: “ ’ ” “ ! ” “ , ” etc.) and NO punctuation (such as “é” “ô”) are accepted.</li> <li>- Any other formatting will not be accepted and the program will be rejected.</li> </ul> |
| <b>SEASON</b>       | Season # (if applicable) with a two-digit (2) padding - S##                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>EPISODE</b>      | Episode # (if applicable) with a three-digit (3) padding - E###                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>LANG</b>         | Language of content (file delivered program)<br>Refer to Appendix A – Language Codes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>CONTENT-TYPE</b> | <p>Describes the associated content type. Accepted content-types are:</p> <ul style="list-style-type: none"> <li>- <b>MP:</b> Main Program A/V content</li> <li>- <b>Trailer:</b> Program Trailer A/V content</li> <li>- <b>Clip:</b> Program Clip A/V content</li> <li>- <b>Broll:</b> Promotional Footage B-roll</li> <li>- <b>Standup:</b> Stand Up Footage</li> <li>- <b>Mediawrite:</b> Video Clips for Media writers</li> <li>- <b>Promo:</b> Generic Show Promo</li> <li>- <b>Episodic:</b> Episodic Promos</li> <li>- <b>Sub:</b> Program Subtitle File</li> <li>- <b>Fsub:</b> Program Forced Subtitle File</li> <li>- <b>CC:</b> Closed Caption Program File</li> <li>- <b>Logo:</b> Program Logo</li> <li>- <b>CieLogo:</b> Cie Logo</li> <li>- <b>Poster, Cover or Feature:</b> Type of Artwork</li> </ul>                                                                                                                                                                                                                           |
| <b>N</b>            | Element number (1, 2, 3, etc.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>VERSION</b>      | Version # of content (if applicable) - V#                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>EXT</b>          | File extension according to delivered format.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |



### 9.1.1 Examples of PROGRAM NAME

- "Les étudiants" must be named: LES\_ETUDIANTS
- MOOSEMEAT\_AND\_MARMALADE\_S04\_E003\_ENG
  - o French title is: "Original et Marmelade" Program must be named: MOOSEMEAT\_AND\_MARMALADE\_S04\_E003\_FRE
- THAT'S AWSM! **must** be named: THATS\_AWSM

### 9.1.2 Examples of File Delivered Programs

|                                                    |                                                      |
|----------------------------------------------------|------------------------------------------------------|
| MOOSEMEAT_AND_MARMALADE_S04_E003_ENG_MP.MXF        | XD-XAM delivery of main program in English           |
| MOOSEMEAT_AND_MARMALADE_S04_E003_ENG_MP_V2.MXF     | 2 <sup>nd</sup> version of the previous main program |
| MOOSEMEAT_AND_MARMALADE_S04_E003_ENG_Trailer_2.MOV | Delivery of a second trailer in English              |
| MOOSEMEAT_AND_MARMALADE_S04_E003                   | IMF Package (IMP) delivery                           |

Additionally for IMP, language MUST be identified per CPL &/or track

#### IMF CPLs:

|                                           |                                    |
|-------------------------------------------|------------------------------------|
| MOOSEMEAT_AND_MARMALADE_S04_E003_ENG_MP   | English CPL of main program        |
| MOOSEMEAT_AND_MARMALADE_S04_E003_FRE_MP   | French CPL of main program         |
| MOOSEMEAT_AND_MARMALADE_S04_E003_ENG_Clip | English CPL of clip                |
| MOOSEMEAT_AND_MARMALADE_S04_E003_MP       | Multi-language CPL of main program |

*The CPL annotation field shall be used to identify various languages for all multi-language programs.*

#### MXF Tracks:

Specify track type: DV, Stereo or 5.1 and language.

Specify Channel/Track Mapping:

|                                                  |                      |
|--------------------------------------------------|----------------------|
| MOOSEMEAT_AND_MARMALADE_S04_E003_ENG_DV_LtRt.mxf | English DV Track     |
| MOOSEMEAT_AND_MARMALADE_S04_E003_CREE_5.1.mxf    | Cree 5.1 Audio Track |
| MOOSEMEAT_AND_MARMALADE_S04_E003_ENG_CC_tt.mxf   | English CC Track     |

### 9.1.3 Examples of Subtitles/CC Files/Forced Narrative Subtitles

MOOSEMEAT\_AND\_MARMALADE\_S04\_E003\_ENG\_SUB.xml  
MOOSEMEAT\_AND\_MARMALADE\_S04\_E003\_FRE\_CC.scc  
MOOSEMEAT\_AND\_MARMALADE\_S04\_E003\_ENG\_CC.ttml  
MOOSEMEAT\_AND\_MARMALADE\_S04\_E003\_ENG\_FSUB.ttml

### 9.1.4 Examples of Promotional Materials

Each logo, still and artwork **must** be clearly identified and indexed using the program's [APTN Metadata Template](#).

FEAST\_VERTICAL.jpg  
FEAST\_HORIZONTAL.jpg  
MOOSEMEAT\_AND\_MARMALADE\_ENG\_LOGO.eps  
MOOSEMEAT\_AND\_MARMALADE\_FRE\_LOGO.eps  
MOOSEMEAT\_AND\_MARMALADE\_CIELOGO.eps  
ART\_NAPOLEON\_1.jpg  
ART\_NAPOLEON\_2.jpg  
M&M210\_FLY\_FISHING\_15.jpg  
M&M210\_FLY\_FISHING\_09.jpg



### 9.1.5 Metadata File Identification

The [APTN Metadata Template](#) file shall be named using the **PROGRAM NAME** in the original language. This file includes information about all language versions of the program delivered.

Example: **MOOSEMEAT\_AND\_MARMALADE.xlsx**

## 10 METADATA

All programs delivered to APTN must be accompanied by a metadata file.

All metadata must be delivered via the [APTN Metadata Template](#). The required metadata, the instructions and examples can be found in the Excel template. Metadata must be delivered in the language of the main version of the program and in its dubbed version for English and French content.

All dubbed and/or subtitled programs in Indigenous languages must be accompanied by relevant metadata in English and/or French – according to the language of the subtitling.

## 11 PROMOTIONAL MATERIAL

All programs delivered to APTN must be accompanied with the deliverables specified in this section.

Artwork and stills provided will be used to promote the asset within all APTN's distribution services in accordance with the rights specified in the License Agreement.

All artwork and stills must adhere to the following:

- Be supplied in digital format
- Be free of any promo or taglines (no quotes, credits, copyrights, “Coming soon”, corporate logo, etc.)
- Be free of borders, frames or drop shadows
- Not depict gratuitous violent content (weapons pointing at camera, nudity, suicide)
- Not include spoilers
- Use the specified nomenclature
- Include metadata for all stills and artwork (see [APTN Metadata Template](#))

**Note: Please do not provide screen grabs.**

Contextual stills in which the focus is on the host and/or principals in the context of the show are much more useful for publicity purposes than production stills where the crew and equipment are visible in the shot.

For instructions on delivering promotional material to APTN, **contact the deliverables coordinator assigned to your project.**

### 11.1 DELIVERY DEADLINE

Promotional materials are to be provided no later than the deadlines specified in the License Agreement, which is typically at the same time as Master Delivery. APTN requires material **a minimum of ten (10) weeks in advance** of the program air date and/or digital distribution date in order to adequately promote the program launch and APTN lumi requires a minimum of thirteen (13) weeks. This is the minimum time to allow APTN to prepare on-air promotional clips, to distribute info to media outlets and to get program information to TV listings services.

**ALL** Promotional materials provided shall be used by APTN in accordance with the rights specified in the License Agreement.

### 11.3 PROMOTIONAL MATERIALS DESCRIPTIONS & SPECIFICATIONS

| # | QTY           | MATERIAL               | DESCRIPTION                                                                                                                                                                                                                                                                                                                                                               | SPECIFICATIONS                                                                                                                                                                                                                    | OG        | ACQ       | EXAMPLE |
|---|---------------|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|---------|
| 1 | 1             | General Info           | Program Name, Production Company, Contact Name, Contact Email, Contact Title (Role)                                                                                                                                                                                                                                                                                       | <a href="#">APTN Metadata Template</a> (Excel)                                                                                                                                                                                    | Mandatory | Mandatory | N/A     |
| 2 | 1             | Program Metadata       | Program Name, Asset Type (Series/Episode), Metadata Language, Asset Display Title (Series/Episode), Season Number, Episode Number, EIDR, CRTCC Certification, Country of Origin, Genre #1, Genre #2, Genre #3, Rating Value, Production Year, One Liner Description (120 characters max), Short Description (260 characters max), Long Description (4000 characters max). | APTN Metadata Template (Excel) <ul style="list-style-type: none"> <li>• One liner Description (120 characters max)</li> <li>• Short Description (260 characters max)</li> <li>• Long Description (4000 characters max)</li> </ul> | Mandatory | Mandatory | N/A     |
| 3 | 1             | Digital & Social Media | Program/Series Name, Asset Type, Season Number, Metadata Language, Other Media Type Associated with the Program, Other Media Type Detail, URL, Associated Logo, Legend                                                                                                                                                                                                    | APTN Metadata Template (Excel) <ul style="list-style-type: none"> <li>• URL of companion website document</li> <li>• All social media information including platform name and user handle for associate platform.</li> </ul>      | Mandatory | Mandatory | N/A     |
| 4 | 1 per episode | Program Credits        | Program Name, Asset Type, Season #, Episode #, Credit Function, Credit, Role, Indigenous Ancestry, Gender, Bio.                                                                                                                                                                                                                                                           | APTN Metadata Template (Excel)                                                                                                                                                                                                    | Mandatory | Mandatory | N/A     |
| 5 | 1             | Promo Photo Metadata   | Still File Name, Program/Series Name, Asset Type, Season Number, Episode Number, Language in Still/Artwork, Logo, Use for VOD, Photo Types, Photo Subtypes, City, Region, Colour/B&W, Person in Picture, Photographer Credit, Legend, Keywords, Descriptions.                                                                                                             | APTN Metadata Template (Excel)                                                                                                                                                                                                    | Mandatory | Optional  | N/A     |



| # | QTY           | MATERIAL                | DESCRIPTION                                 | SPECIFICATIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | OG        | ACQ       | EXAMPLE |
|---|---------------|-------------------------|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|---------|
| 6 | 1 per episode | Program Cue Sheet       | Include the cue sheet with segment lengths  | APTN Metadata Template (Excel)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Mandatory | Optional  | N/A     |
| 7 | 1 per episode | Program Music Cue Sheet | Include the standard SOCAN Music Cue Sheet. | APTN Metadata Template (Excel)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Mandatory | Optional  | N/A     |
| 8 | 1             | Title/Logo              | Still Version                               | Program final title <ul style="list-style-type: none"> <li>• Still version</li> </ul> Image Size (pixels): <ul style="list-style-type: none"> <li>• minimum 300 dpi, 1920 x 1080, with no background</li> </ul> File Format: <ul style="list-style-type: none"> <li>• vector file format either eps, ai or psd <b>for every language version</b> and a .png</li> <li>• any fonts must be supplied or converted to outlines</li> </ul> File Name Convention: <ul style="list-style-type: none"> <li>• FEAST_ENG_LOGO.eps</li> <li>• FEAST_FRE_LOGO.ai</li> </ul> | Mandatory | Mandatory | N/A     |

| #  | QTY | MATERIAL                   | DESCRIPTION                                                                                                                                                                                                     | SPECIFICATIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                             | OG        | ACQ       | EXAMPLE                                                                              |
|----|-----|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|--------------------------------------------------------------------------------------|
| 9  | 1 ≥ | Artistic Vertical Images   | <p>Artistic image representing the general visuals of the program or characters.</p> <p>Shall represent the program look and feel (movie, documentary or series)</p> <p>(see Appendix B for usage examples)</p> | <p>Image Size (pixels):</p> <ul style="list-style-type: none"> <li>Minimum: 2000 (w) x 3000 (h)</li> </ul> <p>File Format:</p> <ul style="list-style-type: none"> <li>Uncompressed JPEG (or JPEG with “maximum quality” compression)</li> <li>72 dpi minimum</li> <li>RGB Colour (8 bits/channel)</li> </ul> <p>File Name Convention:</p> <ul style="list-style-type: none"> <li>ART1_[PROGRAM_NAME]_VERTICAL.jpg</li> <li>ART2_[PROGRAM_NAME]_VERTICAL.jpg</li> </ul>     | Mandatory | Mandatory |   |
| 10 | 1 ≥ | Artistic Horizontal Images | <p>Artistic image representing the general visuals of the program or characters.</p> <p>Shall represent the program look and feel (movie, documentary or series)</p> <p>(see Appendix B for usage examples)</p> | <p>Image Size (pixels):</p> <ul style="list-style-type: none"> <li>Minimum: 3840 (w) x 2160 (h)</li> </ul> <p>File Format:</p> <ul style="list-style-type: none"> <li>Uncompressed JPEG (or JPEG with “maximum quality” compression)</li> <li>72 dpi minimum</li> <li>RGB Colour (8 bits/channel)</li> </ul> <p>File Name Convention:</p> <ul style="list-style-type: none"> <li>ART1_[PROGRAM_NAME]_HORIZONTAL.jpg</li> <li>ART2_[PROGRAM_NAME]_HORIZONTAL.jpg</li> </ul> | Mandatory | Mandatory |  |

| #  | QTY             | MATERIAL                   | DESCRIPTION                                                                                                                                                                                                                    | SPECIFICATIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | OG        | ACQ       | EXAMPLE                                                                                                                                                                                                                                                                     |
|----|-----------------|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11 | 4 ≥ per season  | Promotional Season Images  | <p>Selection of a season promotional photos.</p> <p>These must be different from the artistic images and the episode stills</p> <p>(see Appendix B for usage examples)</p>                                                     | <p>Aspect Ratio :</p> <ul style="list-style-type: none"> <li>16:9</li> </ul> <p>Image Size (pixels):</p> <ul style="list-style-type: none"> <li>Minimum: 3840 (w) x 2160 (h)</li> </ul> <p>File Format:</p> <ul style="list-style-type: none"> <li>Uncompressed JPEG (or JPEG with “maximum quality” compression)</li> <li>300 dpi minimum</li> <li>RGB Colour (8-bits/channel) for digital use</li> <li>CMYK for print use</li> </ul> <p>File Name Convention:</p> <ul style="list-style-type: none"> <li>PROMO1_SEASON_[PROGRAM_NAME]_S01.jpg</li> <li>PROMO2_SEASON_[PROGRAM_NAME]_S01.jpg</li> </ul>           | Mandatory | Mandatory |                                                                                                                                                                                          |
| 12 | 3 ≥ per episode | Promotional Episode Stills | <p>At least 3 photos <b>per episode</b> are required and each must represent the episode content.</p> <p>These must be different from the artistic images and the season Images</p> <p>(see Appendix B for usage examples)</p> | <p>Aspect Ratio :</p> <ul style="list-style-type: none"> <li>16:9</li> </ul> <p>Image Size (pixels):</p> <ul style="list-style-type: none"> <li>Minimum: 3840 (w) x 2160 (h)</li> </ul> <p>File Format:</p> <ul style="list-style-type: none"> <li>Uncompressed JPEG (or JPEG with “maximum quality” compression)</li> <li>300 dpi minimum</li> <li>RGB Colour (8-bits/channel) for digital use</li> <li>CMYK for print use</li> </ul> <p>File Name Convention:</p> <ul style="list-style-type: none"> <li>PROMO1_EPISODE_[PROGRAM_NAME]_S01_E02.jpg</li> <li>PROMO2_EPISODE_[PROGRAM_NAME]_S01_E02.jpg</li> </ul> | Mandatory | Mandatory |  <p>Promo1_Episode_[Program Name]_S01_E02.jpg</p>  <p>Promo2_Episode [Program Name] S01_E02.jpg</p> |

| #  | QTY                                                             | MATERIAL                             | DESCRIPTION                                                                                                                                                                                                                                                  | SPECIFICATIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | OG        | ACQ       | EXAMPLE                                                                             |
|----|-----------------------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-------------------------------------------------------------------------------------|
| 13 | 2 ≥                                                             | Promotional Main Character(s) Photos | Colour photo(s) of the main characters portrayed in the program. At least one photo per main character is required.                                                                                                                                          | Aspect Ratio : <ul style="list-style-type: none"> <li>16:9/ 9:16</li> </ul> Image Size (pixels): <ul style="list-style-type: none"> <li>1920 (w) x 1080 (h) or 1080 (w) x 1920 (h)</li> </ul> File Format: <ul style="list-style-type: none"> <li>minimum of 300 dpi (preferably 600 dpi)</li> <li>JPEG (preferred format) or TIFF format</li> <li>RGB Colour (8-bits/channel) for digital use</li> <li>CMYK for print use</li> </ul> File Name Convention: <ul style="list-style-type: none"> <li>PROMO1_CHARACTER_[PROGRAM_NAME]_[PHOTO_DESCRIPTION].jpg</li> <li>PROMO2_CHARACTER_[PROGRAM_NAME]_[PHOTO_DESCRIPTION].jpg</li> </ul> | Mandatory | Mandatory |  |
| 14 | 5-6 minutes for a stand-alone film / 15-20 minutes for a series | Promotional footage ("b-roll")       | General footage, talent shots, show intro and sound clips from the program, including "outtakes" or footage which is not included in the final program master tape, with unmixed audio/music. Not applicable to scripted dramatic programs featuring actors. | File Format: <ul style="list-style-type: none"> <li>High resolution .MOV</li> <li>MXF</li> <li>Unmixed audio is preferred</li> </ul> APTN's in-house editors can use this material to create bumpers, promos, teasers or other creative elements for on-air promotion of the program.                                                                                                                                                                                                                                                                                                                                                  | Mandatory | Optional  | N/A                                                                                 |

| #  | QTY       | MATERIAL                   | DESCRIPTION                                                                                                                                                                                                                                                                                                                                                               | SPECIFICATIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | OG        | ACQ      | EXAMPLE                                                                                                                                                                                                                                                               |
|----|-----------|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 15 | 1 minimum | Station ID (unmixed audio) | <p>A station ID is shot on set or against an attractive background, with the program's host, lead actor/performer or director, advising viewers they are watching APTN.</p> <p>The scene should bring audiences behind the scenes and connect them to those that are telling the stories.</p> <p>More importantly though, have fun with it and don't forget to smile!</p> | <p>File Format:</p> <ul style="list-style-type: none"> <li>• High resolution .MOV</li> <li>• MXF</li> <li>• Unmixed audio is preferred</li> </ul> <p>IDs are :05 seconds long. Time limitations must be observed. The suggested script is "Hi I'm &lt;name&gt; and you're watching APTN." You are welcome to inject personality or include a custom greeting (ex. Bonjour! Tansi!) so long as the recording is under 5 seconds. Please provide any necessary language translations.</p> <p>NOTE: do not include show names in your script as this will limit placement opportunities.</p> <p>At least one new station ID must be delivered for every new season of an original series. Providing more IDs will increase the visibility of your show.</p> <p>Where there are multiple lead hosts or actor/performers, multiple IDs can be submitted. We accept 2-shots, single shots, or groups (provided the group can be referenced with a single name key, ex. The Good Time Band). Please shoot with pro cams, good lighting and include video pad to assist with editing. Must be delivered a minimum of 10 weeks in advance before premiere airdate.</p> <p>Provide name keys for each station ID delivered. Include them in the metadata form (use station ID tab) that is sent with other promo materials.</p> | Mandatory | Optional |   <p>APTN will add the name keys and station logo. Please send clean video with ample pad.</p> |



| #  | QTY | MATERIAL                        | DESCRIPTION                                                                                                                           | SPECIFICATIONS                                                                                                                                                                                                                                     | OG                   | ACQ                  | EXAMPLE |
|----|-----|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|----------------------|---------|
| 17 | 1   | Sound Clip                      | The sound clip consists of a voice speaking in the Indigenous language of the program, inviting viewers to watch the program on APTN. | The sound clip may be delivered as distinct audio on the b-roll, or sent as a .wav file. A <b>sound clip</b> is applicable to all Indigenous language programs, hosted or not. Please see stand-up footage technical specifications.               | Mandatory            | Optional             | N/A     |
| 18 | 1 ≥ | Online Screeners                | Online video (for promotions, media writers...)                                                                                       | Access to one episode via a password-protected online delivery service.<br>Example: Vimeo (Private) or YouTube (Private)                                                                                                                           | Mandatory            | Optional             | N/A     |
| 19 | 1 ≥ | Video Clips (for media writers) | A video clip that will hook in the audience.                                                                                          | Must be under two (2) minutes in length.<br>Preferred format: .mp4 or .mov                                                                                                                                                                         | Mandatory            | Optional             | N/A     |
| 20 | 1 ≥ | Audio Clips (for media writers) | An audio clip that will hook in the audience.                                                                                         | Must be under two (2) minutes in length.<br>Preferred format: 16 bit WAV                                                                                                                                                                           | Mandatory            | Optional             | N/A     |
| 21 | 1   | Program Trailer                 | A program trailer (or one trailer per season). One minute is a typical length.                                                        | File Format: <ul style="list-style-type: none"> <li>• High resolution .MOV</li> <li>• MXF</li> <li>• Unmixed audio is preferred</li> </ul> File Name Convention : <ul style="list-style-type: none"> <li>• PROGRAM_NAME_S02_ENG_TRAILER</li> </ul> | Strongly Recommended | Strongly Recommended | N/A     |



| #  | QTY | MATERIAL           | DESCRIPTION                                                                                                                                                          | SPECIFICATIONS                                                                                                                                                                                                                                                                                                                     | OG                   | ACQ                  | EXAMPLE |
|----|-----|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|----------------------|---------|
| 22 | 1   | Program Clip       | Video clip that will hook in the audience. Must be under two (2) minutes in length.                                                                                  | 1 clip per program (1 per season for series).<br>Optional 1 clip per episode<br>File Format: <ul style="list-style-type: none"> <li>• High resolution .MOV</li> <li>• MXF</li> <li>• Unmixed audio is preferred</li> </ul> File Name Convention : <ul style="list-style-type: none"> <li>• PROGRAM NAME_S01_E003_CLIP_1</li> </ul> | Strongly Recommended | Strongly Recommended | N/A     |
| 23 | 1   | Generic show promo | 30 or :15 unmixed promos that promotes the series. The last 3.5 seconds should be music only. (APTN will tag with station branding and viewing details).             | File Format: <ul style="list-style-type: none"> <li>• High resolution .MOV</li> <li>• MXF</li> <li>• Unmixed audio is preferred</li> </ul>                                                                                                                                                                                         | Optional             | Optional             | N/A     |
| 24 | 1 ≥ | Episodic promos    | 30 or :15 unmixed promos that promote a specific show episode. The last 3.5 seconds should be music only. (APTN will tag with station branding and viewing details). | File Format: <ul style="list-style-type: none"> <li>• High resolution .MOV</li> <li>• MXF</li> <li>• Unmixed audio is preferred</li> </ul>                                                                                                                                                                                         | Optional             | Optional             | N/A     |

| #  | QTY | MATERIAL                     | DESCRIPTION                                                                      | SPECIFICATIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | OG       | ACQ      | EXAMPLE                                                                              |
|----|-----|------------------------------|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|--------------------------------------------------------------------------------------|
| 25 | 2   | Backdrop Wide Specifications | Artistic image(s) representing the general visuals of the program or characters. | <p>Image Size (pixels):</p> <ul style="list-style-type: none"> <li>Minimum: 4320 (w) x 3240 (h)</li> </ul> <p>Safe Area:</p> <ul style="list-style-type: none"> <li>Art Safe Area (green) needs to contain the main portions of talent's faces - eyes, nose, mouth, chins, etc.</li> </ul> <p>File Format:</p> <ul style="list-style-type: none"> <li>Uncompressed JPEG (or JPEG with "maximum quality" compression)</li> <li>300 dpi minimum</li> <li>RGB Color (8 bits/channel)</li> </ul> <p>File Name Convention:</p> <ul style="list-style-type: none"> <li>ART1_[PROGRAM_NAME]_BACKDROP_WIDE.jpg</li> <li>ART2_[PROGRAM_NAME]_BACKDROP_WIDE.jpg</li> </ul> | Optional | Optional |   |
| 26 | 2   | Backdrop Tall Specifications | Shall represent the look and feel of the program (movie, documentary or series)  | <p>Image Size (pixels):</p> <ul style="list-style-type: none"> <li>Minimum: 1680 (w) x 3636 (h)</li> </ul> <p>Safe Area:</p> <ul style="list-style-type: none"> <li>Art Safe Area (green) needs to contain the main portions of talent's faces - eyes, nose, mouth, chins, etc.</li> </ul> <p>File Format:</p> <ul style="list-style-type: none"> <li>Uncompressed JPEG (or JPEG with "maximum quality" compression)</li> <li>300 dpi minimum</li> <li>RGB Color (8 bits/channel)</li> </ul> <p>File Name Convention:</p> <ul style="list-style-type: none"> <li>ART1_[PROGRAM_NAME]_BACKDROP_TALL.jpg</li> <li>ART2_[PROGRAM_NAME]_BACKDROP_TALL.jpg</li> </ul> | Optional | Optional |  |



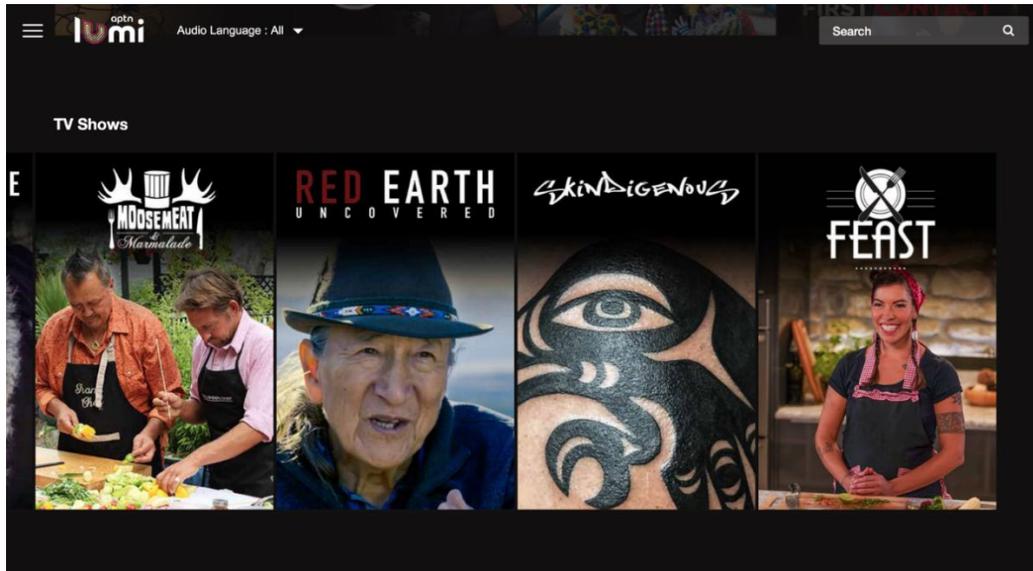
| #  | QTY | MATERIAL                    | DESCRIPTION                                                                                      | SPECIFICATIONS                                                                                                                                                                                                                                     | OG       | ACQ      | EXAMPLE |
|----|-----|-----------------------------|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|---------|
| 27 | 1 ≥ | Special Initiative(s)       | Any sponsorships/ press conferences/ screenings that should be shared with APTN.                 | Word Document                                                                                                                                                                                                                                      | Optional | Optional | N/A     |
| 28 | 1   | Electronic Press Kit        | One- to five-page document consisting of photos, synopsis, principles and key credits and bios). | Are available in the languages that the programs are offered in (French and/or English) in a Word Document.<br>Links to behind-the-scenes footage, interviews with principles and keys, etc.<br>Required three (3) months before premiere airdate. | Optional | Optional | N/A     |
| 29 | 1 ≥ | Press clippings             | Press clippings and media releases.                                                              | Copies of press clippings and media releases shall be provided during the term of the license.                                                                                                                                                     | Optional | Optional | N/A     |
| 30 | 1 ≥ | Program-related "giveaways" | Merchandise such as hats, t-shirts, DVD sets, or similar products.                               | Required within one (1) month of master delivery.                                                                                                                                                                                                  | Optional | Optional | N/A     |

## 12 APPENDIX A – LANGUAGE CODES

| Language                       | Language Code |
|--------------------------------|---------------|
| ALGONQUIAN                     | ALGO          |
| ATHAPASCAN                     | ATHA          |
| ATIKAMEKW                      | ATIK          |
| BLACKFOOT                      | BLFT          |
| CAYUGA                         | CAYU          |
| CELTIC                         | CELT          |
| CREE                           | CREE          |
| DAKOTA                         | DAKO          |
| DENE                           | DENE          |
| ENGLISH                        | ENG           |
| FRENCH                         | FRE           |
| HAIDA                          | H Aid         |
| HALKOMELEM                     | HALK          |
| INNU                           | INNU          |
| INUKTITUT                      | INUK          |
| INUVIALUIT (AKA: INUVIALUKTUN) | INUV          |
| KWAK'WALA                      | KWAK          |
| MALISEET                       | MALI          |
| MAORI                          | MAOR          |
| MICHIF                         | MICH          |
| MI'KMAQ                        | MIKM          |
| MOHAWK                         | MOHA          |
| MULTIPLE                       | VARI          |
| NORWEGIAN                      | NORW          |
| NO SPOKEN WORD                 | HUSH          |
| NSYILXCEN (AKA: SYILX)         | SYIL          |
| OJIBWE                         | OJIB          |
| OJI-CREE                       | OJIC          |
| SAAMI                          | SWED          |
| SALISH                         | SALI          |
| SAULTEAUX                      | SAUL          |
| STL'ATL'IMX                    | STLA          |
| TAHLTAN                        | TAHL          |
| TLINGIT                        | TLIN          |
| TSILHQOT'IN                    | TSIL          |
| TUTCHONE                       | TUTC          |

## 13 APPENDIX B – PROGRAM IMAGE USAGE EXAMPLES

This example depicts the use of the artistic vertical and horizontal images.



The example depicts the use of season and episode stills.

