



Be part of a new era for UWTV as a sponsor!

Join in a new era of UWTV as part of our founding community of underwriters. This new opportunity gives our limited number of sponsors direct exposure to UWTV's unique audience in our credible and uncluttered distribution environment.



UWTV underwriting broadcast specifications

These specifications outline UWTV's broadcast quality standards. In some cases, the standards are necessary to meet FCC broadcast requirements, in other instances, they are in place to meet other legal and aesthetic standards. Your commitment to meeting these standards ensures your message is delivered professionally and clearly to our audience.

Program Length

30 seconds or 15 seconds for "spot"; 5 seconds for "preroll".

Time Code

Continuous sequential Drop Frame Vertical Interval Time Code (VITC) or Longitudinal Time Code (LTC) from bars to at least one minute after end of the spot.

Audio

Mixed audio to channels 1 & 2
Audio should not be present without video at beginning and end of spot
Analog: 0 VU (dBm) peak levels (average weighted)
Digital: 20 dBfs peak levels (average weighted)

Video: Analog

NTSC (SMPTE 170M) standard
Maximum (peak white) level: 100 IRE
Pedestal (black level): 7.5 IRE
Chroma Burst: +20/-20 IRE (40 IRE total)
Sync: -40 IRE

Video: Digital

SMPTE 259M, Level C
Maximum (peak white) level: 100%
Digital level 235 (8 bit) or 940 (10 bit)
Pedestal (black level): 0%
Digital level 16 (8 bit) or 64 (10 bit)

Accepted Formats

Betacam SX
Betacam SP
DVCAM
DVCPRO-25

Preferred Tape Set-up

Bars & Tone: 1 minute
Slate: 10 seconds
Black: 30 seconds
No countdown leader
Spot
Black: 1 minute

Bars

Bars should be properly set up on the waveform monitor and vector scope, and the levels should be within regulations.

Tone

Analog: 1KHz tone set to 0dB
Digital: 1KHz tone set to -20 dBfs

Slate

The slate should contain:
Title of the spot as it appears on the label
Client's name and name of production company/agency
Date
Total length of the spot to the second
Version number

For more information