



SBS TVC Specifications

Before a TVC (aka Dub, Ad) can be broadcast on SBS we need the below from the client.

- Key Number of TVC (identifying name for traffic system and reporting)
- CAD approval number (8 Digit code given by Free TV which contains a classification for the TVC. This tells us where we can legally air the ad)
- Material sent by the appropriate deadlines. Please see material deadlines below.

Dubs can arrive at SBS in two ways.

1. Electronically via Adstream/Dubsat/ IMD. These are satellite services which send the TVC directly to our server. We can accept HD material from each of these vendors.
2. In a hard copy (Tape). Our on air system can ingest from DVC Pro tape (50 or 25 size is fine) and Digital Beta.

If a tape is physically sent it must be addressed as per below:

Sales Operations
 SBS TV
 14 Herbert St,
 Artarmon 2064

Aspect Ratio:

SBS broadcasts everything in a 16x9 aspect ratio.
 We accept TVC's made in both a 4x3 (720 x 576) format and a 16x9 (1024 x 576) format.

Material Deadlines			
Activity Starting:	Any day in the following week commencing	Sunday & Monday	Tuesday to Saturday
Material Instructions	Wednesday 1700	Wednesday 1700	Wednesday 1700
CAD Approval		Thursday 1700	COB two days prior
Material booked for delivery		Thursday 1700	COB two days prior

This does not include revisions or amendments which need to be on-hand & CAD approved two hours before TX.