



## Guidelines – Delivery of TV commercials

It is very important that these guidelines are followed when you deliver master materials to M2 Film and LEGO System A/S.

A master kit includes:

- Digital Betacam/PAL CCIR 601 – incl. final audio mix on all TV commercials (details on page 2)
  - For M2 Film you can also deliver digital files (see page 3)
- 1 x CD with audio- and graphic files (page 2). Also the following have to be on the CD:
- Tape Report for digi beta
- Credentials incl. the English text for each length. Remember to include names of the on-screen talents.

Mpg + QT + FLV files of approved commercials according to spec's. (page 4). Please note that you'll have to make two sizes of the QT files. We don't need files of the IT versions.

Send all documents and approved QT files by e-mail or FTP to:

[anne-dorte.kristiansen@LEGO.com](mailto:anne-dorte.kristiansen@LEGO.com)

It is important that we receive the versions in 4:3 letterbox, anamorphic 16:9 and anamorphic 14:9 versions as well as IT versions without legal lines, logos and texts. Please note that the IT versions will have to be totally clean. This way we can meet requests from most countries.

If you have any questions please call Anne-Dorte (+45 79506264) or send an e-mail.

Please send master kit (digi beta + CD with sound and various files) to:

LEGO System A/S  
Havremarken 1  
DK-7190 Billund  
Denmark

Att.: Anne-Dorte Kristiansen, Marketing Communications, InHouse Agency

And a master kit (digi beta + CD with sound and various files) or digital delivery to:

Lisa Fønnesbaek  
M2 Film  
Filmbyen 23, 4. sal  
DK-8000 Århus C

Best regards,  
LEGO Group

Anne-Dorte Kristiansen  
Marketing Communications



## Materials

### Digital Betacam Master tape (example):

TC	00:00:00 - 01:30:00	colourbar 100% video, 75% chroma incl. 1 kHz test tone OdBu
	01:30:00 - 02:00:00	black + mute

02:00:00 20 sec. UK version with final mix – 16:9 anamorphic  
03:00:00 20 sec. IT version (without legal lines, logo and texts) – 16:9 anamorphic  
04:00:00 20 sec. UK version with final mix – 4:3 letterbox  
05:00:00 20 sec. IT version (without legal lines, logo and texts) – 4:3 letterbox  
06:00:00 20 sec. UK version (with final mix – 14:9  
07:00:00 20 sec. IT version (without legal lines, logo and texts) 14:9  
08:00:00 10 sec. UK version etc. etc.

### CD with audio files:

#### Audio:

Format:	AIFF
Sample rate:	48 kHz
Sample size:	16 bit
Channels:	2 (Stereo)
Compression:	None

**Please note:** Mix and separate elements (also separate voice-over)

#### Please also note:

The following also have to be on the CD.

- \* fonts
- \* Endframe: layered psd file with all material: packshots, splash, etc.
- \* NEWS Splash (open files)
- \* Logos



## Spec's for digital delivery to M2 Film

### SD (PAL)

**Format:**

Frame Size: 720\*567 16-9 FH Anamophics

Pixel Aspect: Ratio Pal CCIR 601

**Codec:**

Quicktime Blackmagic Uncompressed 10bit 4:2:2

### HD (1920\*1080)

Frame Size: 1920\*1080

Pixel Aspect Ratio: Square Pixels

**Codec:**

Quicktime Apple ProRes 4:2:2 (HQ)

### Not using a Mac

Quicktime Blackmagic Uncompressed 10bit 4:2:2

### AUDIO IN SD AND HD

24/16 bit Integer (Big Endian), Stereo, 48.000 kHz

Deliver to: [lisa@m2film.dk](mailto:lisa@m2film.dk)



## Encoder settings for QT files

### Video HIGH

Compression format: H264  
Depth: Millions of colors  
Quality: Best  
Frame Rate: 25  
Datarate: 2000 kbit/sec  
FrameSize: 640x360

Audio:  
AAC, Stereo, 128 kbit/ sec 44, 100kHz 16bit

### Video LOW

Compression format: H264  
Depth: Millions of colors  
Quality: Best  
Frame Rate: 25  
Datarate: 1200 kbit/sec  
FrameSize: 480x270

Audio:  
AAC, Stereo, 256 kbit/ sec 44, 100kHz 16bit

## MPG file

**Please also deliver an MPEG-1 file, which can be e-mailed (max 7 MB).**

## FLV file

**Please also deliver a flv file of 30+20 sec. UK versions. Same size as QT 480x270.**