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New eligible formats and specifications for the identification slate



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SPECIFICATIONS FOR THE IDENTIFICATION SLATE



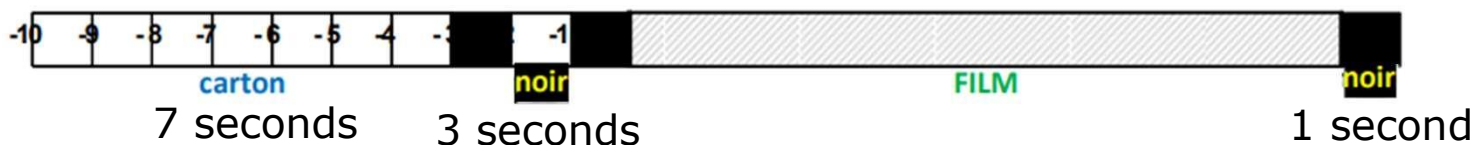
We remind you that the identification slate must be inserted in your films, according to the sequence below.

This slate can be generated free of charge from ARPP.Pub/IDcrea, and automatically edited into your film by the platform once your file has been uploaded. To do this, leave the 'Video already contains a slate' box unchecked on the clearance entry page.

SCID: JAME-ZEST-0011
Titre du Film: TEST SOUMIS
N° de Vers: 3
Date de 1ère antenne:
Date de fin de diffusion:
☐ La vidéo contient déjà un carton
URL cible SMAD:
Choisir un fichier

In accordance with the most widespread professional practices in France, this slate is present in the image from 10 seconds before the start of the film until 3 seconds before the start of the film. The film is then followed by one second of black images.

The diagram below illustrates this sequence:





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The identification card contains the following information:

- SCID (Campaign identifier)
- IDcrea (Creation identifier)
- Agency name
- Advertiser name
- Product name
- Film title
- Duration
- Version number
- Type of health and motoring information, if applicable
- Type of broadcast (national or segmented)

SCID (Identifiant de campagne) : YYYY-PROD-0002

IDcrea: AV-XXXB000003-0030

Agence: Agence Pub B

Annonceur: Annonceur A

Produit: Produit test D

Titre: TEST_A

Durée: 0:00:30

Mention Sanitaire: 00 - PAS DE MENTION SANITAIRE

Version: 1

Type de diffusion: Segmentée exclusivement



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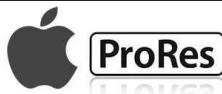
- "Historical ARPP.TV" format MP4-H264



- AVC-Intra Class 100



- XDCAM 50



- ProRes 422 HQ



- DNxHD



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SPECIFICATION SOURCE FILE **MP4 H264** (ARPP TV 'historical' format) FOR ARPP.PUB/IDcrea

Format en entrée	Spécifications
 MP4 H264	Container • Format: MPEG4
	Video • Format: H.264 / AVC • Format Profile: MAIN ou HIGH • Frame Size: 1920 x 1080 • Aspect Ratio: 16:9 - Frame Rate: 25 FPS • Target bitrate: 8 Bit • Scan Type: Progressif
	Audio • Codec : AAC • Sampling Rate: 48Khz • Bit Depth: 16 Bit (Minimum)Target Bitrate : 256 kbps

V 1.0 – Nouveaux formats
IDcrea/ARPP.PUB – Juin 2025



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AVC-INTRA CLASS 100 SOURCE FILE SPECIFICATION FOR ARPP.PUB/IDcrea

Format en entrée	Spécifications
 MP4 H264	Container • Format: MXF • Format Profile: OP-1a
	Video • Format: H.264 / AVC • Format Profile: HIGH 4:2:2 Intra • Bit Rate: 114 Mbit/s • Frame Size: 1920 x 1080 • Aspect Ratio: 16:9 • Frame Rate: 25 FPS • Colour Bit Depth: 10 Bit • Scan Type: Interlaced Audio • Format : PCM • Sampling Rate: 48Khz • Bit Depth: 16 Bit (Minimum)



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New eligible formats and specifications

XDCAM 50 SOURCE FILE SPECIFICATION FOR ARPP.PUB/IDcrea

Format en entrée	Spécifications
 XDCAM 50	Container • Format: MXF • Format Profile: OP-1a
	Video • Format: MPEG Video • Format Profile: 4:2:2 • Bit Rate: 50 Mbit/s • Frame Size: 1920 x 1080 • Aspect Ratio: 16:9 • Frame Rate: 25 FPS • Colour Bit Depth: 8 Bit • Scan Type: Interlaced
	Audio • Format : PCM • Sampling Rate: 48Khz • Bit Depth: 24 Bit (Minimum)



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New eligible formats and specifications



SPECIFICATION SOURCE FILE **ProRes 422 HQ** FOR ARPP.PUB/IDcrea

Format en entrée	Spécifications
 ProRes 422 HQ	Container • Format: MXF or MOV • Format Profile: OP-1a ou QuickTime
	Video • Format: AVC • Format Profile: High 4:2:2 Intra or 4:2:2 HD • Bit Rate: 114 Mbit/s • Frame Size: 1920 x 1080 • Aspect Ratio: 16:9 • Frame Rate: 25 FPS • Colour Bit Depth: 10 Bit • Scan Type: Interlaced
	Audio • Format : PCM • Sampling Rate: 48Khz • Bit Depth: 16 Bit (Minimum)

V 1.0 – Nouveaux formats
IDcrea/ARPP.PUB – Juin 2025



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New eligible formats and specifications

DNxHD SOURCE FILE SPECIFICATION FOR ARPP.PUB/IDcrea

Format en entrée	Spécifications
 DNxHD	Container • Format: MXF • Format Profile: OP-1a
	Video • Format: VC-3 • Format Profile: HD • Frame Size: 1920 x 1080 • Aspect Ratio: 16:9 • Frame Rate: 25 FPS • Colour Bit Depth: 8 Bit • Scan Type: Interlaced Audio • Format : PCM • Sampling Rate: 48Khz • Bit Depth: 16 Bit (Minimum)

