

# Channel 4

# Interstitials Specifications

## CATEGORIES

- Sponsorship
- Idents
- Bumpers
- Title Sequences
- Opticals
- Packaging for Themed Nights
- Menus
- 4 Later Links
- 4 Music Links
- Pre recorded T4 Links
- Film or Programme Intros (which do not have a programme contract number)
- Moving Pub Annos – COIs
- Film Four Pointers
- Film Four End Credit Sequences
- BSC/ITC Announcements
- Any other taped presentation TX material, which does not constitute a programme or commercial.

## ESSENTIAL REQUIREMENTS

For all material, which will TX after 20 MARCH 2001, you **MUST** obtain a Channel 4 Unique Identifying Number, as soon as a commission has been received. Failure to do this may result in material not going to air. Please contact:

Media Planning – 020 7306 8576

In advance of making anything for TX. This number should be displayed on the Clock – details are as follows.

- All material should be delivered 16:9 full-height anamorphic, 14:9 protected.
- All masters should be delivered on Digi Beta.
- All tapes should be CLEARLY LABELLED with the title of the work, all elements on the tape and aspect ratio.
- Material must be delivered 1 week before first TX – late delivery may jeopardise transmission.

## CLOCKING

All material must have audio and visual line up, and each event **MUST** be clocked. This should be a 20 second clock stating:

- Unique Channel 4 Identifier Number.

### IMPORTANT

This number is generated by Channel 4. You MUST get this number, and it MUST appear on the Clock. If this number does not appear on the clock, the material may not go to air.

- Programme/ Season Title
- Version/ Subtitle
- Aspect Ratio (If 16:9, whether 14:9 protected, 4:3 caption safe)
- Duration
- Date of Creation



All clocks must cut to black at action minus 3 seconds.

### VISION LEADS

All generic material must be delivered with action starting on an exact minute and audio starting 6 frames later. E.g.

09:59:40:00 clock  
09:59:57:00 black  
10:00:00:00 action  
10:00:00:06 audio

Leading vision is acceptable but no longer necessary. It will not be transmitted.

## **DURATIONS**

Durations MUST be accurate, especially for sponsorship elements, as the sponsorship deals are based on specific durations. All audio MUST be out by these points for clean presentation logging.

## **HOLDS**

All C4 interstitial elements should have action continuing without audio for at least 1 second at the end. Preference is for a 'moving hold' but a freeze is acceptable.

## **AUDIO**

If the event is to be spoken over 'Live' please deliver with full audio so that it can be dipped in transmission.

If the audio is highly compressed, then it should peak at PPM 5.

## **MUSIC DETAILS**

Channel Four is contractually obliged to report all music broadcast. It is essential that music details are supplied with all delivery material.

For commissioned music:

Music Title  
Composer  
Publisher  
Duration

For other music:

Music Title  
Composer  
Performer  
Arranger  
Publisher  
Record Company  
Catalogue Number  
Track No.  
Usages – (background or featured)  
Duration

Please email all music details to: [musicused@channel4.co.uk](mailto:musicused@channel4.co.uk)

If no music was used you must still email informing us of this.

## **CONTACTS**

|                               |               |
|-------------------------------|---------------|
| Niamh Burns – Managing Editor | 020 7306 8573 |
| Paul Lewis – Music Enquiries  | 020 7306 8471 |
| Media Planning Enquiry        | 020 7306 8576 |
| Media Planning Fax            | 020 7306 8350 |

## **SEND TAPES TO:**

Niamh Burns  
Media Planning  
Channel4 Television  
124 Horseferry Road

London  
SW1P 2TX