

Comcast AdDelivery Lite File Format Specification

The following are the audio and video technical specifications for SD and HD spots submitted to the Comcast AdDelivery Lite network.



File Layout for Comcast AdDelivery Lite

For all SD and HD spots submitted to Comcast AdDelivery Lite, spots must be submitted at *ready to air lengths*:

Leading Black	Slate	Black	Spot	Trailing Black
0	0	0	15 sec/450 frames, 30 sec/900 frames, 60 sec/1800 frames, 90 sec/2700 frames, 120 sec/3600 frames, 5 min/9000 frames	0

Spots for Comcast AdDelivery Lite that are not exact lengths and do not start on first video and end on last video will be rejected.

SD Video Formats

	Recommended Format			
	MPEG	Quicktime	Quicktime	Quicktime
Stream Type	MPEG-2 Program Stream	Apple ProRes 422	DV/DVCPRO-NTSC, Avid DV/DV50	H.264
Video Bitrate	12 - 30 Mbps (CBR or VBR)	20 - 65 Mbps (VBR)	25/50 Mbps (CBR)	8 - 30 Mbps (CBR or VBR)
Frame Rate	29.97	29.97	29.97	29.97
GOP Structure	Closed GOP	N/A	N/A	N/A
Closed Captioning³	EIA-608	EIA-608	EIA-608	EIA-608
Chroma	4:2:0	4:2:2	4:1:1 (DV), 4:2:2 (DVCPRO/DV50)	4:2:0
Interlacing	Upper Field First	Upper Field First	Lower Field First	Progressive
Aspect Ratio	4:3	4:3	4:3	4:3
Width/Height	720x480/486	720x486	720x480	720x480/486
Audio Type	MPEG-1 Layer 2	LPCM	LPCM	LPCM
Typical Transfer¹	1-5 minutes	2-24 minutes	3-20 minutes	2-6 minutes
Typical Export²	< 1 minute	< 1 minute	< 1 minute	5-15 minutes
Notes	MP@ML, HL HP@HL	ProRes 422 LT, ProRes 422, ProRes 422 HQ are all acceptable		M@L3, L3.1 are all acceptable

SD Audio

	MPEG	PCM
Encoding Type	MPEG-1 Layer 2	LPCM
Number of Channels	2 - Stereo	2- Stereo
Channel 1	Stereo Left	Stereo Left
Channel 2	Stereo Right	Stereo Right
Bit Depth	16	16
Bit Rate	384 Kbps	1536 Kbps
Sampling Rate	48KHz	48KHz
Instantaneous Peak Audio Max	-8dBFS	-8dBFS
Average Peak Audio Max	-10dBFS	-10dBFS
Average Levels	-20dBFS	-20dBFS

For questions on spots contact Comcast AdDelivery Customer Support at 855-858-1942, option 1.

HD Video Formats

	Recommended Format			
	MPEG	Quicktime	Quicktime	Quicktime
Stream Type	MPEG-2 Transport Stream	Apple ProRes 422	Avid DNxHD	H.264
Video Bitrate	20 - 100 Mbps (CBR or VBR)	40 - 220 Mbps (VBR)	145/220 Mbps (CBR)	15 - 100 Mbps (CBR or VBR)
Frame Rate	29.97 (1080i), 59.94 (720p)	29.97 (1080i), 59.94 (720p)	29.97 (1080i), 59.94 (720p)	29.97 (1080i), 59.94 (720p)
GOP Structure	Closed GOP	N/A	N/A	N/A
Closed Captioning⁴	EIA-608 and EIA-708	EIA-608 and EIA-708	EIA-608 and EIA-708	EIA-608 and EIA-708
Chroma	4:2:0	4:2:2	4:2:2	4:2:0
Interlacing	Upper Field First (1080i), Progressive (720p)	Upper Field First (1080i), Progressive (720p)	Upper Field First (1080i), Progressive (720p)	Progressive
Aspect Ratio	16:9	16:9	16:9	16:9
Width/Height	1920x1080 (1080i), 1280x720 (720p)	1920x1080 (1080i), 1280x720 (720p)	1920x1080 (1080i), 1280x720 (720p)	1920x1080 (1080i), 1280x720 (720p)
Audio Type	MPEG-1 Layer 2	LPCM	LPCM	LPCM
Typical Transfer¹	2-40 minutes	4-90 minutes	15-90 minutes	2-20 minutes
Typical Export²	< 1 minute	< 1 minute	< 1 minute	30-60 minutes
Notes	MP@HL HP@HL	ProRes 422 LT, ProRes 422, ProRes 422 HQ are all acceptable	DNxHD 145, DNxHD 220 are both acceptable	M@L3.1, L3.2 M@L4, L4.1, L4.2 are all acceptable

HD Audio

	MPEG	PCM
Encoding Type	MPEG-1 Layer 2	LPCM
Number of Channels	2 - Stereo	2 - Stereo
Channel 1	Stereo Left	Stereo Left
Channel 2	Stereo Right	Stereo Right
Bit Depth	16	16
Bit Rate	384 Kbps	1536 Kbps
Sampling Rate	48KHz	48KHz
Instantaneous Peak Audio Max	-8dBFS	-8dBFS
Average Peak Audio Max	-10dBFS	-10dBFS
Average Level	-20dBFS	-20dBFS

¹ 30s to 2m spot assuming an average bandwidth of 5 Mbps. Use <http://speedtest.comcast.net/> to give you an idea of your bandwidth. 5 Mbps is the suggested minimum bandwidth.

² Estimated time to fully export from Avid or Final Cut Pro.

³ For MPEG formats, Comcast AdDelivery supports SD closed captioning in an EIA-608 encoding. For MPEG-TS Supply the EIA-608 encoding in both ATSC A/53 user data and additionally as SCTE-20 user data (for MPEG-PS ATSC A/53 only is required). For QuickTime formats, Comcast AdDelivery supports SD closed captioning in an EIA-608 encoding stored as a QuickTime closed captioning text track.

⁴ For MPEG formats, Comcast AdDelivery supports HD closed captioning in an EIA-708 encoding in ATSC A/53 user data. An additional EIA-608 encoding, also as ATSC A/53 user data, is required for backwards compatibility reasons. For QuickTime formats, Comcast AdDelivery supports closed captioning in an EIA-708 encoding as a QuickTime closed captioning text track. An additional EIA-608 encoding also within a QuickTime closed captioning text track is required for backwards compatibility reasons.