

D-MAT : Technical recommendations for source material

Note : This is applicable for Holland digital delivery too.

D-MAT

The D-MAT system allows TV adverts to be sent via internet over secure FTP connections. The ABMA recommends the use of D-MAT, since it is completely digital and more environmentally friendly than the 'cassette and taxi' method. The D-MAT file format is standardized at the Belgian level and can be broadcast on all channels represented by the advertising sales houses who are members of the ABMA. The D-MAT file also offers all the advantages of indexation and digital traceability of adverts.



Source : Abma Website

Source material

The best thing to do is to provide us your TV spots in the best format available. If you've done your post-production using an uncompressed codec, export your movie using these settings. Conversion and compression is always tricky so don't take unnecessary risks. We can manage a lot of formats. You can find below a list of recommended formats. If you're working with another codec, please contact us at techsupport@paprika.be and one of our tech guys will advise you on the best settings to use.

Video

- 720x576 16/9 anamorphic ¹
- Interlaced top field first or progressive

Audio

- 16 bit PCM audio at 48Khz
- Peak audio level must not exceed -9 dBfs on a PPM meter

Recommended tape format :

- Digital Betacam PAL

Recommended file format :

- Quicktime Apple ProRes 422 (HQ) or Apple ProRes 422 (Recommended for FTP)
- Quicktime Uncompressed 10-bit or 8 bit PAL
- Quicktime Avid Meridien Uncompressed ITU-R 601 PAL ([Download](#))
- AVI Blackmagic codecs Uncompressed 10-bit or 8-bit ([Download](#))

Other formats :

Please contact us at techsupport@paprika.be

¹ Except for Nickelodeon FR and NL because they still use the standard 4/3 aspect ratio.

Delivery

You can send us the material on our ftp server (ask for an account at techsupport@paprika.be) or send to our office at 53, rue Gustave Huberti – 1030 Bruxelles.

Additional Services

Don't forget that one of our operator can reframe your 4/3 footage to fit in the 16/9 aspect ratio. We can make compressions of your TV spot to dvd, quicktime for web, etc...

For these services, don't hesitate to contact stephanie@paprika.be for a quote.