

## Technical sheet for TV productions - Luxembourg

# TV & OLV

## A. TV

**All commercials on RTL Télé Lëtzebuerg must obligatorily be broadcast in Luxembourgish.**

For this, there are 2 options :

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1

### Send us the broadcast-ready spot in Luxembourgish (voice-over, inserts)

- digital delivery : [www.ipl.lu/upload](http://www.ipl.lu/upload)

See below for the technical specifications and the delivery address.

Please include:

- the type-written text of the commercial
- the musical references (*name of song/piece, composer, arranger, lyricist*)
- company and contact details for sending the invoice to

In this particular case, IP LUXEMBOURG will charge **technical and conceptual quality control fees: 119 € excl. vat per spot**

#### Procedure for broadcast-ready spot provided by client

Deadline for submitting broadcast-ready spot: 3 working days before the broadcast date, before 12 a.m. You must also send us the name of the music used, with the name of the composer and/or arranger.

**If the commercial provided by the client does not fit the described requirements or is incompatible, we reserve the right to delay its broadcasting.**

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### Let IPPRODUCTIONS adapt your commercial into Luxembourgish

In that case, please send us the following elements:

**The international version** i.e. a version without inserts, without voice but with music and sound effects (*seperated tracks*), which must be sent to us as a digital file in high, "broadcast" quality. See below for the technical specifications and the delivery address.

**The original reference spot** in a low resolution (*e.g. MP4, MPEG1 or WMV*). in one of the following languages (*DE, FR, NL, EN*) so that we may find similar voices and know where to place the inserts and supers in Luxembourgish. **You must also send us the name of the music used, with the name of the composer and/or arranger.**

If there are inserts or pack-shots to be added, please supply:

**A type-written copy of the reference text** (*of the spoken voice-overs and texts that appear on the screen, in FR, NL, EN or DE*), which we will translate into Luxembourgish.

**The fonts to be used** (*name, type, point size*). If it's a proprietary font, please send it to us or let us know where we can buy it. After we receive the material, we will check it and send out a cost estimate.

**Please specify if the material is also intended for showing at the cinema.**

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**Rates for the Luxembourgish adaptation of your spot on request at [concept@ipl.lu](mailto:concept@ipl.lu)**

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## Procedure for spot adapted by IPPRODUCTIONS

Deadline for submitting material: 6 working days before TV broadcast date. If the material is delivered 3 days before broadcast date, you will be billed a "late fee" of 200 € (excl. VAT).

Upon reception of the material, we will submit to you the Luxembourgish translation of the text(s) (*if necessary*) as well as a cost estimate, which you must return to us, signed for approval. **The agreement** must reach us 2 working days before the broadcast date.

**Without a reaction from you, we will reserve the right to delay the broadcast.**

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Technical specifications for delivery:

### Digitally ([www.ipl.lu/upload](http://www.ipl.lu/upload))

(*In order to avoid additional costs, please only send material which conforms to the specifications below.*)

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#### Video:

Dimensions:	<b>FullHD</b> 1920x1080 or 1280x720
Accepted formats:	Quicktime .mov
Codecs:	8bit non-compressed, ProRes 422HQ or PhotoJPEG 100% quality (no H264 !)
Other instructions:	Bilder pro Sekunde: 25 oder 50 ( <i>progressive or interlaced in 'upper first'</i> )
Security zones:	Action Safe: 90% / Title Safe: 80%

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#### Audio (EBU R128s1 specifications) :

Sampling rate:	44.1kHz or 48 kHz / 16bit or 24bit
Channels:	stereo
Loudness reference:	0 LU (-23 LUFS)
Max. Momentary Loudness ( <i>400ms</i> ):	+8 LU (-15 LUFS)
Maximum true peak level:	-1 dBTP
Accepted formats:	non-compressed incorporated in a Quicktime .mov file

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## Graphic elements

Photos :	JPEG, TIFF, TGA, PSD
Logos :	AI, EPS (vectorial), PDF, TIFF, JPEG, PSD (preferably everything in RGB)
Inserts:	specific and well-defined texts
Packshots:	PSD
Fonts:	Data Fork Suitcase Format, TrueType fonts (.ttf), TrueType collections (.ttc), OpenType fonts (.otf), PostScript Type 1, Multiple Master
Accepted data carriers:	FTP or web server, e-Mail (max. 15 MB per message)

- Please send **separate files** for music and sound effects.
- In case you are sending voice tracks, please send them in a **'clean', untreated fashion** (i.e. not compressed, not limited, without equalizer or any other effect).
- Please use file names containing **alphanumerical characters** only.
- The preferred way to send material is by uploading it onto a server. If you do not have a server yourself, you can upload your material to ours **www.ipl.lu/upload**

Please collect all files in one single zipped folder.

E-mail address for sending audio and video elements : *newmat@ipl.lu*

Typewritten text to be sent by mail to : *concept@ipl.lu*

## B. OLV OLV (Online Video)

In the event of an additional OLV solution, various alternatives are possible.

Given that the RTL Luxembourg website is available in three different linguistic brands, we recommend designing the OLV material in their 3 languages in order to adapt the content to the different digital media's audience.

**rtl.lu:** site in Luxembourgish with digital broadcasting ideally in Luxembourgish (a repeat of TV material if same duration or video material ideally in Luxembourgish); if not, a video in FR can also be broadcast

**rtl5minutes.lu:**  
site in French with digital broadcasting in French

**rtltoday.lu:** site in French with digital broadcasting in French

**rtltoday.lu:** site in English with digital distribution

## Instream & Outstream:

**Format:**  
1280x720 px

**Poids:**  
100MB

**Type:**  
MP4 & VAST IPL integrates a skip button after 10' (with VAST, the skip must be integrated)

**Video:**  
Main Level – 3.0 (compatibility for iPhone) 2.2 Mbps 25 fps Progressive. We also accept 1920x1080.

**Audio:**  
Use the standard EBU R128 AAC – 96 kbps – 44.1 khz or 48 khz – Stereo

**Redirection URL:**  
The redirection link provided must be a direct link to the landing page and not a double / triple / ... redirection (ex: no use of bit.ly)

## Delivery terms:

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Standard & no HTML5 3rdParty tag: 3 working days HTML5: 5 working days  
The material must be sent attached to a mail or in an archive or with server link.  
We accept up to 3 different materials for integration in rotation for the same campaign. Any additional material will generate additional costs.

## Deposit for material:

**web** | <https://regie-internet.filemail.com/>

**email** | [adops@ipl.lu](mailto:adops@ipl.lu) / [internet@ipl.lu](mailto:internet@ipl.lu)

**Maximum 3 videos per campaign 47,5 € per complementary video**

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**Address :** IP LUXEMBOURG  
Département IPPRODUCTIONS  
43 Boulevard Pierre Frieden  
L-1543 LUXEMBOURG

**Technical contact :** Tél : +352 44 70 70 4693  
Mail : [video@ipl.lu](mailto:video@ipl.lu)

**Copywriters :** [concept@ipl.lu](mailto:concept@ipl.lu)

**Digital technical contact :** [ads@ipl.lu](mailto:ads@ipl.lu)

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