



AMI

Technical Specifications

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1 Introduction

AMI is a not-for-profit media company that entertains, informs, and empowers Canadians with disabilities through the offering of relevant original content. Operating three broadcast services, AMI-tv and AMI-audio in English and AMI-télé in French, AMI's vision is to establish and support a voice for Canadians with disabilities, representing their interests, concerns and values through accessible media, reflection, and portrayal. All of AMI's content, both live and pre-recorded, contains open descriptions either in the form of traditional described video (DV) or integrated described video (IDV) as well as closed captions.

1.1 Our Mission

AMI is a Canadian content company that entertains, informs, and empowers persons with disabilities through the offering of original content that reflects diversity and inclusion.

1.2 Our Vision

Establish AMI as a leader in the offering of accessible content providing a voice for Canadians with disabilities through authentic storytelling, representation, and positive portrayal.

1.3 Questions and Contacts

Questions regarding the technical requirements of content and the delivery of content should be addressed to:

media.distribution@ami.ca

2 General Quality

Unless otherwise agreed upon, files for distribution, linear or otherwise, must:

- conform to the technical specifications laid out within this document (see: [4. Technical Specifications](#))
- conform to the technical deliverables laid out within this document (see: [3. Content Types](#))
- not have any video or audio impairment such as digital and colorimetric errors, compression or encoding artifacts, etc.
- not contain graphics or other elements containing spelling errors
- not contain partly or wholly standard definition content
- be DV or IDV compliant
- contain embedded closed captioning conforming to EIA-608
- include the entirety of the expected content and not be truncated or short
- not contain any special characters or spaces in the file name

2.1 Right of Refusal

All content undergoes a quality control process; files that do not pass this process will be rejected. It will be up to the producer or production company to correct the issues and resend the rejected files.

AMI reserves the right to reject any production that fails to meet the specifications described in this document.

3 Content Types

3.1 Video Content

AMI requires that content is delivered as HD and shall have video and audio together, compliant to either [4.1 Horizontal Video Content](#) or [4.2 Vertical Video Content](#).

Content files should conform to industry standards and best practices.

They should contain embedded closed captioning following the EIA-608 format.

They should be produced with IDV that follows the 'Integrated Described Video Best Practices' as created by the Described Video Best Practices (DVBP) Committee.

Where DV is required, it should conform to industry best practices.

Files should not contain any extra program content, such as textless elements after the end credits.

3.1.1 Time Code

Time code shall be continuous throughout the file and be in drop frame.

Actual content shall start at 01:00:00;00.

3.1.2 Bars, Tone, Visual Slate

Lasting for 20 seconds starting at 00:59:30;00, a visual slate should be included, easy to read, and contain the following information:

- Production Company
- Show Title
- Season and Episode Number (where applicable)
- Episode Title (where applicable)
- Audio Channel Allocation
- Total Run Time of Content
- Individual Segments Start and End Times (where applicable)
- CC Embedded Indication (Yes or No)
- DV or IDV Indication
- Content Language (English or French)

Reference tones should be 1 kHz at -20 dBFS. The reference tone shall be consistent with the recorded program.

Bars should conform to SMPTE RP 219 HD colour bars. They should be produced in the same space that the final edit of content was created and to which the edit suite has been calibrated.

3.1.3 Content Structure

Time Code	Duration	Audio	Video
00:58:30;00	60 seconds	1 kHz @ reference level	SMPTE RP 219 HD colour bars
00:59:30;00	20 seconds	Silence	Slate
00:59:50;00	8 seconds	Silence	Countdown
00:59:58;00	1 frame	1 kHz @ reference level	SMPTE RP 219 HD colour bars
00:59:58;01	1 second and 28.97 frames	Silence	Black
01:00:00;00	----	Start of Program	Start of Program

3.1.4 Content Segmentation

Where applicable, content shall be segmented to create insertion points for the addition of break material.

No more than two (2) seconds of black and silence shall separate segments.

3.1.5 Content Audio Channel Allocation

AMI does not accept a 5.1 or 7.1 surround sound audio mix.

Content shall contain eight (8) or two (2) tracks of audio depending on the project requirements and shall conform to one of the following allocations:

8 Tracks:

Channel	Allocated Purpose
Ch: 1	Main Stereo Left with DV Left*
Ch: 2	Main Stereo Right with DV Right*
Ch: 3	Main Stereo Left
Ch: 4	Main Stereo Right
Ch: 5	Music and Effects Left (Undipped)
Ch: 6	Music and Effects Right (Undipped)
Ch: 7	Dialogue Only Left
Ch: 8	Dialogue Only Right

*DV only when required

2 Tracks:

Channel	Allocated Purpose
Ch: 1	Main Stereo Left with DV Left*
Ch: 2	Main Stereo Right with DV Right*

*DV only when required

3.1.6 Audio Levels

Audio levels must be mixed to -24 LKFS.

Audio Reference Levels: +4 dBu and/or -20 dBFS, as applicable

Peak Levels Range: -18 dBFS to -7 dBFS

Loudness: -24 LKFS +/-2 LUFS

3.1.7 Metadata Requirements

Metadata files shall conform to [4.6 Metadata](#). Files can be delivered via email to your AMI designated contact.

Files shall be named using the show and episode title they are associated with and contain the word “Metadata” in the file name.

Files shall contain the following:

- Show Title
- Season and Episode Number (where applicable)
- Episode Title (where applicable) – maximum 50 characters, including spaces
- Show Synopsis – maximum 300 characters, including spaces
- Episode Synopsis (where applicable) – maximum 255 characters, including spaces
- Host or Participant(s) Biographies – maximum 450 characters, including spaces
- A list of associated key words relevant to the content
- Online chapter titles and timestamps for each piece of content
- Associated social media links and organizational websites

3.1.8 Closed Captioning

All closed captioning shall conform to EIA-608 captioning standards.

They shall be in the pop-on closed captioning style.

They shall be free of spelling errors.

Best efforts shall be made to include all dialogue as spoken by the content subjects/narrators, excluding when the narration is a part of a described video narration.

If ASL interpretation is present, closed captions must never interfere with or overlap the interpreter.

They shall include obvious sounds and noises.

They shall follow industry best practices and standards.

3.2 Audio Content

3.2.1 Audio Programs and Audio Elements

Audio Programs and Audio Elements shall be sent as a .wav file and conform to Technical Specifications - [4.3 Audio Content](#).

Audio levels must be mixed to -24 LKFS.

Audio Reference Levels: +4 dBu and/or -20 dBFS, as applicable

Peak Levels Range: -18 dBFS to -7 dBFS

Loudness: -24 LKFS +/-2 LUFS

3.3 Podcasting

Video podcasts should be accompanied by an audio-only version and shall conform to Technical Specifications - [4.1 Horizontal Video Content](#) and [4.3 Audio Content](#).

3.4 Images

These files shall conform to Technical Specifications - [4.7 Images](#).

3.4.1 Series Images

Five (5) title screen images are required:

- One (1) in landscape and one (1) in portrait containing just the title of the series with a solid colour background
- One (1) in landscape and one (1) in portrait containing the subjects of the content in the shots for something more dynamic
- One (1) in portrait containing the title of the series as well as the subjects of the content

3.4.2 Episode Images

They shall have relevance to the title of the episode with contents including at least 1-2 people in frames of the show.

They shall contain faces, in focus and clear, from the chest up.

They shall not contain fast-moving subjects.

3.4.3 AMI+ Images

They shall contain 1-2 people facing the camera and in focus. Promo and group shots are accepted.

Promotional images of primary cast, and behind-the-screen images of the production are required.

3.5 Described Video Stand-alone

AMI may request stand-alone described video files at its discretion.

These shall conform to Technical Specifications - [4.5 Described Video Stand-alone](#).

DV Mixes shall contain two (2) tracks of audio and shall conform to the following allocation:

Channel	Allocated Purpose
Ch: 1	Main Stereo Left with DV Left
Ch: 2	Main Stereo Right with DV Right

DV Voice Tracks shall contain one (1) track of audio and shall conform to the following allocation:

Channel	Allocated Purpose
Ch: 1	DV

Described video tracks shall conform to industry best practices and standards.

They should be of good audio quality and clear to understand.

Described video shall not overlap or overpower the program dialogue.

They shall accurately describe the relevant visual and textual elements on screen.

They shall include voice over of the end credits, including names, roles, logos, and copyright.

3.6 Closed Captioning Stand-alone

AMI may request stand-alone closed captioning files at its discretion.

These shall conform to Technical Standards - [4.4 Closed Captioning Stand-alone](#).

They shall be in the pop-on closed captioning style.

They shall be free of spelling errors.

Best efforts shall be made to include all dialogue as spoken by the content subjects/narrators, excluding when the narration is a part of a described video narration.

If ASL interpretation is present, closed captions must never interfere with or overlap the interpreter.

They shall include obvious sounds and noises.

They shall follow industry best practices and standards.

4 Technical Specifications

4.1 Horizontal Video Content

HD Video	
Wrapper	.mxf in compliance with MXF OP1a
Video Codec	XDCAM HD422@50 Mbps
Bit Rate	50 Mbps
Resolution	1920x1080
Frame Rate	29.97 (Interlaced)
Aspect Ratio	16:9
File Type	MPEG-2 compression
Scan	Interlaced Upper Field First
Time Code Start of Program	01:00:00;00
Drop Frame	Yes
Closed Captioning	Embedded; EIA-608
Audio	
Audio Codec	Linear PCM
Sample Rate	48000 Hz
Bit Depth	24 bits

4.2 Vertical Video Content

HD Video	
Wrapper	.mxf in compliance with MXF OP1a
Video Codec	Apple ProRes 422
Bit Rate	50 Mbps
Resolution	1080x1920
Frame Rate	29.97 (Interlaced)
Aspect Ratio	9:16
Scan	Interlaced Upper Field First
Time Code Start of Program	01:00:00;00
Drop Frame	Yes
Closed Captioning	Embedded; EIA-608
Audio	
Audio Codec	Linear PCM
Sample Rate	48000 Hz
Bit Depth	24 bits

4.3 Audio Content

Audio	
Start of Program	Start of File
Audio Format	.wav
Sample Rate	44100 Hz
Bit Depth	16 bits
Reference Levels	-20 dBFS
Loudness	-24 LKFS

4.4 Closed Captioning Stand-alone

Closed Captioning	
Captioning Standard	EIA-608
File Type	.scc

4.5 Described Video Stand-alone

Described Video	
Audio Format	.wav
Audio Codec	Linear PCM
Sample Rate	48000 Hz
Bit Depth	24 bits

4.6 Metadata

Metadata	
File Types	.xlsx, .docx

4.7 Images

Marketing	
Size	Minimum 720p (Up to 1080p)
Resolution	300 PPI
AMI+	
Size	1080p preferred (Minimum 720p)
Resolution	72 PPI to 100 PPI
Raw Picture Files	Optional
Ratios	16:9; 9:16; 4:5
File Formats	SVG, PNG, JPG/JPEG, TIFF, Ai, PSD
YouTube	
Resolution	1280x720p
Maximum File Size	2MB
Logos	
Size	72 PPI

Resolution	Minimum 720p
File Formats	SVG, PNG, Ai

5 Accepted Delivery Methods

The accepted media delivery methods are as follows:

5.1 Signiant Media Shuttle

There are multiple Media Shuttle submissions and share portals set up to receive files for the types of assets listed below.

Please reach out to your AMI designated contact if you require assistance.

- Video Content
- Audio Content
- Closed Captioning Stand-alone
- Described Video Stand-alone
- Images

5.2 Commercials, PSAs, and Infomercials

AMI will accept commercial, PSA, and infomercial delivery via:

Extreme Reach

Destination: AMiTV (Accessibility Media) Hub

connectivity.na@extremereach.com

+1.800.324.5672

Lamajeure

distribution@lamajeure.com

Comcast

Destination: Accessible Media Inc. - AMI-TV

addelivery_support@comcast.com

Yangaroo

adsupport@yangaroo.com

Pacific Media Technologies (PMT)

818-753-4700