



NOTICE TO NTV CLIENTS/ AGENCIES/MEDIA BUYERS

St. John's, Newfoundland...January 2012

NTV is pleased to provide our Clients/Agencies/Media Buyers with the latest update on **NTV's HD SIGNAL DISTRIBUTION** and **HD PRODUCED COMMERCIAL DELIVERY OPTIONS**.

- ➔ **NTV-HD is available over the air, via antenna in St. John's and surrounding areas on Channel 21 UHF.**
- ➔ **NTV-HD is also available on Eastlink (Channel 605), Rogers (Channel 521), and Bell Aliant TV (Channel 404) in Newfoundland and Labrador and throughout Atlantic Canada.**
- ➔ **NTV is now accepting commercials in HD.**
 - **We recommend that new TV commercials be produced in HD.** The on air quality of HD commercials are far **superior**...up to six times clearer and sharper than standard definition. More and more program content is becoming available in HD, therefore HD commercials shown during an HD program break keeps the user experience consistent. Industry research shows that HD commercials lead to significantly **higher brand recall**.
 - While there is a steady increase in consumer HD adoption, not everyone is watching in HD yet. If a commercial is produced in HD, any text or logos should remain in the 4:3 safe title area, otherwise it will not be completely seen when viewed on Standard Definition televisions.
 - For those NOT using one of our Commercial Computer Distribution Systems, ie. Mijonet and Extreme Reach, we have some stipulations for delivery of HD produced commercials:
 - We accept commercials on XDCam Disc, or delivered via FTP site (file formats such as QuickTime Movie, or AVI).
 - For **maximum HD quality**, we would prefer delivery in **Apple Pro Res (HQ)**.
 - We still accept Beta SP, however the playback quality will not be as favourable in comparison to other commercials.

NTV will continue to provide updates as NTV's signal gets added to other distributions. These updates will also be posted on the Sales page of NTV's website at **www.ntv.ca**.

For further information concerning HD produced commercials and to discuss our requirements please contact Lindsey Andrews, NTV Production Manager, at 709.570.5287.

Newfoundland Broadcasting Company Limited

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