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**Technical and Delivery Requirements for S4C Shortform Content  
September 2018**

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## **1. Background**

- 1.1 This document contains information and guidance as to the technical standards and delivery materials required by S4C of its producers when producing and delivering Shortform Content. Delivery information specific to the S4C Shortform Content can be found in the relevant commissioning agreement. S4C's Social Media Policy and Social Media Guidelines provide further information on the shortform content's editorial and compliance requirements. Please refer to the 'Technical Standards for Delivery of Television Programmes to S4C' in relation to delivery of television programmes.
- 1.2 This document includes the following:
- **File Type Requirement**, including the naming of the files and delivery detail.
  - **Delivery of Shortform information to S4C - PAC** ('programme as completed') delivery requirements
  - **Delivery of Shortform information to S4C's Production Co-ordinator** (where applicable).

## **2. Shortform Responsibility and Contacts:**

### **2.1 General Responsibility**

Digital Content Commissioner - Rhodri ap Dyfrig [rhodri.apDyfrig@s4c.cymru](mailto:rhodri.apDyfrig@s4c.cymru)

### **2.2 Technical Liaison**

Head of Broadcast Services – Jim Hennefer [jim.hennefer@s4c.cymru](mailto:jim.hennefer@s4c.cymru)

### **2.3 Business Affairs & Rights**

Business Affairs Team & Rights Administrator - [mb@s4c.cymru](mailto:mb@s4c.cymru)

## **3. Technical Requirements**

### **3.1 402a and 402g Archive File Type Requirements**

Shortform content files delivered to S4C direct should comply with the following:

- 1 x high res Quicktime (H.264 compression or higher) at a minimum bitrate of 10mps
- 1 x low res Quicktime file unless by special agreement with the Broadcaster

The preferred format is 1920 x 1080 but if you have shot your film at 720p please send it to us at 1280 x 720 rather than upscaling it.

We also accept 16:9 1:1 9:16 a 360degree however please discuss this with us prior to delivery.

Please make sure all audio is delivered as Linear PCM (Uncompressed), 24-bit, 48kHz.

Where the shortform content is delivered to S4C's nominated production co-ordinator, please note the co-ordinator may have its own specific technical requirements. Where these requirements differ to the above, they will be noted in the commissioning agreement.



### 3.2 File Naming Requirements

Programme files delivered to S4C must be named thus:

Requested Programme File Name Format	Example Filename
XXXXXX_XXX_Vnn_Dsc.mp4	I26555_004_V02_MAS.mp4

Production Number (5 to 10Characters)\_Episode Number (3 digits), Version Number (3digits)\_Type descriptor (3 Characters)\_. For example, a file with production number I26555, Episode Number 4, Version 2, would be named as shown as above.

Note that the "V" for Version must be uppercase and the extension names must be lowercase.

The production number can be found on the Brief on S4C's Production Cloud.

### 4. Delivery Requirements for Shortform Content

4.1 The commissioning agreement will specify S4C's requirements with regard to delivery for the purpose of publication of the shortform content and file delivery to S4C for archive and compliance purposes separately. For certain productions, such as 'Hansh', S4C may nominate a production co-ordinator to facilitate publication of the shortform content across multiple platform accounts. Any such co-ordinator will be specified in the commissioning agreement.

#### 4.2 Delivery for the purpose of Publication:

Code	Deliverable	Notes
402a	S4C Shortform Content	The publication method will be discussed and agreed with the Digital Content Commissioner as part of the commissioning process

#### 4.3 The commissioning agreement will set out the agreed publication method and timetable.

Publication methods include:

- Delivery of the shortform content to S4C via the relevant content management system (as specified in the commissioning agreement) or as otherwise agreed with S4C;
- Delivery of the shortform content directly to the relevant platform account(s) via the CMS or as otherwise agreed with S4C; or
- Delivery of the shortform content to S4C's nominated production co-ordinator via an online file delivery portal e.g. We Transfer or as otherwise agreed with S4C.

#### 4.4 Delivery for archive and compliance purposes:

Code	Deliverable	Notes
402g	Archive File (No TX)	To be delivered to S4C via Signiant Portal or other arrangement as agreed in advance with S4C Technical Department
405a	Shortform Delivery Form	To be delivered via the online PAC system
405b	Archive File Summary	To be delivered via the online PAC system
407	The Contributors Form	To be delivered via the online PAC system



408	Music Cue Sheet	To be delivered via the online PAC system
409	Artist Details (If applicable)	To be delivered via the online PAC system
413	Third Party Material Form (If applicable)	Form to be completed in Word and emailed directly to <a href="mailto:pac_b@s4c.cymru">pac_b@s4c.cymru</a>
414	Pictures for Web Platforms	A choice of 2 high resolution images to be used as thumbnails and other potential marketing material for each video. Minimum spec of 1920x1080.  Delivery via email to: <a href="mailto:lluniau@s4c.cymru">lluniau@s4c.cymru</a>  Please see guidelines for details:  <a href="http://www.s4c.cymru/media/media_assets/canllawiau-lluniau.pdf">http://www.s4c.cymru/media/media_assets/canllawiau-lluniau.pdf</a>

#### 4.5 S4C Archive File Delivery Detail (for archiving contractual purposes only)

These need to be delivered as AS11 files (.mxf) and are normally delivered to S4C via:

1. **Signiant Agent**  
For companies that already have a Signiant service  
You will need to supply portal login details to S4C and inform S4C [FileDelivery@S4C.cymru](mailto:FileDelivery@S4C.cymru) ([CyfleuFfeiliau@S4C.cymru](mailto:CyfleuFfeiliau@S4C.cymru))
2. **S4C Signiant Media Shuttle**  
You will need to contact S4C to be given access to an S4C portal
3. **By other arrangement agreed in advance with Head of Transmission services.**

#### 4.6 Delivery of Information about the Shortform Content

##### S4C's PAC system

As part of the delivery materials, companies are required to provide the shortform information via the S4C PAC system. The system and the relevant forms can be found by following this link - <http://pac.s4c.cymru> . Please contact the Business Affairs Department in the first place to gain access to the system. A help facility is available within the system itself, but if you require further assistance please don't hesitate to contact us.

Please note, where the shortform content is delivered to S4C's nominated co-ordinator, most of this information will also be required by the co-ordinator. See part 5 below for further details.

The delivery dates for this information will be noted in in the commissioning agreement.

***The delivery information required through the PAC system is:***

##### **Information required before or with file delivery:**

- **405a Shortform Delivery Form** should accompany the file. The delivery date will be noted in the agreement. This form provides essential information required by a number of S4C departments to enable them to comply with their various statutory obligations.
- **405b Archive File Summary:** The programme summary (100 words) - information as to the content of the file/ shortform material.
- Details of any 'strong' or 'unexpected' content within the material.

**Programme information to be delivered soon after the shortform content file:**

- **407 Contributor Form:** Any contributor to the material should be noted in this section. This information is kept on S4C's BSM system and provides valuable data regarding programme content and contributors over the years. Where, exceptionally, the shortform content includes artists contributions, those individuals should not be included. The individual's details in this case should be included on the Artist's form (see below).
- **408 Music Cue Sheet:** S4C is required to report fortnightly to the collection societies. The information on this form is reviewed and then forwarded to collection societies such as PRS for Music and PPL.
- **409 Artists' Details:** As a rule, S4C will expect shortform content to be fully 'bought out'. In exceptional cases and only where agreed beforehand with the Digital Content Commissioner, this form should be used to note any artists in respect of whose contributions repeat fees are due. Please note that you should also include any information regarding fees paid for the use of a clip or clips within a programme, if a fee was paid to the artist, author or musician under the terms of an union agreement (Equity, WGGB or Musicians Union). S4C will base any repeat fees on the information in this section. In the same way as the 'Contributors Details' this information is also very useful to enable a search to be performed on programme content in future.

**Please refer to the PAC section on the Programme Delivery Requirements document for further assistance with the above:**

[http://www.s4c.cymru/media/media\\_assets/20170215\\_Gofynion\\_Cyfleu\\_S4C\\_Mawrth\\_2016.pdf](http://www.s4c.cymru/media/media_assets/20170215_Gofynion_Cyfleu_S4C_Mawrth_2016.pdf)

**Information required other than through the PAC system:**

**Information required before or with file delivery:**

- **414 Pictures for Web Platforms**  
A choice of 2 high resolution images to be used as thumbnails and other potential marketing material for each video. Minimum spec of 1920x1080. Delivery via email to: [lluniau@s4c.cymru](mailto:lluniau@s4c.cymru)

Style guidelines available at: [http://www.s4c.cymru/media/media\\_assets/canllawiau-lluniau.pdf](http://www.s4c.cymru/media/media_assets/canllawiau-lluniau.pdf)

**Programme information to be delivered soon after the shortform content file:**

- **413 Third Party Material Form**  
As a rule, S4C will expect shortform content to be fully 'bought out'. If the shortform content does **not** include any third party material please send an email to [pac\\_b@s4c.cymru](mailto:pac_b@s4c.cymru) including the production number to confirm the fact. In exceptional cases and only where agreed beforehand with the Digital Content Commissioner, this form should be used to note any third party material used i.e. if the shortform content contains any content that already exists and is owned by a third party. This could be a still image, footage from other programmes, archive programmes or any other material within copyright.

It's not possible as yet to complete this form on the PAC system. A copy can be found in Word format on the S4C production website in the 'Forms' section [http://www.s4c.co.uk/media/media\\_assets/PAC\\_Forms\\_Guidelines.doc](http://www.s4c.co.uk/media/media_assets/PAC_Forms_Guidelines.doc) . Please send the completed form to the following email address: [pac\\_b@s4c.cymru](mailto:pac_b@s4c.cymru) .



## Delivery of Supplementary Documents

We ask companies to send copies of agreements or any documentation to confirm the details provided on the PAC system. The delivery dates for these supplementary documents is noted in the commissioning agreement.

In exceptional cases where the shortform content is not fully bought out, producers are requested to provide a copy of any agreement where further fees are payable. This includes, but not limited to

- Artist agreements
- Authors' agreements
- Composers' agreements
- Musicians' agreements
- Copies of payment forms for individuals who received payment for clips/extracts under an union agreement (or a document confirming the individual's contact details).
- Third Party Material agreements
- Music licences where the music **has not** been cleared by an IPC, MCPS licence

These documents should be delivered separately to the electronic forms. Copies can be sent to S4C in the following forms:-

- By post to S4C's Business Affairs Department
- As a PDF file by email to [pac\\_b@s4c.cymru](mailto:pac_b@s4c.cymru)
- Through Dropbox or a similar service

To confirm S4C does **NOT** need copies of the following.

- Contributor agreements where no repeat fees or further use are due;
- MCPS licences .

## 5. Delivery Requirements when delivering Shortform Content to the Co-ordinator

5.1 Where S4C requires the shortform content to be delivered to its nominated production co-ordinator in accordance with part 4.3 c) above, the producer should deliver the following information to the co-ordinator along with the Shortform Content file:

- Name of item to be used when publishing the shortform content
- Brief description
- People or things to tag, e.g. usernames of Facebook & Twitter users, hashtags, or URLs of websites which have extra content.
- Names of contributors
- Music information, to include disk number, name & track number in order of use within the item as per S4C PAC forms as this will need reporting in the televised version.
- Information regarding third party material again as per S4C PAC forms.
- Image to use as poster frame / thumbnail. Minimum size 1920x1080, JPEG or PNG. If pictures include text or graphics please also supply clean version without.
- If applicable, SRT or STL subtitling file in Welsh and/or English. (The traditional EBU/STL colours will not appear therefore use a long dash to separate dialogue).

5.2 The delivery address for the above information and any specific technical requirements will be noted in the commissioning agreement.