

GLOSSARY : DStv MEDIA SALES TECH UPDATE

ANAMORPHIC (NARROWED) IMAGE – material supplied in 16:9 that is not converted for 4:3 play-out (pillar-boxed) may appear narrowed

ASPECT RATIO - Ratio between the width and height of the image on your television screen eg the “traditional” TV set is 4:3 and widescreen is 16:9

ARC – Aspect Ratio Control : whether it is 4:3 (standard TV) or 16:9 (widescreen)

ARC SETTINGS (on Decoder) – viewers can set ARC via their decoder

ARC SETTINGS (on TV Set) – for optimal viewing, ARC settings on TV set should be checked

CROPPED IMAGE – If image is not in safe area the full picture or information will not be seen in its entirety, ie image cut off

FHA – Full Height Anamorphic: recording 16:9 material onto Betacam SP which has a 720x576 pixel size (4:3) limitation. The 16:9 picture is literally squashed into 4:3, but when played back will display correctly as 16:9

HD – High Definition

INGEST – absorption of material into the Media Solutions process to be broadcast ready

LETTER BOX - The appearance of black bars at the top and bottom of a picture when 16:9 or 14:9 widescreen material is shown on 4:3 sets

PILLAR BOX - The appearance of black bars on either side of the picture when 4:3 material is shown on a 16:9 widescreen television set

POSTAGE STAMP - The appearance of a black border all around the picture when 4:3 pillar box material is converted to 16:9

SD – Standard Definition

STRETCHED IMAGE – material supplied in 4:3 that is not converted for 16:9 (pillar boxed) may appear stretched

SUPERSPORT MEDIA SOLUTIONS – formerly known as Broadcast Services

TELESTREAM – receiving material on a file via a media host

TITLE SAFE AREA (also Graphic or Action) - material is shot or produced in such a way that the areas of interest lie within a “protected area” within the frame, with margins at top and bottom and both sides of the image (It is good practice to keep to 4:3 safe areas for 16:9 material as 16:9 content is still being viewed on 4:3 screens)

UNCOMPRESSED QT – Uncompressed Quicktime

TECHNICAL STANDARDS – to assist with producing the correct material, a Standards Guideline is available to view on <http://images.supersport.co.za/DStvMSTechnicalStandardsJune2011final.pdf> or via www.dstvmediasales.com or www.supersport.com (in the footer section under Standards)