

HD Material - FAQ's

• What are the delivery options for HD Material?

At the moment neither Mijonet nor FastChannel are able to accommodate sending HD material electronically, and therefore we require that all HD material for our stations be sent on HDCAM tape stock.

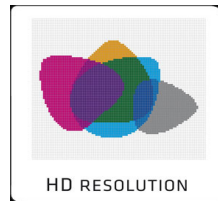
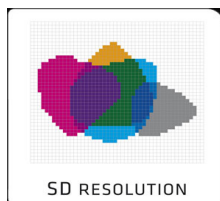
• Is there a difference between HD material and 16:9 material?

In order to make sense of this, it is important to first differentiate between **definition** and **aspect ratio**.

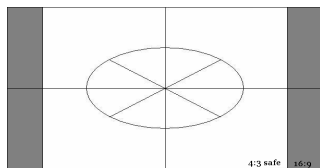
Definition describes the resolution or amount of information contained in each image. A Standard Definition spot has a lower resolution, or fewer pixels, than a High Definition spot. As a result, an HD image appears much clearer and crisper than its SD version.



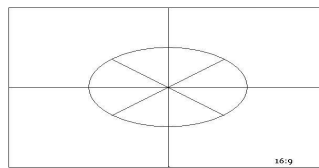
The ratio of the number of horizontal pixels to the number of vertical pixels, or **frame size**, shows the difference in pixel count between SD and HD material. SD is generally referred to as 480i (720x480), and HD as either **720** (1280x 720) or **1080** (1920x1080).



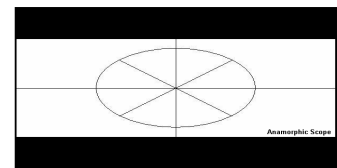
The term **aspect ratio** describes the ratio of the width to the height of a television image. There are numerous aspect ratios, but listed below are a few of the most common:



Aspect Ratio: 4:3
NTSC Standard



Aspect: Ratio 16:9
Digital Television Standard



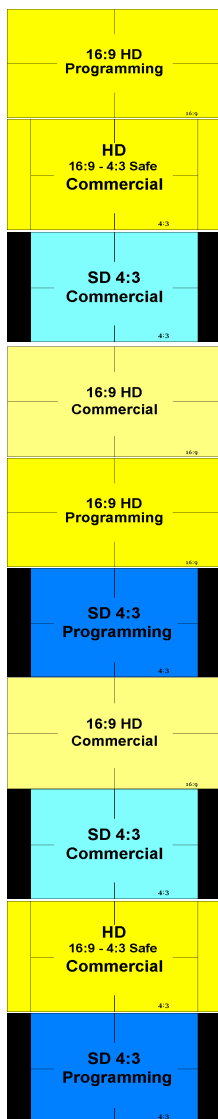
Cinemascope
Used for capturing
widescreen images
on 35 mm film

The standard for HD material is a 16:9 aspect ratio. SD material usually has a 4:3 aspect ratio, but may also be 16:9.

• Can my HD spot air in SD programming?

Definitely! The trol facilities are fully equipped to switch between SD materials on our HD channels

HD Channel Output



Downconverted SD Output

