audessence

Sound for Video Processors

The revised UK TV advertisement sound levels rule comes into force on 7 July 2008

Are you compliant?

ALPS programmable levellers are a versatile solution for both TV production and playout environments, offering fully automatic control of sound levels to ensure regulatory compliance and end viewer annoyance from sloppy or strident sound levels.

ALPS can easily be interfaced to your favourite audio embedder/disembedder brick for real-time processing applications including transmission, non-file based mastering, production, live productions, remote studios and Outside Broadcasts.

All models utilise 'Sure-Level', an innovative real-time algorithm boasting a huge capture-range coupled with fast and unobtrusive response. For those accustomed to traditional compressors, this advance in AGC technology may come as something of a surprise! ALPS features both analogue and AES3 interfaces and a very low-latency signal path making sync issues a thing of the past.

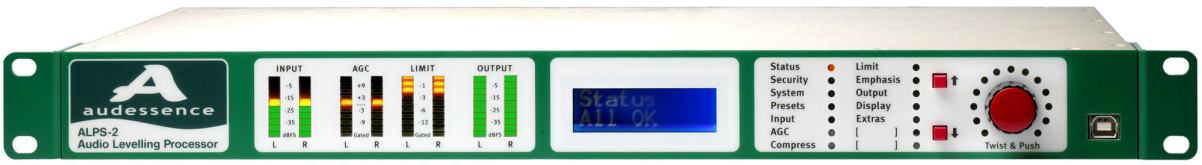
The Broadcast Committee of Advertising Practice (BCAP) Code
6.9 Sound levels in advertisements

Advertisements must not be excessively noisy or strident. The maximum subjective loudness of advertisements must be consistent and in line with the maximum loudness of programmes and junction material.
Broadcasters must endeavour to minimise the annoyance that perceived imbalances could cause, with the aim that the audience need not adjust the volume of their television sets during programme breaks. For editorial reasons, however, commercial breaks sometimes occur during especially quiet parts of a programme, with the result that advertisements at normally acceptable levels seem loud in comparison.
Measurement and balancing of subjective loudness levels should preferably be carried out using a loudness-level meter, ideally conforming to ITU recommendations[1]. If a peak-reading meter[2] is used instead, the maximum level of the advertisements must be at least 6dB less than the maximum level of the programmes[3] to take account of the limited dynamic range exhibited by most advertisements.
Notes:
(1) The relevant ITU recommendations are ITU-R BS1770 Algorithms to measure audio programme loudness and true-peak audio level *and ITU-R BS1771* Requirements for loudness and true-peak indicating meters.
(2) Peak-reading meters should be a PPM Type IIa as specified in BS6840: Part 10, Programme Level Meters.
(3) Normal convention for analogue audio is that the peak sound level of programmes is set to be no higher than +8dBm, which corresponds to '6' on a peak-reading meter. The peak sound level of advertisements should therefore be limited to +2dBm or '4.5' on a peak-reading meter. Note: +8dBm corresponds to a digital audio level of -10dB relative to digital clipping level. ITU-R BS.645 and EBU recommendation R68-2000 describe how analogue audio levels should be translated into digital levels.

ALPS-1 features a tamper-proof front panel, relay-bypass with USB and RS-232 computer control.

ALPS-2 (illustrated) adds ergonomic control from the front panel.

ALPS-3 includes IP and GPI interfaces. Day-part functionality.



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