

City of Urbana
POLICIES & PROCEDURES
Administrative Regulation 50
Local Access Channel
Appendix 2—Procedure to Submit Video
Programming

Effective Date: September 1, 2009
Revised Date:
Issuing Authority: Bruce Evilsizor, Director of Administration

Approved organizations may submit community-oriented videos to play on the Local Access Channel (LAC) which is produced by the City of Urbana and runs on Ch. 5 on Time Warner Cable and Ch. 13 on CT Communications. If not yet approved, organizations may submit a Request for LAC Approval Form to the LAC Committee for consideration at the next meeting.

Videos must be submitted on a Windows-readable DVD in mpg format according to the guidelines below (see exception below).

- MPEG-1 and MPEG-2 video coding standards are supported.
- Acceptable stream types are MPEG-1 System Stream or MPEG-2 Program Stream (consisting of a single elementary video stream with an optional single elementary audio stream). **Note that Transport Stream will not work.**
- There are only three video resolutions supported and they are:
352 x 240 (horizontal x vertical)
352 x 480
720 x 480
- Picture rate must be 29.97 pictures per second.
- The maximum bit rate allowed is 10Mb/s.
- NTSC format with 4:3 aspect ratio is required.
- 4:2:0 sampling format is required. (Main profile at Main or Low Level, ≤10Mb/s)
- IBBP Picture Group (GOP) is recommended for best quality. (30 frame maximum GOP size.)
- Encode header information in stream every few seconds to aid in error recovery.

- Audio, if present, must be encoded in the MPEG file using **Audio layer II**.
- Audio may be encoded at 32, 44.1 or 48KHz sampling frequency. 44.1 is the recommended frequency.
- Mpeg files must be burned on a Windows-readable DVD. Even though the DVD holds 4GB or more, the individual files can be no more than 2GB. If the mpg file is more than 2GB, you must split it into multiple mpg files before burning onto DVD.

The DVD can be dropped off at the Urbana Finance Department during regular business hours. Please leave your name and number where you can be reached in case the LAC Coordinator has any questions. All videos will utilize the broadcast cycle of the Urbana City Council meetings unless otherwise authorized by the Director of Administration or his/her designee (when a video is submitted, the video will commence broadcasting when the next City Council video is broadcast).

The DVD may be picked up within one month of submission, otherwise it will be destroyed.

Videos may be submitted on a playable DVD or a VHS tape, provided the following conditions are met.

- \$25 is charged to convert the video to mpg which is required by the system.
- The DVD/tape must be labeled with the running time. If the time is off by more than 2 minutes, an additional fee of \$15 will be charged to convert to mpg. The DVD can be dropped off at the Urbana Finance Department during regular business hours. Please leave your name and a number where you can be reached in case the LAC Coordinator has any questions.
- Up to 3 business days are required to convert to mpg plus the 3 business days to put on the LAC.
- The DVD / VHS tape may be picked up within one month of submission. Otherwise it will be destroyed.