

RECOMMENDATION ITU-R BR.602-5

**Exchange of standard definition television recordings for
programme content evaluation¹**

(Question ITU-R 77/6)

(1982-1990-1992-1994-2000-2004)

The ITU Radiocommunication Assembly,

considering

- a) that a significant number of television recordings including standard television (SDTV) and high-definition television (HDTV) are exchanged by broadcasting organizations for purposes of programme content evaluation;
- b) that several consumer recording formats, such as the VHS format, the DV format and the DVD format provide good interchangeability between video media recorded on machines supplied by several manufacturers as well as attractive price, media size and playing time;
- c) that the chosen format should provide programme quality consistent in time and adequate for viewing purposes and programme content evaluation;
- d) that some of those formats were designed for the consumer market; consequently:
 - the players and the media are comparatively inexpensive;
 - the players can be easily operated;
 - they are comparatively reliable and robust;
 - they are quite widespread and easily available;
- e) that the use of tape cassettes and disc media offers advantages in handling and shipping;
- f) that special care should be paid to protect the copyright of the programmes, particularly in the exchange of digital media;
- g) that HDTV programmes may be down-converted to SDTV for programme contents evaluation in some cases,

recommends

- 1 that video cassettes conforming with the VHS format should continue to be preferred for use in the international exchange of recorded programmes for programme content evaluation, in both the 625-lines, 50 field/s and the 525-lines, 60 field/s standards;
- 2 that digital video media conforming with the DV and the DVD formats may also be used in the international exchange of recorded programmes for programme content evaluation in both the 625-lines, 50 field/s and the 525-lines, 60 field/s standards;

¹ In this Recommendation, "Programme Contents Evaluation" means the evaluation of the suitability for use of aspects of the programme such as type of content, storyline, production values, suitability for audience types and age levels, etc.

3 that, in the case of the international exchange of programmes originally mastered in HDTV, the consumer recording formats indicated above may also be used for programme content evaluation, following downconversion of the HDTV programme, in those cases when a full appreciation of the quality of the HDTV image is not essential for content evaluation;

4 that the maximum care should be taken to avoid that the recordings exchanged for evaluation may be copied by unauthorized parties.

NOTE 1 – Several other formats may be used for the same application subject to prior agreement. These are, for instance, the S-VHS format, the Video 8 format and the Hi8 format. Annex 1 describes, for information, some different practices currently applied some years ago on a regional or local basis;

5 that the following operating practices applicable to VHS recordings should be used:

- only the normal speed recording mode (standard play) should be used;
- the sound should be recorded on the two longitudinal tracks;
- for stereo sound, the left-channel signal should be recorded on track 1 (inner track) and the right-channel signal on track 2 (edge track);
- subject to prior agreement among the parties, audio may optionally be recorded on the “VHS HiFi” FM audio track.

Annex 1

Some regional or local practices used some years ago in the exchange of recordings for television programme evaluation

- a) Members of the Asia Pacific Broadcasting Union (ABU) regularly used VHS recordings for their viewing purposes, however some Members of the ABU also used Betamax recordings, S-VHS recordings or Hi8 recordings.
 - b) Members of the North American Broadcasters Association (NABA) used U-matic recordings or Betacam recordings for their viewing purposes.
 - c) Members of the Organización de Televisión Ibero-Americana (OTI) regularly used both VHS recordings and S-VHS recordings for their viewing purposes. They also exceptionally used U-matic recordings or Betacam recordings.
 - d) Members of the Union des Radiodiffusions et Télévisions Nationales d'Afrique (URTNA) regularly used both VHS recordings and low-band U-matic recordings for their viewing purposes.
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