

December 2012

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## Advisory Note to Advertising Agencies / Production Houses

### Operational Practice 59 Measurement and Management of Loudness in Soundtracks

#### Frequently Asked Questions

Operational Practice 59 (OP59) outlines the measurement and management of audio loudness and is provided as a tool to assist measuring compliance with Operational Practice 48 (OP48) when producing sound tracks for television advertisements.

The operative dates for OP59 are:

- 1 July 2012 – implementation of OP59 in the production of soundtracks on television.
- 1 January 2013 – compliance initiated re delivery of sound tracks to Australian television broadcasters.

As a transitional measure, Australian television broadcasters will observe a phase in period for the measurement and management of these new requirements up to 31<sup>st</sup> March 2013.

Q. Has OP48 replaced OP59?

A. No. OP59 is a tool to assist measuring compliance with OP48. It is a supporting advice.

Q. Are TVCs still required to comply with OP48?

A. Yes. Soundtracks will still need to be compliant to OP48. From January 2013 this will imply that the guidance in OP59 is also being applied.

Q. Will there be a requirement to state compliance with OP59 on ID boards?

A. No. As OP59 is a supporting document to OP48, indication on ID boards that a soundtrack is compliant with OP48 will be sufficient.

Q. Will two mixes be required for new TVCs?

A. No. If a soundtrack is mixed with the additional advice in OP59 (to support OP48) only that mix will be required.

Q. What happens with existing material?

A. If a soundtrack has been mixed to comply with OP48 and has been successfully submitted to a station and broadcast already, it will remain approved.

For any further queries on OP59, please contact [engineering@freetv.com.au](mailto:engineering@freetv.com.au)

Thank you.