



Northgate_WayForward_30_16x9_ER_090326.m p4

25.9 MB · 30.0s · 1920x1080 · H264
2 comments · Sep 3, 2026 at 10:39 AM

✗ Passes 1 of 7 platforms

Fails 6 of 7 platforms

- | | |
|-------------------------------------|------------------------------------|
| ✗ Extreme Reach — Digital | Video bitrate, Audio bitrate |
| ✗ Extreme Reach — Social | Video bitrate |
| ✗ Google CM360 / DV360 CTV | Video bitrate |
| ✗ Innovid | Video bitrate, Loudness, True peak |
| ✗ Innovid — Roku / FEP | Video bitrate, Loudness |
| ✗ The Trade Desk — CTV Mezzanine | Video bitrate, Loudness |
| ✓ The Trade Desk — Hosted Web Video | Passed |

COMMENTS (2)



00:00:09:02
Cut lands a frame late against the music here. Worth a look before this goes to the client.
Sep 3, 2026 at 10:37 AM



00:00:29:13
Legal line is sitting on the title-safe line, not inside it. Lift it before the broadcast cut.
Sep 3, 2026 at 10:37 AM · 1 marking

FULL QC RESULTS

- | | | |
|--------------------------------|-------------------------------|-------------|
| Extreme Reach — Digital | | FAIL |
| ✓ Container | mp4 (accepted; mov preferred) | |
| ✓ Encoder profile | High@4.0 | |

✓	Video codec	h264 (accepted)
✓	Resolution	1920x1080
✓	Pixel aspect	square
✓	Scan type	progressive
!	Chroma subsampling	4:2:0 (accepted; 4:2:2 preferred) Expected: 4:2:2 or 4:2:0
✓	Frame rate	29.97 fps (accepted)
✓	Constant frame rate	constant
✗	Video bitrate	6.7 Mbps Expected: ≥ 20 Mbps Re-export at 20 Mbps or higher (in ffmpeg: -b:v 20000k -minrate 20000k -maxrate 20000k -bufsize 10000k).
✓	Audio codec	AAC (accepted; PCM preferred)
✓	Sample rate	48 kHz
✓	Audio channels	stereo (2 ch)
✗	Audio bitrate	193 kbps Expected: ≥ 224 kbps Re-export audio at 224 kbps or higher (in ffmpeg: -b:a 224k), or use PCM.
✓	Audio coverage	30.02s, full duration
!	Loudness	-19.5 LKFS (+4.5 LU off target) Expected: -24 LKFS ± 2 LU The platform normalizes this to -24 LKFS automatically, so it won't be rejected, but you lose control of the result. Adjust the mix by -4.5 dB to deliver it on target.
!	True peak	-2.0 dBTP (within spec, above the recommendation) Expected: ≤ -2 dBTP — -6 dBTP recommended Peaks clear the -2 dBTP ceiling, but the platform recommends staying under -6 dBTP to avoid rejections from downstream digital destinations.
✓	Frame accuracy	exactly 30 s (900 frames)
✓	Letterboxing	picture fills the frame
✓	Slates and padding	starts and ends on content
✓	File size	25.9 MB
!	File name	Northgate_WayForward_30_16x9_ER_090326 Expected: the Ad Code: letters and numbers only, 12 characters or fewer, HD (16:9) names end in H Rename to the platform's convention before upload.

Extreme Reach — Social**FAIL**

✓	Container	mp4
✓	Video codec	h264 (accepted)
✓	Resolution	1920x1080
✓	Pixel aspect	square
✓	Scan type	progressive
✓	Frame rate	29.97 fps (accepted)

✓	Constant frame rate	constant
✗	Video bitrate	6.7 Mbps
	Expected: ≥ 8 Mbps Re-export at 8 Mbps or higher (in ffmpeg: -b:v 8000k -minrate 8000k -maxrate 8000k -bufsize 4000k).	
✓	Audio codec	AAC
✓	Sample rate	48 kHz
✓	Audio channels	stereo (2 ch)
✓	Audio bitrate	193 kbps
✓	Audio coverage	30.02s, full duration
!	Loudness	-19.5 LKFS (+4.5 LU off target)
	Expected: -24 LKFS ± 2 LU The platform normalizes this to -24 LKFS automatically, so it won't be rejected, but you lose control of the result. Adjust the mix by -4.5 dB to deliver it on target.	
!	True peak	-2.0 dBTP (within spec, above the recommendation)
	Expected: ≤ -2 dBTP — -6 dBTP recommended Peaks clear the -2 dBTP ceiling, but the platform recommends staying under -6 dBTP to avoid rejections from downstream digital destinations.	
✓	Slates and padding	starts and ends on content
✓	File size	25.9 MB

Google CM360 / DV360 CTV**FAIL**

✓	Container	mp4
✓	Video codec	h264
✓	Resolution	1920x1080
✓	Pixel aspect	square
✓	Scan type	progressive
✓	Frame rate	29.97 fps
✓	Constant frame rate	constant
✗	Video bitrate	6.7 Mbps
	Expected: 15 Mbps–30 Mbps Re-export at 15 Mbps or higher (in ffmpeg: -b:v 15000k -minrate 15000k -maxrate 15000k -bufsize 7500k).	
✓	Audio codec	AAC
✓	Sample rate	48 kHz
✓	Audio bitrate	193 kbps
✓	Audio coverage	30.02s, full duration
✓	File size	25.9 MB

Innovid**FAIL**

✓	Container	mp4
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!	Encoder profile	High@4.0
	Expected: Main Profile @ Main Level (MP@ML) The spec asks for Main Profile @ Main Level (MP@ML). High is what most 1080p encoders emit and is generally accepted; re-export with -profile:v main if the platform pushes back.	
✓	Video codec	h264
✓	Resolution	1920x1080
✓	Pixel aspect	square
✓	Scan type	progressive
✓	Frame rate	29.97 fps
✓	Constant frame rate	constant
✗	Video bitrate	6.7 Mbps
	Expected: ≥ 15 Mbps Re-export at 15 Mbps or higher (in ffmpeg: -b:v 15000k -minrate 15000k -maxrate 15000k -bufsize 7500k).	
!	Constant bitrate	not declared in the bitstream; measures as VBR (0.0–11.2 Mbps per second, mean 6.6)
	Expected: CBR encoding Export with CBR rate control. In ffmpeg: -b:v N -minrate N -maxrate N -bufsize N -x264-params nal-hrd=cbr. In Adobe Media Encoder, set Bitrate Encoding to CBR. Without HRD parameters the file carries no CBR claim for a QC tool to read, even when the rate is steady.	
✓	Audio codec	AAC (accepted; PCM preferred)
✓	Sample rate	48 kHz
✓	Audio channels	stereo (2 ch)
✓	Audio bitrate	193 kbps
✓	Audio streams	1 audio stream
✓	Audio coverage	30.02s, full duration
✗	Loudness	-19.5 LKFS (+4.5 LU off target)
	Expected: -24 LKFS ± 2 LU Adjust the mix by -4.5 dB, or normalize on export (in ffmpeg: -af loudnorm=I=-24:TP=-6:LRA=7).	
✗	True peak	-2.0 dBTP (over the ceiling)
	Expected: -6 to -9 dBTP Apply a true-peak limiter at -6 dBTP in your mix, or normalize on export (in ffmpeg: -af loudnorm=I=-24:TP=-6:LRA=7).	
✓	Audio silence	no silent runs
✓	Letterboxing	picture fills the frame
✓	Slates and padding	starts and ends on content
✓	File size	25.9 MB

Innovid — Roku / FEP**FAIL**

✓	Container	mp4
!	Encoder profile	High@4.0
	Expected: Main Profile @ Main Level (MP@ML) The spec asks for Main Profile @ Main Level (MP@ML). High is what most 1080p encoders emit and is generally accepted; re-export with -profile:v main if the platform pushes back.	
✓	Video codec	h264

✓	Resolution	1920x1080
✓	Pixel aspect	square
✓	Scan type	progressive
✓	Frame rate	29.97 fps
✓	Constant frame rate	constant
✗	Video bitrate	6.7 Mbps Expected: ≥ 15 Mbps Re-export at 15 Mbps or higher (in ffmpeg: -b:v 15000k -minrate 15000k -maxrate 15000k -bufsize 7500k).
!	Constant bitrate	not declared in the bitstream; measures as VBR (0.0–11.2 Mbps per second, mean 6.6) Expected: CBR encoding Export with CBR rate control. In ffmpeg: -b:v N -minrate N -maxrate N -bufsize N -x264-params nal-hrd=cbr. In Adobe Media Encoder, set Bitrate Encoding to CBR. Without HRD parameters the file carries no CBR claim for a QC tool to read, even when the rate is steady.
✓	Audio codec	AAC (accepted; PCM preferred)
✓	Sample rate	48 kHz
✓	Audio channels	stereo (2 ch)
✓	Audio bitrate	193 kbps
✓	Audio streams	1 audio stream
✓	Audio coverage	30.02s, full duration
✗	Loudness	-19.5 LKFS (+3.5 LU off target) Expected: -23 LKFS ± 2 LU Adjust the mix by -3.5 dB, or normalize on export (in ffmpeg: -af loudnorm=I=-23:TP=-1:LRA=7).
✓	True peak	-2.0 dBTP
✓	Audio silence	no silent runs
✓	Letterboxing	picture fills the frame
✓	Slates and padding	starts and ends on content
✓	File size	25.9 MB

The Trade Desk — CTV Mezzanine

FAIL

✓	Container	mp4
✓	Video codec	h264
✓	Resolution	1920x1080
✓	Pixel aspect	square
✓	Scan type	progressive
✓	Frame rate	29.97 fps
✓	Constant frame rate	constant
✗	Video bitrate	6.7 Mbps Expected: 15 Mbps–30 Mbps Re-export at 15 Mbps or higher (in ffmpeg: -b:v 15000k -minrate 15000k -maxrate 15000k -bufsize 7500k).

✓	Audio codec	AAC
✓	Sample rate	48 kHz
✓	Audio bitrate	193 kbps
✓	Audio coverage	30.02s, full duration
✗	Loudness	-19.5 LKFS (+4.5 LU off target)
	Expected: -24 LKFS ± 2 LU	
	Adjust the mix by -4.5 dB, or normalize on export (in ffmpeg: -af loudnorm=I=-24:TP=-2:LRA=7).	
✓	Slates and padding	starts and ends on content
✓	File size	25.9 MB

The Trade Desk — Hosted Web Video

PASS

✓	Container	mp4
✓	Video codec	h264
✓	Resolution	1920x1080
✓	Scan type	progressive
✓	Video bitrate	6.7 Mbps
✓	File size	25.9 MB