



## TAPE FORMATS: WHAT SHOULD YOU SHOOT YOUR NEXT PROJECT ON?



<b>Tape Format:</b>	<b>High Definition (HD)</b>	<b>Digital Betacam</b>	<b>Betacam</b>	<b>DVCAM / DVCPRO</b>	<b>Mini DV and DV</b>
<b>Cost:</b>	\$\$\$\$\$	\$\$\$\$	\$\$\$	\$\$	\$
<b>Quality:</b>	*****	****	**	***	*
<b>Technical Information</b>	<ul style="list-style-type: none"> <li>• Variable Frame Rates (24, 30, 60 FPS).</li> <li>• Resolution: 1280 x 720 or 1920 x 1080 (720 progressive horizontal pixels or 1080 interlaced or progressive horizontal pixels).</li> <li>• Recorded Data Rate: 100 Mb/s – 3 Gb/s.</li> <li>• Aspect Ratio: 16 x 9</li> </ul>	<ul style="list-style-type: none"> <li>• Frame Rate: 29.97 FPS</li> <li>• Resolution: 720 x 480 (interlaced).</li> <li>• Recorded Data Rate: 90 Mb/s.</li> <li>• Aspect Ratio: depends on camera.</li> </ul>	<ul style="list-style-type: none"> <li>• Frame Rate: 29.97 FPS</li> <li>• Resolution: 720 x 480 (interlaced).</li> <li>• Analog Component Format.</li> <li>• Aspect Ratio: depends on camera.</li> </ul>	<ul style="list-style-type: none"> <li>• Variable Frame Rates (24, 30, 60 FPS).</li> <li>• Resolution: 720 x 480 (interlaced or progressive).</li> <li>• Recorded Data Rate: 25 - 50 Mb/s.</li> <li>• Aspect Ratio: depends on camera.</li> </ul>	<ul style="list-style-type: none"> <li>• Variable Frame Rates (30FPS, 24FPS).</li> <li>• Resolution: 720 x 480 (interlaced).</li> <li>• Recorded Data Rate: 18 Mb/s.</li> <li>• Aspect Ratio: depends on camera.</li> </ul>
<b>Pros</b>	<ul style="list-style-type: none"> <li>• “Crystal Clear” imaging – 4X the resolution of analog.</li> <li>• Preferred format for future content repurposing.</li> <li>• It can mimic film effects.</li> <li>• Digital format – no loss of quality in edit.</li> </ul>	<ul style="list-style-type: none"> <li>• Highest quality standard definition format.</li> <li>• Compressed digital format – no loss of quality in edit.</li> </ul>	<ul style="list-style-type: none"> <li>• Best quality for analog production.</li> <li>• The “standard” for Broadcast TV.</li> <li>• Very reliable format.</li> </ul>	<ul style="list-style-type: none"> <li>• Better than Betacam quality.</li> <li>• Longer tape length (up to 3 hours).</li> <li>• Less noticeable drops outs.</li> <li>• Compact size.</li> </ul>	<ul style="list-style-type: none"> <li>• Acceptable quality.</li> <li>• Very inexpensive.</li> <li>• Convenient – small, subtle and unobtrusive.</li> <li>• Can be used for Broadcast (check with broadcaster).</li> </ul>
<b>Cons</b>	<ul style="list-style-type: none"> <li>• COST! Increased resolution magnifies production flaws, precise attention to the details of lighting, make-up, and set design is essential – increasing production equipment and personnel.</li> </ul>	<ul style="list-style-type: none"> <li>• High production costs.</li> <li>• Shelf life for future content repurposing is not as long as HD.</li> </ul>	<ul style="list-style-type: none"> <li>• Older format.</li> <li>• Slowly being phased out of the market.</li> <li>• Some quality is lost in editing.</li> </ul>	<ul style="list-style-type: none"> <li>• Not as widely accepted as Betacam.</li> </ul>	<ul style="list-style-type: none"> <li>• Most Compressed digital format – visible degradation.</li> <li>• Lowest quality of the professional grade cameras.</li> <li>• Solid body design prevents lens change (on most cameras), existing lens isn’t great.</li> </ul>
<b>Best Applications</b>	<ul style="list-style-type: none"> <li>• TV Commercials.</li> <li>• Independent Films.</li> <li>• Corporate Image Pieces – especially those that will be projected.</li> </ul>	<ul style="list-style-type: none"> <li>• High End Corporate Pieces.</li> <li>• Higher quality reality shows.</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate and Industrial Videos.</li> <li>• Reality shows.</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate and Industrial Videos.</li> <li>• Meetings &amp; Events.</li> <li>• Webcasts.</li> </ul>	<ul style="list-style-type: none"> <li>• Run &amp; Gun Programming.</li> <li>• Focus Groups/Market Research.</li> <li>• Hidden Camera.</li> </ul>
<b>Tape Lengths</b>	30M – 40M	• 35/45/40M	• 30M	• 40M to 3 hours	• Up to 60M
<b>Have you seen it?</b>	<ul style="list-style-type: none"> <li>• “Lost”</li> <li>• “Desperate Housewives”</li> <li>• “Star Wars Episode II” (HDCAM)</li> </ul>	<ul style="list-style-type: none"> <li>• “Survivor”</li> </ul>	<ul style="list-style-type: none"> <li>• “Dateline”</li> </ul>	<ul style="list-style-type: none"> <li>• “Open Water”</li> <li>• MTV’s “Laguna Beach” – (DVCPRO50)</li> </ul>	<ul style="list-style-type: none"> <li>• VH1’s “Fabulous Life”</li> </ul>

\* HDV- is a new HD format that is establishing itself in the industry as an economical alternative.