

Technical conditions for production of commercial spots, sponsor messages and teleshopping intended for dispatch to the Media Club distribution network

Effective as of 1.1.2016

The following technical conditions are established for production of spots supplied to Media Club:

1. Supplied programs must be delivered via “Prima Delivery” system (<http://spoty.prima-net.cz>) in MXF OP1a format.
2. Recorded format must be in high definition (HD). The acceptable format is MPEG HD422 50 Mb/s (50i).
3. Video signal must comply with international recommendation ITU-R BT.709.
4. Audio mix must respect EBU R128 recommendation, the audio level must be normalized to -23 LUFS in integration measurement mode, maximum audio level is -1 dBTP.
5. Audio signal must be recorded in STEREO version, whereas the following audio track organization must be maintained:
 - A1 = L (left channel)
 - A2 = R (right channel)If the signal is MONO, the audio signal must be the same on both channels, A1 and A2.
Modulation of A1 and A2 cannot be in counter-phase.
6. The offset between the video and audio cannot be subjectively perceptible and cannot exceed 60 ms, in the case of audio skip ahead, respectively, 100 ms for sound to picture delay.
7. A continuous time code (TC) must be recorded throughout the length of the recording starting at 00:00:00:00 (hh:mm:ss:ff).
8. Advertising spot must include 2 frames of black (no audio) prior the begging of spot and 2 frames of black (no audio) after the end of spot.
9. Requested description for file base delivered records must be filled according to web form of “Prima Delivery” system.
10. During production of a sponsor message dedicated to FTV Prima channels (Prima/Prima COOL/Prima love/Prima ZOOM/Prima MAX), it is necessary to incorporate the relevant FTV Prima template directly into the message in such a way that it is displayed for the duration of the message. If the sponsor is a program sponsor, it is necessary to incorporate

the template with the “Sponzor pořadu” subtitle. For a program sponsor production it is necessary to incorporate the “Sponzor programu” subtitle template and supplement the listed sponsors with the required jingle of Prima/Prima COOL/Prima love/Prima ZOOM/Prima MAX in a length of 2s, prior to the sponsor message and following the sponsor message.

11. FTV Prima does not incorporate station ID into sponsor messages, the ident is already included in the template for the production of a sponsor message.

Production and delivery of the sponzor message dedicated for other TV stations represented by Media Club is subject of technical conditions of each station.