

# **Technical conditions for production of commercial spots, sponsor messages and teleshopping intended for dispatch to the FTV Prima distribution network**

*Effective as of 1.1.2015*

## **The following technical conditions are established for production of spots supplied to FTV Prima:**

1. Supplied programs must be recorded on XD-Cam disc or delivered via “Prima Delivery” system in MXF OP1a format.
2. Recorded format can be in standard definition (SD) MPEG IMX 30Mb/s or high definition (HD). The acceptable format for HD is MPEG HD 35 Mb/s (50i) or MPEG HD422 50 Mb/s (50i).
3. Video signal must comply with international recommendation ITU-R BT.601 for SD and ITU-R BT.709 for HD. The SD signal must be recorded in aspect ratio 16:9 FHA (full height anamorphic). Correct aspect ratio information must be embedded in recorded metadata.
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 -3 dBTP. Reference tone frequency of 1 kHz must be recorded with a level of -18 dBFS.
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.
8. Signals on recording media must be organized as follows:
  - a) set-up segment
    - length 90 s
    - video: color bars PAL 100-0-75-0
    - audio: reference tone in accordance with paragraph 4

- b) loading segment
  - 30 sec with black signal on video and without sound
- c) program segment
  - advertising including 2 frames of black (no audio) prior the begging of spot and 2 frames of black (no audio) after the end of spot
- d) run-out segment
  - 30 sec following end of program with black signal on video and without sound

Each segment must be recorded as separate clip.

9. The FTV Prima sales department accepts multiple versions of commercials on 1 medium. Versions must be divided with at least 30 sec with black signal on video and without sound, every spot must start exactly at single minute.
10. The recording medium must be augmented with:
  - A correctly completed label on the storage case
  - “TMZ List” (so called recording list) inside the storage case

The Label bears the following necessary information:

- program title
- length in the format hh:mm:ss:ff
- organization of audio tracks
- picture format
- legible name of company and employee who made the recording

TMZ List includes the following information:

- program title
- length in the format hh:mm:ss:ff
- organization of audio tracks
- picture format
- on the backside are marked all handlings of the medium, length, evaluation of picture and sound quality of the recording, company indication and the legible name of the employee who handled the medium.

11. Requested description for file base delivered records must be filled according to web form of “Prima Delivery” system.
12. During production of a sponsor message it is necessary to incorporate the 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 pořadu” subtitle template and supplement the listed sponsors with the required jingle of Prima/Prima COOL/Prima love/Prima ZOOM in a length of 2s, prior to the sponsor message and following the sponsor message.
13. 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.