

Technical Conditions for Production of Commercial Spots, Sponsor Messages and Teleshopping Intended for Dispatch in the Distribution Network of Channels Represented by MEDIA CLUB, s. r. o.

Effective as of 01/08/2024

I. Technical Conditions for Format and Delivery of All Materials

1. The spots shall be delivered via “Prima Delivery” file method system (<http://spoty.prima-net.cz>).
2. The requested description for the spots delivered via file method system shall be filled according to the web form of “Prima Delivery” system.
3. The files shall be in formats MXF OP1a - MPEG HD422 50Mb/s (50i) (*Adobe Premiere preset: XDCAM HD 50 PAL 50i*).

The list of technical parameters of the file:

Video:

Format	: XDCAM HD422
Bit rate	: Constant 50,0 Mb/s
Width	: 1 920 px
Height	: 1 080 px
Aspect ratio	: 16:9
Frame rate	: 25 FPS
Chroma subsampling	: 4:2:2
Scan type	: Interlaced
Scan order	: Top Field First
Time code first frame	: 00:00:00:00
Colour primaries	: BT.709

Audio:

Format	: PCM
Sampling rate	: 48,0 kHz
Bit depth	: 24 bits

4. Video signal shall comply with international recommendations ITU-R BT.709.
5. The audio mix shall respect EBU R128 recommendation, the audio level of the programme shall be normalized to -23 LUFS in the integration measurement mode, the maximum permitted audio modulation level is -1 dBTP. The reference tone with the frequency of 1 kHz shall be recorded at the level of -18 dBFS.
6. The audio signal shall be recorded in STEREO version, whereas the following audio track order organization shall be complied with: A1 = L (left channel), A2 = R (right channel).

If the signal is in MONO version, the audio signal shall be the same in both channels, A1 and A2.

Modulation of A1 and A2 cannot be in mutual counter-phase.

7. The time shift (offset) between the video and audio may not be subjectively perceptible and may not exceed 60 ms, in case of audio skip ahead, or 100 ms in case of audio delay after video.
8. A continuous time code (TC) must be recorded throughout the entire length of the recording, starting at 00:00:00:00 (hh:mm:ss:ff).
9. An advertising spot shall include 2 black frames (2f) before the beginning and 2 black frames (2f) after the end of spot. These frames shall be added to the total length of the recording: E. g. a 10-second-spot with the start at TC 00:00:00:00 shall be of the total length of the recording of 00:00:10:04.
10. Each newly delivered spot shall include the unique AKA code generated by Asociace komunikačních Agentur (www.aka.cz). This shall also apply to sponsor messages and all exchanges.

II. Additional Technical Conditions for Production of Sponsor Messages for FTV Prima, spol. s r. o. Channels

1. In production of a sponsor message, it is necessary to incorporate the template of the relevant FTV Prima channel directly into the sponsor message, in order it is displayed for its entire duration. If the sponsor is the program sponsor, it is necessary to incorporate the template with the “Sponzor pořadu” subtitle. In case of production of a channel sponsor, it is necessary to incorporate the template with the “Sponzor programu” subtitle. The templates of particular channels and guidelines for their use are available at www.skupinaprima.cz/televizni-reklama/ in section “Manuály sponzoringu“ (Sponsorship guidelines).
2. FTV Prima does not incorporate station ID (logo) into sponsor messages; the ident is already included in the template for production of the sponsor message.

III. Additional Technical Conditions for Delivery of Spots for Stanice O, a. s. Channels

1. In delivery of spots for Stanice O channels, it is necessary to deliver the same spot both through Prima Delivery system and AdStream service.