



## Technical requirements for commercials broadcast on thematic channels represented by Atmedia

Number of required materials		The way of delivery	
TCM channel is included	TCM Channel isn't included	Tape or data carrier	FTP
2 Digital Betacam Tapes 16:9 FHA or 1 Digital Betacam Tape 16:9 FHA and one file (recorded on the data carrier or sent via ftp)	1 Digital Betacam Tape 16:9 FHA or one file (recorded on the data carrier or sent via ftp)	atmedia sp. z o.o. Bonifraterska 17 Street Northgate Building 00-203 Warszawa	Ftp: <a href="ftp://81.18.192.29">ftp://81.18.192.29</a>  login: atmedia_reklama  password: atmedia

**Attention:** HD quality commercials can be delivered only as a file. If file is delivered via ftp its name has to contain name of advertised product and length of commercial.

### Technical requirements

TAPE	FILE IN SD QUALITY
<ul style="list-style-type: none"> <li>✓ Digital Betacam</li> <li>✓ Aspect ratio: 16:9 FHA</li> <li>✓ Only one commercial may be recorded on one tape</li> <li>✓ All important information must be contained within the Safe Area</li> <li>✓ All commercial should end on 24th frame i.e. for 15" commercials it will be 00:00:14:24, for 30" it will be 10:00:29:24 etc.</li> <li>✓ Every tape should include :               <ul style="list-style-type: none"> <li>- copy specification (according example attached)</li> <li>-recording's technical card</li> </ul> </li> <li>✓ Tape should be recorded in PAL 625/50</li> <li>✓ VITC (Vertical Interval Timecode and LTC (Longitudinal Timecode) must be present and matching (lines 19/332 and 21/334).</li> <li>✓ Tape layout:               <ul style="list-style-type: none"> <li>09:58:00:00 – 09:59:30:00 test signal (Bars and Tone)</li> <li>09:59:30:00 – 10:00:00:00 Black</li> <li>10:00:00:00 – XX:XX:XX:XX Commercial</li> <li>XX:XX:XX:XX – at least 30" of Black</li> </ul> </li> <li>✓ Audio in stereo, Audio Tracks:               <ul style="list-style-type: none"> <li>CH1 – Polish mix stereo, channel left</li> <li>CH2 – Polish mix stereo, channel right</li> <li>CH3 – Polish mix stereo, channel left</li> <li>CH4 – Polish mix stereo, channel right</li> </ul> </li> <li>✓ Audio Reference level -18dBFS</li> <li>✓ Audio levels peaks should not exceed -10dB with regard to peak level.</li> <li>✓ Loudness level – 23 LKFS</li> </ul>	<p>Video : MXF Op1a (IMX50 D10), 625/50 (PAL), 16:9FHA, 720x576, 25fps, Interlaced: top field first</p> <p>Audio: Uncompressed stereo 48kHz, 16/24bit , CH1 &amp; CH2, CH3 &amp; CH4; audio loudness - 23LKFS</p> <p>TC in: 00:00:00:00</p>
	FILE IN HD QUALITY
	<p>Video : XDCAM HD422 50Mb/s (MPEG2 422@high, M=3, N=12, 1920x1080, 25fps, 8bit, Interlaced, top field first)</p> <p>Audio: Uncompressed stereo 48kHz, 24bit, CH1 &amp; CH2, CH3 &amp; CH4, audio loudness -23LKFS</p> <p>TC in: 00:00:00:00</p>



**Attention:** Commercials broadcast on channels:

13th Street, BBC Ceebies, BBC Entertainment, BBC Knowledge, BBC Lifestyle, Club TV, Disney Channel, Filmbox, HISTORY, ITV, Kino Polska, Movies24, Sportklub, Tele 5, Universal Channel, Wedding TV, Zone Reality, Zone Romantica will be letterboxed

**Attention:** Audio levels can be modified to accommodate them to requirements of individual broadcasters

**Attention:** Audio levels will be modified according to EBU recommendation EBU R128.

#### Information which should be included in recording's technical card

- ✓ Aspect ratio
- ✓ Commercial title
- ✓ Timecode in
- ✓ Timecode out
- ✓ Duration (with accuracy to one frame)
- ✓ Information about Tape layout and audio levels
- ✓ Information about quality control overview
- ✓ Phone number and e-mail address of people responsible for preparing this tape

If you have any questions regarding technical requirements please ask:

[Traffic@atmedia.pl](mailto:Traffic@atmedia.pl)