THE SALES HOUSE

Приложение №1 - Срокове към Общи условия на The Sales House / Appendix №1 – Deadlines to General Sales Rules of The Sales House

Срокове за подаване на заявки и рекламни материали / Deadlines for sending orders and advertising materials

Ден:	Да се изпрати за:
понеделник	петък, събота
вторник	неделя, понеделник
сряда	вторник
четвъртък	сряда
петък	четвъртък

On Day	To be sent for:
Monday	Friday, Saturday
Tuesday	Sunday, Monday
Wednesday	Tuesday
Thursday	Wednesday
Friday	Thursday

Спонсорски заставки за Евроспорт - 7 дни преди излъчване / Sponsorship tags should be sent 7 days before first airing

Материали за RakutenTV - 5 дни преди излъчване/ RakutenTV materials - 5 days before first airing

* При официални празници, изтеглените срокове ще се изпращат допълнително, уточнени за всеки канал /
Special deadlines for holidays/non-working days will be sent for each channel

Всички файлове трябва да бъдат с пълни секунди до 24 кадъра! / All files should be delivered with full seconds up to 24 frames!

Всеки файл за Nick канали трябва да бъде придружен с превод на озвучаването на английски / All files for Nick channels should have an attachment with English translation of the VO

HD Delivery Specification for AdStream

	Apple ProRes 422HQ 1080/50	MXF Wrapped XDCAM 108050	MPEG-2 Transport Stream 1080/50
Video			
Codec	Apple Quicktime ProRes 422 (HQ)	XDCAM 422	MPEG-2
Container	MOV	MXF	MPEG-2 Transport Stream
Profile	HQ	MPEG-2 422P@HL	422P@HL
Bitrate		50Mb/s CBR	100Mb/s CBR
Chroma Subsample	4:2:2		
Interlacing	Upper/TFF		
GOP Structure		Long GOP	I Frame Only
Frame Size	1920x1080		
Frame Rate	25 FPS		
Aspect Ratio	16:9		
Video Level Requirements			
TV Format : HDTV			
Aspect Ratio : 16:9			
Title Safe : 16:9 as per EBU R.95-1			
All Video Signals Should Comply With ITU-R			
BT.709-5 And Video Signals Should Not Exceed The Specified Limits			
Video Levels Should Not Exceed 700mV, Or Fall Below 0mV Out of gamut tolerance			
Whilst Adstream and the Broadcasters will reject illegal video levels they understand there may be instances where it is difficult			
to completely avoid, and following EBU recommendation Rec.103-2000 will allow a small tolerance, assuming that no more			
than 1% of the active picture is in error.			
Luminance (Y) -1% and 103% (ie between -7mV and 721mV)			
RGB video levels -5% and 105% (ie between -35mV and 735mV)			
Audio			
Codec	PCM (Little Endian)	PCM (Big/Little Endian)	PCM
Sample Rate	48kHz		
Sample Size	24bit		
Channels	Stereo		
Audio Level Requirements			
Depending on the final destination, the SCE region accepts audio mixed as either:			
PPM / Max Peak			
Permitted Max Level: PPM 6 (-10dBFS)			
Alignment Level: 1kHz@ -18dBFS			
Ballistic: PPM Type IIa as per IEC 60268-10			
Refer to EBU R68-2000 for guidance on alignment levels			
Files should always be R128 EBU R.128-2014			
Intergrated Loudness Program: -23 LUFS			
Target Level Tolerance: +/- 0.5 LU			
Mamum True Peak : -3dBTP			
Maximum Momentary: -15 LUFS			
Further Audio Guidance:			
Content delivered mixed to max peak ('R68'/PPM) ca be converted to meet the EBU R128 program loudness requirements.			
Care must be taken when converting from R128 to 'R68'/max peak, as this may result in unintentionally low audio levels.			
Where required this will be normalised to meet the correct program loudness.			
Clock/Slate and Pre & Post Roll Information			
Duration	**Example Timecode**		
30"	00:00:00:00 - 00:00:29:24		
File naming should be: *ClockNumber_Product* or *Product_Title_Duration_Audio*			
The clock number on the order must contain a maximum of 20 characters			
It is advised to use the layout **BBB-PPPNNN-DDD** where:			
B : Brand/Agency			
P : Product			
N : Unique Sequential ID Number			
D : Duration			

HD Delivery Specification for an individual channels

Discovery Channel, TLC, ID, HGTV, Eurosport 1, Travel Channel, Cartoon Network, Cartoonito, Nickelodeon, Nick Jr., Nicktoons, ducktv, BG On Air, Fen TV	
General	
Wrapper	OP1a
File Extension	.mxf (Closed/Complete)
Video Track	
Codec	XDCAM HD422
Colour Sampling	04:02:02
Bitrate	50Mbps (CBR)
GOP	Long GOP
Bit depth	8 bits
Resolution	1920 X 1080
Aspect Ratio	16:09
Interlaced	yes
Frame rate	25 fps
Field dominance	Top Field First (TFF)
Luminance Levels	0mV to 700mV
Luminance Tolerance (EBU R103-2000)	-1% to 103%
Audio tracks	
Number of Audio Tracks/Pairs	1
Number of channels per Track	2
Codec	PCM
Sample Rate	48kHz
Bit depth	24
Endianess	Little
Target Loudness (EBU R128)	-23LUFS (±0.5 LU)
Max Permitted True Peak Level (EBU R128)	1 dBTP
Timecode track	
Timecode standard	SMPTE
First frame TC	00:00:00:00

RakutenTV - for appearance on CTV devices and Web and Mobile	
General	
File Extension	.mp4
3rd Party tracking tags	If not - by WeTransfer
Video Track	
Container/ Codec	MP4/H264
	H264 main profile, H264 level <= 3.0
Pixel Format	YUV 4:2:0
Maximum Duration	30 seconds
Bitrate	4-5 Mbps(FHD)
	3.5 Mbps (HD)
Resolution	1920 X 1080 (1080p)
Aspect Ratio	16:09
if not possible	> 16:09 (by ffmpeg SAR)
	1:1 source aspect ratio (by ffmpeg SAR)
Frame rate	25 fps
Audio tracks - required	
	192 kbps minimum
Number of channels per Track	2
Codec	PCM or ACC
Sample Rate	AAC-LC up to 48 kHz
Bit depth	16 or 24 bit only
Design and Other	
Letterboxing burnt bars or pillarboxing are not accepted	
Video must be submitted without leaders (i.e. slates, countdowns)	
Material should be dubbed in Bulgarian or subtitles to be used	