



Media Group

Технически изисквания към рекламните материали за излъчване в каналите на БМГ

Technical requirements for the advertising materials in bMG

	File specifications	
	SD	HD
File Format	XDCAM SD (IMX-D10)	XDCAM HD 4:2:2 (MPEG HD422)
Video coding	MPEG-2 422P@ML	MPEG-2 422P@HL
Video Bit Depth	8	8
Video Bit Rate	30 CBR	50 CBR
Chroma Sampling	04:02:02	04:02:02
Frame Size	720x576	1920x1080
Starting time code of the file	00:00:00:00	00:00:00:00
Frame Rate	25i	50i
Aspect	16x9 FHA - 4x3 Safe Area or optionally 4x3	16x9 - 4x3 Safe Area
PAL or NTSC	PAL	PAL
Video standard	ITU BT601-5 (50 Hz)	ITU BT.709-5 (50 Hz)
Audio Levels	Max Peak: -9 dBFS; infinite loudness - 23LUFS+/-1db (EBU R 128); loudness range 5db +/-1	Max Peak: -9 dBFS; infinite loudness - 23LUFS+/-1db (EBU R 128); loudness range 5db +/-1
Audio Coding	PCM 8 ch/16 bit/48 kHz	PCM 8 ch/24 bit/48 kHz,
File Containers	MXF	MXF
Наименование на файла/ File Naming Structure	Client-Copy Name* - duration	
	* където Copy Name съвпада с подаденото или това, което предстои да бъде подадено в бланката за заявки	
	* where Copy name is the same with one described in the Order template	
	Пример/ Example: Baloon Factory Winter Campaign - 30s	



bTV Media Group



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Технически изисквания към рекламните материали за излъчване в Cartoon Network

Technical requirements for the advertising materials in Cartoon Network

	File specifications
	SD
File Format	MPEG2 high quality
Video coding	MPEG PS with at least 8Mbps
Bit rate	8Mbit/s
Bit rate type	CBR
Chroma format	04:02:00
GOP	Closed GOP
GOP Size	12 frame/GOP GOP structure: M=3 (IBBPBBP...) Strict GOP size, no scene change detection allowed
Frame Size	720x576
Starting time code of the file	00:00:00:00
Frame Rate	50i
Aspect	Моля, не променяйте оригиналния размер. Ако не е възможно – да бъде 4:3 Original (do not alter). If this is not possible, then set a/r to 4:3
PAL or NTSC	PAL
Video standard	ITU BT601-5 (50 Hz)
Audio Levels	Mpeg audio (MPEG1 Layer-2) 384kbps, 48kHz/16bit stereo Audio peak level: -10dB Loudness Level: -23dB LUFS +/-1 LU (EBU r-128)
Audio Coding	Mpeg audio (MPEG1 Layer-2)
File Containers	MPEG-2 program stream (.mpg)
Наименование на файла/ File Naming Structure	Client-Copy Name*-duration
	* където Copy Name съвпада с подаденото или това, което предстои да бъде подадено в бланката за заявки
	* where Copy name si the same with one described in the Order template
	Пример/ Example: Baloon Factory Winter Campaign - 30s

Технически изисквания към рекламните материали за излъчване във Фиеста ТВ

Technical requirements for the advertising materials in Fiesta TV

	File specifications
	SD
File Format	MPEG2 high quality
Video coding	MPEG PS with at least 8Mbps
Bit rate	8Mbit/s
Bit rate type	CBR
Chroma format	04:02:00
GOP	Closed GOP
GOP Size	12 frame/GOP GOP structure: M=3 (IBBPBBP...) Strict GOP size, no scene change detection allowed
Frame Size	720x576
Starting time code of the file	00:00:00:00
Frame Rate	25i
Aspect	4:3
PAL or NTSC	PAL
Video standard	ITU BT601-5 (50 Hz)
Audio Levels	Mpeg audio (MPEG1 Layer-2) 384kbps, 48kHz/16bit stereo Audio peak level: -10dB Loudness Level: -23dBLUFS +/-1 LU (EBU r-128)
Audio Coding	Mpeg audio (MPEG1 Layer-2)
File Containers	MPEG-2 program stream (.mpg)
Наименование на файла/ File Naming Structure	Client-Copy Name*- duration
	* където Copy Name съвпада с подаденото или това, което предстои да бъде подадено в бланката за заявки * where Copy name si the same with one described in the Order template
	Пример/ Example: Baloon Factory Winter Campaign - 30s