###### Technical Conditions for Inclusion of Commercials in Broadcasts by TV Barrandov

###### Valid from 1 January 2021

1. The video and audio signal supplied will be checked in the PAL system (HD down-converted) and has to comply with the international recommendations **ITU-R BT.601** for the video element and **EBU R128 version 2014** for the audio element.
2. The full video signal level cannot in any case exceed a value of 133%, i.e. 934 mV, and a value of -33%, i.e. -234 mV, compared to the black level. No colour can exceed the values of the limit signals stated in the table and in the image. The level of the brightness signal cannot exceed a value of 100%, i.e. 700 mV. All synchronization impulses, in particular H, burst   
   and the chrominance signal, must remain in a mutually fixed time and phase relationship.
3. Video outages, in particular dropouts and missing individual lines, cannot appear subjectively disruptive. The level of disrupting signals such as noise cannot be, in the brightness   
   and chrominance channel, higher than -40 dB, i.e. 1% of the white level.
4. Video sharpness and gradation must correspond to the conditions of a professional TV signal and will be assessed subjectively by comparison with another high-quality signal. Any deformations of shapes and framing of the picture into a “pillarbox” as a consequence of format conversion is impermissible.
5. The **audio signal** has to have PCM modulation 8CH/24bit/48kHz. The audio signal is always uncompressed, in the case of a mono version it has to be the same on both tracks CH1 and CH2, always using the DOLBY NR system. The modulation on CH1 and CH2 cannot be out of phase. Sound modulation produced in a stereophonic version must comply with the principle: CH1 = L, CH2 = R.
6. The document **Handover Record and Report for OSA and Intergram (Record Sheet)** has to be delivered for each commercial, sponsor’s message and teleshopping element. It has to contain the mandatory information: AKA code (only for advertising), name of commercial, client, running time, name of composer, name of composition used, names of performing artists = **performers (this means the person that played the composition on a musical instrument/generated it from a PC program – not the singer)**. The information stated in the Handover Record has to be the same as the information in the Register of Television and Internet Video Advertising (AKA/ASMEA)! **Information about the music used must be completed at the time the commercial is handed over also in the AKA Register.**
7. **Delivery of source documents for broadcasting** on TVB is possible:
8. Through the audiovisual distribution companies AdStream or IMD
   * + - The delivery and format or source documents is governed by the conditions of distribution companies
9. On XDCam media together with the Handover Record in printed form to TV Barrandov’s address
10. By delivery to TVB’s FTP through the client’s FTP, together with a record in electronic form. This method of delivery is for regular suppliers. Following an agreement with the TVB technician, it is possible to obtain access details.
11. **File format .mxf**
    * + - Codec MPEG HD422, (MPEG-2 422P@HL) 8bit, 4:2:2, 50 Mbit/s
        - Resolution of 1920 x 1080 / 50i
        - Audio signal PCM 8 ch/24 bit/48 kHz. Volume level -23.0 LUFS. True Peak max. -3dBFS
        - The Time Code must start in the second minute = 00:02:00:00
        - Video sequence ended by 5 fr of black (there is a black sequence only at the end of the commercial). The total running time is increased by this sequence. **A black sequence is not added to sponsoring!**
        - The file name has to have the format: Client\_commercialname\_AKAcode.mxf. Do not use accents in names!!!
12. Comply with the directory structure at the FTP – save in directories with the name of the producer (studio). Do not save commercial in the root directory or in directories with the name of products.
13. The uploading of the commercial to the FTP must be notified by the **producer** (not the agency) to the addresses: [tlaskal@barrandov.tv](mailto:tlaskal@barrandov.tv) and [kosegi@barrandov.tv](mailto:kosegi@barrandov.tv). It is necessary to attach to an e-mail a Handover Record in accordance with the specimen that is part of this document. **Until a notification of saving together arrives at your e-mail address, the commercial is not regarded as having been delivered!**

**ATTENTION:**

We recommend that new clients use the services of AdStream or IMD, which can ensure delivery in the required quality. We do not recommend delivery through public repositories such as Úschovna, MyAirBridge, etc. In the event of use of such method, it is necessary to ensure the availability of the commercial (the validity of the link) at least until the fifth day after the first planned broadcast! **We do not accept FTP of other companies (including producers’ FTP)!**

Table 1: Table of values of PAL colour bars 100/0/75/0

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Bar colour | Luminance level (mV) | Chrominance | | |
| Amplitude | Angle in degrees | |
| (mV) | Line n | Line n + 1 |
| W white | 700 | 0 | \* | \* |
| YL yellow | 465 | 470 | 167.0 | 193.0 |
| CY cyan | 368 | 664 | 283.5 | 76.5 |
| G green | 308 | 620 | 240.5 | 119.5 |
| MG magenta | 217 | 620 | 60.5 | 299.5 |
| R red | 157 | 664 | 103.5 | 256.5 |
| B blue | 60 | 470 | 347.0 | 13.0 |
| SIB burst | 0 | 300 | 135.0 | 225.0 |

Table 2: Full PAL signal - colour bars 100/0/75/0

700 mV

615

527

489

295

308

308

489

295

-2

G

-93

MG

-175 mV

R B

368

465

230

YL

36

CY

W

300±9 mV

5.6μs

±100 ns

300±9 mV

black level

OH

0 mV

**BURST**

Duration 10±1 cycles

(Symmetrical to black level)

Table 3: Full PAL signal - colour bars 100/0/100/10 - limit signals

133%

W

0%

BOZ SIGNAL LIMIT VALUE -234 mV

100%

BOZ SIGNAL LIMIT VALUE 100%

934 mV

-33%

Technical data is based on CCIR Report No. 624

**Handover Record and Report for OSA and Intergram**

Delivery data for TV, OSA (protective association of music composers) and Intergram (independent company of performers)

|  |  |
| --- | --- |
| 1. Client: | |
|  | |
| 1. Commercial name: | |
|  | |
| 1. AKA: | |
|  | |
| 1. Production year: | 1. Length: |
|  |  |

**Information about music used:**

|  |  |
| --- | --- |
| 1. Music name: | |
|  | |
| 1. Name and Surname of composers: | |
|  | |
|  | |
| 1. Name and surname of artists – performers:   ***\* if the composer and performing artist is the same person, it is necessary to complete the same names in fields 7 and 8*** | |
|  | |
|  | |
| 1. Contact – studio: | 1. Date: |
|  |  |