



Приложение П1 - Срокове към Общи условия на The Sales House / Appendix П1 – 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





Приложение П 2 – Технически изисквания към Общи условия на The Sales House

Appendix П 2 – Technical requirements to General Sales Rules of The Sales House

Всеки файл трябва да бъде с пълни секунди до 24 кадъра!  
All files should be delivered with full seconds up to 24 frames!

Всеки файл за Nickelodeon, Nick Jr., Nicktoons трябва да бъде придружен с превод на озвучаването на английски  
All files for Nickelodeon, Nick Jr., Nicktoons should have an attachment with English translation of the voice over

HD Delivery Specification	
<b>Channels</b>	
Discovery Channel, TLC, Eurosport 1, Travel Channel, Cartoon Network, Boomerang, Nickelodeon, Nick Jr., Nicktoons, ductv, BG On Air	
<b>General</b>	
Wrapper	OP1a
File Extension	.mxf (Closed/Complete)
<b>Video Track</b>	
Codec	HDCAM 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%
<b>Audio tracks</b>	
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
<b>Timecode track</b>	
Timecode standard	SMPTE
First frame TC	00:00:00:00

SD Delivery Specification	
<b>Channels</b>	
ID	
<b>General</b>	
Wrapper	OP1a
File Extension	.mxf (Closed/Complete)
<b>Video Track</b>	
Codec	IMX50
Version	04:02:02
Bitrate	50Mbps (CBR)
GOP	1 frame only
Bit depth	8 bits
Resolution	720 x 608
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%
<b>Audio tracks</b>	
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
<b>Timecode track</b>	
Timecode standard	SMPTE
First frame TC	00:00:00:00

<b>Channels</b>	
RakutenTV - for appearance on CTV devices and Web and Mobile	
<b>General</b>	
File Extension	.mp4
3rd Party tracking tags	If not - by WeTransfer
<b>Video Track</b>	
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)
Frame rate	1:1 source aspect ratio (by ffmpeg SAR) 25 fps
<b>Audio tracks - required</b>	
	192 kbps minimum
Number of channels per Track	2
Codec	PCM or AAC
Sample Rate	AAC-LC up to 48 kHz
Bit depth	16 or 24 bit only
<b>Design and Other</b>	
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	

