THE SALES HOUSE

# Приложение N1 – Срокове към Общи условия на The Sales House
# Appendix N1 — 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 ConnectedTV – 2 дни преди излъчване
ConnectedTV materials – 2 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

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Приложение N 2 – Технически изисквания към Общи условия на The Sales House
Appendix N 2 – Technical requirements to General Sales Rules of The Sales House

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

adstream
From Extreme Reach

| 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 (H | 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 | | |
| Материали за ConnectedTV - | 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, Viasat Channels, 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 |

| ConnectedTV - for appearance on CTV/ Web/ 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 | |