TECHNICAL STANDARDS

SPONSORSHIP FORMS

- **Sponsorship tags**
  HD (1080i/50) MXF with codec XDCAM HD 50, stereo sound 48 KHz, -23 LUFS according to standard EBU R128 (speaker – channel 1; music + effects – channel 2; mix channel 3&4)

- **Sponsored Promo/ Promo Line up/ Co-branding**
  Sponsorship tags according to above requirements + in case of additional integrations of brand elements of the client BMG requires source materials in vector formats EPS, PDF, Ai

- **Sponsored Promo Frame**
  Technical requirements for the advertising materials in BMG are applicable to these forms, since they are executed with regular advertising spots + brand elements of the client BMG requires source materials in vector formats EPS, PDF, Ai.

PREMIUM PODS

- **Premium Break and Premium Launch**
  Technical requirements for the advertising materials in BMG are applicable to these forms, since they are executed with regular advertising spots + brand elements of the client BMG requires source materials in vector formats EPS, PDF, Ai.

- **Branded Break IDs:**
  Video resolution 1920 x 1080, HD (1080i/50) with codec XDCAM HD 50, audio: stereo 48 kHz, - 23 LUFS according to standard EBU R128. Separate audio file only with VO or SFX.

- **Deadlines**
  Minimum 2 working days before first airing. The files go through a technical and legal check. If there is any need for correction, the deadlines and start dates are changed, if needed. The approved files must be exported for broadcast until 14:00 on the day before first airing.

OVERLAY FORMS

- **Bug**
Resolution 640x300 pix, codec MATROX - MPEG 2 I-frame HD + Alpha (and 50 Mbps bitrate) or in TGA sequence 32 bit + included Alpha Channel

- **Cut-in**
Resolution 1920x280 pix, codec MATROX - MPEG 2 I-frame HD + Alpha (and 50 Mbps bitrate) or in TGA sequence 32 bit + included Alpha Channel. Background pad with minimum 20% transparency.

- **Skyscraper**
Resolution 280x1080 pix, codec MATROX - MPEG 2 I-frame HD + Alpha (and 50 Mbps bitrate) or in TGA sequence 32 bit + included Alpha Channel. Background pad with minimum 20% transparency.

NB! All overlays should contain the sign „реклама" ("advert" in Bulgarian).

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DEADLINES

- **Cut-in/ Bug/ Skyscraper/ Break IDs,** which are created by client/ agency
Minimum 2 working days before first airing. The files go through a technical and legal check. If there is any need for correction the deadlines and start dates are changed, if needed. The approved files must be exported for broadcast until 14:00 on the working day before first airing.

- **Cut-in/ Bug/ Skyscraper/ Sponsored Promo Frame/ Sponsored Promo/ Sponsored Promo Line-up/ Co-branding** for which input from BMG creative team is needed
The deadline will vary between 3 and 7 working days for generation of first proposal, depending on the complexity of storyboard and the fullness and quality of the client's source materials. The approved files must be exported for broadcast until 14:00 on the working day before first airing.

- **NB!** To be kept in mind that the periods before the start of the new TV seasons and during December are high in workload of the creative team and that requests should be sent earlier in advance.

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SAFE FRAMES

OVERLAY – CUT-IN

NB! All overlays should contain the sign „реклама" ("advert" in Bulgarian).

OVERLAY – SKYSCRAPER

NB! All overlays should contain the sign „реклама" ("advert" in Bulgarian).

OVERLAY – BUG

NB! All overlays should contain the sign „реклама" ("advert" in Bulgarian).

OVERLAY – PROMO BUG

NB! All overlays should contain the sign „реклама" ("advert" in Bulgarian).

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