



**Технически изисквания към рекламните материали за излъчване в каналите на БМГ**

**Technical requirements for the advertising materials in bMG**

	File specifications	
	SD	HD
<b>File Format</b>	XDCAM SD (IMX-D10)	XDCAM HD 4:2:2 (MPEG HD422) 1080i/50
<b>Video coding</b>	MPEG-2 422P@ML	MPEG-2 422P@HL
<b>Video Bit Depth</b>	8	8
<b>Video Bit Rate</b>	30 CBR	50 CBR
<b>ScanType/String</b>	Interlaced	Interlaced
<b>Chroma Sampling</b>	04:02:02	04:02:02
<b>Frame Size</b>	720x576	1920x1080
<b>Starting time code of the file</b>	00:00:00:00	00:00:00:00
<b>Frame Rate</b>	25 fps	25 fps
<b>Aspect</b>	16x9 FHA - 4x3 Safe Area or optionally 4x3	16x9 - 4x3 Safe Area
<b>PAL or NTSC</b>	PAL	PAL
<b>Video standard</b>	ITU BT601-5 (50 Hz)	ITU BT.709-5 (50 Hz)
<b>Audio Levels</b>	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
<b>Audio Coding</b>	PCM 8 ch/16 bit/48 kHz	PCM 8 ch/24 bit/48 kHz,
<b>Audio Channel Mapping</b>	Full mixdown channel 1-2	Full mixdown channel 1-2
<b>File Containers</b>	MXF	MXF
<b>Наименование на файла/ File Naming Structure</b>	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	