

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

PREMIUM BREAK

- **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.

- **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. The music being used is from the BMG brands.

SPLIT SCREEN ADS

- **Content Split**

When creating the animation (it could also be a static image) the design should consider providing additional one second in the beginning and the end of the form, which will be used for the transition from full screen to the alternative form, during which the content shrinks to the **upper, left part** of the screen.

The animation should be delivered in 1920x1080 codec MATROX - MPEG 2 I-frame HD (50 Mbps bitrate), or TGA sequence (without alpha channel!).

- **Wrapper**

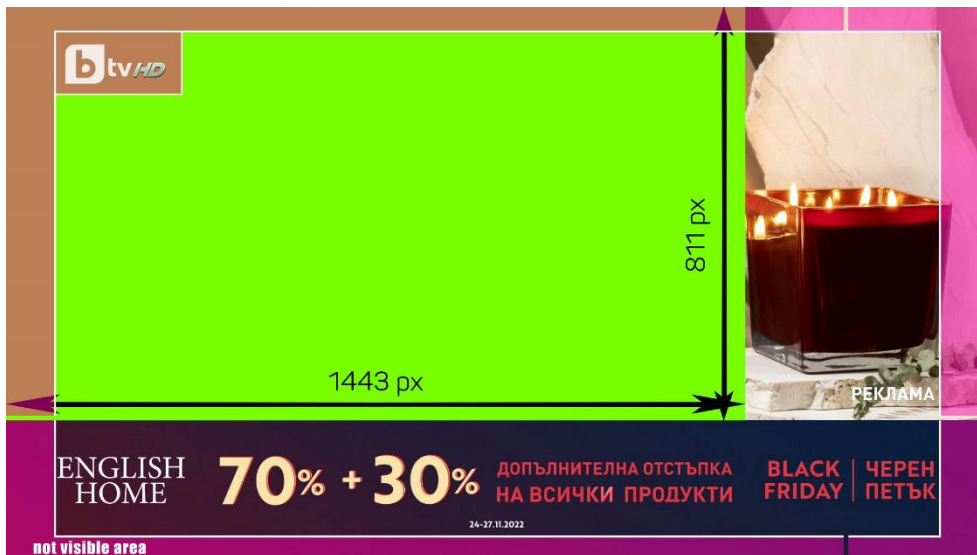
When creating the animation (it could also be only an image) the design should consider providing additional one second in the beginning and the end of the form, which will be used for the transition from full screen to the alternative form, during which the content shrinks to the **central part** of the screen.

The animation should be delivered in 1920x1080 codec MATROX - MPEG 2 I-frame HD (50 Mbps bitrate), MXF or TGA sequence (without alpha channel!), .

NB! All split screen ads should contain the sign „реклама“ (“advert” in Bulgarian).

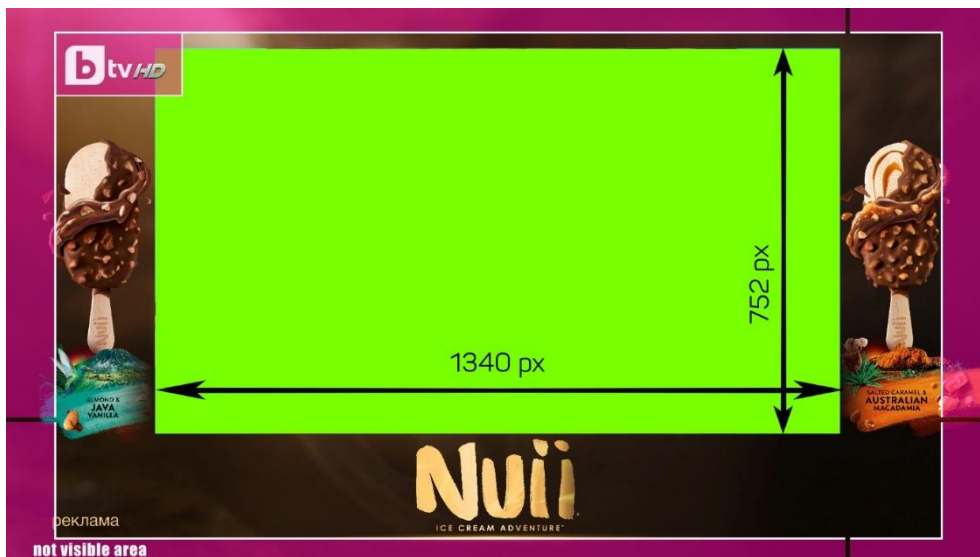
NB! When the animations/ images are created, the safe frame should be carefully considered in order to avoid important elements from the client’s brand communication falling out of the borders of the safe area.

CONTENT SPLIT



NB! All split screen ads should contain the sign „реклама“ (“advert” in Bulgarian).

WRAPPER



NB! All split screen ads should contain the sign „реклама“ (“advert” in Bulgarian).

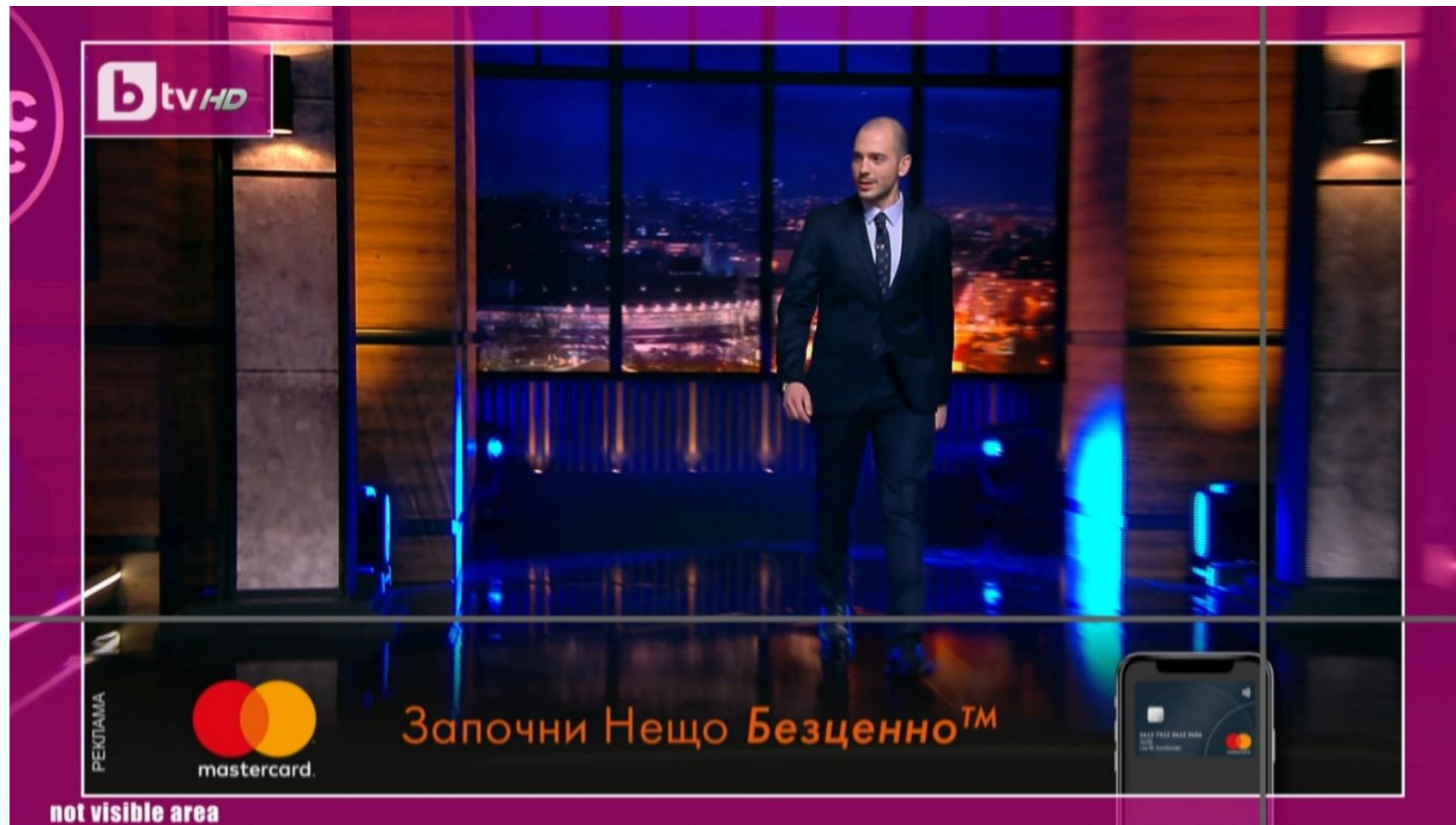
OVERLAY FORMS

- **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 „peklama“ (“advert” in Bulgarian).

NB! When the animations/ images are created the safe frame should be carefully considered in order to avoid important elements from the client’s brand communication falling out of the borders of the safe area.

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).

DEADLINES

- Cut-in/Bug/Skyscraper/Break IDs, Content Split, Wrapper – integration of the final material created by client/ agency:

Minimum 2 *working* days before the first airing.

The files go through a technical and legal check by BMG. The approved files must be exported for broadcast by 14:00 on the *working* day *before* first airing (if the latter is on Sunday, the deadline is Friday, 14:00).

- Cut-in/Bug/Skyscraper/Sponsored Promo Frame/Sponsored Promo/Sponsored Promo Line-up/Co-branding, Content split, Wrapper – integration of the final material created by BMG

The deadline is 3 to 7 working days for the generation of the first proposal

A storyboard and/or detailed description of the visuals is required

The deadline for the production depends on the complexity of the conceptualization and the type of source material provided by the client..

The approved files must be exported for broadcast no later than 14:00 on the *working* day *before* the first airing (if the latter is on Sunday, the deadline is Friday, 14:00).



Media Group



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