



Технически изисквания към рекламните материали за излъчване в каналите на БМГ

Technical requirements for the advertising materials in bMG

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



Media Group



Технически изисквания към рекламните материали за излъчване в Cartoon Network

Technical requirements for the advertising materials in Cartoon Network

	File specifications
	SD
File Format	MPEG2 high quality
Video coding	MPEG PS with at least 8Mbps
Bit rate	8Mbit/s
Bit rate type	CBR
Chroma format	04:02:00
GOP	Closed GOP
GOP Size	12 frame/GOP GOP structure: M=3 (IBBPBBP...) Strict GOP size, no scene change detection allowed
Frame Size	720x576
Starting time code of the file	00:00:00:00
Frame Rate	50i
Aspect	16:9
PAL or NTSC	PAL
Video standard	ITU BT601-5 (50 Hz)
Audio Levels	Mpeg audio (MPEG1 Layer-2) 384kbps, 48kHz/16bit stereo Audio peak level: -10dB Loudness Level: -23dB LUFS +/-1 LU (EBU r-128)
Audio Coding	Mpeg audio (MPEG1 Layer-2)
File Containers	MPEG-2 program stream (.mpg)
Наименование на файла/ File Naming Structure	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

