

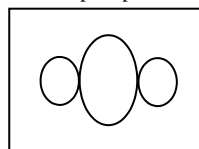
Technical terms and conditions for television broadcasting of sponsorship messages at Czech Television

Issue of technical terms and conditions for broadcasting of sponsorship messages at Czech Television is realised after assurance of the optimum technical quality of television broadcasting, which must fulfil the following technical specifications in compliance with valid standards:

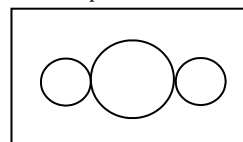
1. Recording in **Digital Betacam** or **XDCam** format utilising **MPEG-2/IMX 50** or **30** Mbit/s (I-frame only, 422P@ML) for SD and **MPEG-2 50** Mbit/s (Long GOP, 422P@HL) for FULL HD only. (Both formats are compatible with Sony XDCAM series equipment).
2. **FULL HD (1920 x 1080i 25)** or **SD (720 x 576i 25)**, sound in **24 bit / 48 kHz** coding, is assumed.
3. In all cases the reproduced video signal will be checked in the PAL system (down-converted in the case of HD) and must comply with international **ITU-R BT.601** recommendations for the picture component and **EBU R128** for the sound component.
4. The audio-signal is always uncompressed, for mono versions it must correspond on both CH1 and CH2 tracks. Modulation in CH1 and CH2 must not be in mutual counter phase. Sound modulation in stereophony version with adherence to the principle of CH1 = L, CH2 = R.
5. Characteristics of the sound component for identification of the sponsor:
 - a) the volume level for identification of the sponsor is standardised to the target level of -23 LUFS, with a maximum deviation of +/-1 LU and
 - b) the maximum permitted actual peak volume level for identification of the sponsor is - 3 dBTP (dB actual peak) when measured using metering equipment complying with the Recommendations of the International Telecommunications Union ITU-R BS.1770-2 “Algorithms for measuring the volume of sound programmes and actual peak volume levels”, March 2011 and the Technical Document of the European Broadcasting Union EBU Tech Doc 3341 “Measuring volume levels: measuring in EBU regime” for supplementation of standardisation of volume levels in compliance with EBU-R 128“ Geneva, August 2011.
6. The left upper corner must remain free for the **programme IDENT**, which all sponsorship messages must have appended by law.

Acceptable picture format is HD FULL HD, Anamorphic in the case of SD 16:9.

SD 16:9 anamorphic picture format:



Full HD 16:9 picture format:



Injection

Injection size: for reasons of maintaining quality the size of the provided injection is SD 720x576 pixels Anamorphic resolution, Full HD 1920x1080 (if the sponsored programme is broadcast in HD), with the understanding that during broadcasting it will be modified to the size of 1/16 of the screen in 16:9 format during declaration of the aspect ratio of the submitted object by the Submitter.

The logo must include the text “**PROGRAMME SPONSOR**“ of sufficient size.

Method of handing over: CD, DVD, portable hard disk (flash-disk). Transfer by e-mail is permitted. Can be stored in uncompressed form in “targa sequence” formats, or “tiff” with alpha channel in RGBK signal form (i.e. with key) on ftp server after prior agreement.

Duration of one injection – 5 sec, unless arranged otherwise.

1. Static graphics

- **Graphic size** must be Full HD 1920x1080 points
- **Permitted formats:** due to compact coverage of the areas with a uniform colour, only uncompressed bitmap **TARGA** (*.tga) or **TIFF** (*.tif) formats and Windows Bitmap (BMP). *in RGBK signal form (i.e. with key).*
- **Alpha channel** is required for graphics in 32-bit depth (24 bit colour + 8 bit alpha channel). Colour resolution – True Color

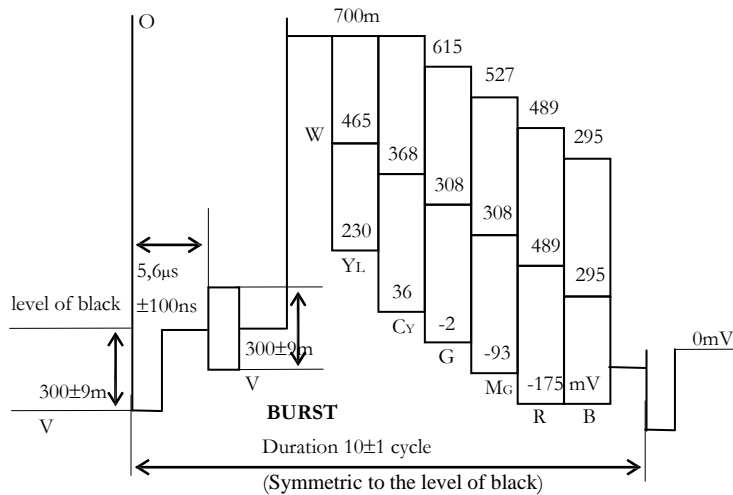
2. Dynamic graphics (animation)

- **The size of animated graphics** must be Full HD 1920x1080 points taking into account the different point aspect ratio on the TV screen.
- **Permitted formats** for animated graphics are only uncompressed formats. Graphics can be supplied as a single video-sequence file or as a sequence of consecutive numbered static pictures.
Video sequence formats: **TARGA** (*.tga) or **TIFF** (*.tif) *in RGBK signal form (i.e. with key).*
- **Alpha channel** is required for graphics with 32-bit depth (24 bit colour + 8 bit alpha channel). Colour resolution – True Color
- **Picture frequency** must be 25 pictures/second

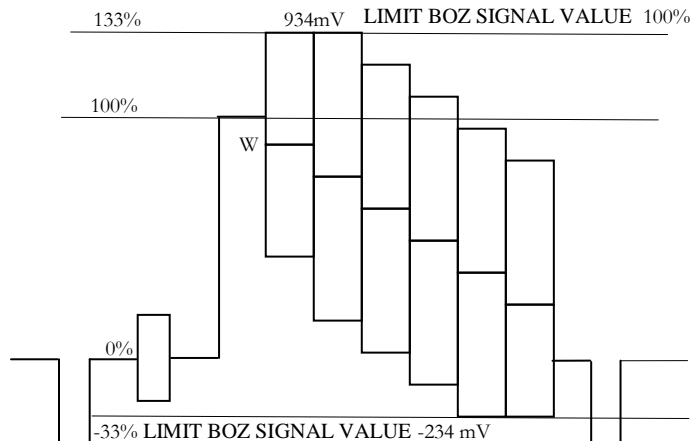
Table of PAL 100/0/75/0 colour band values

Band colour	Illumination level (mV)	Chromination		
		amplitude (mV)	angle in degrees	
			row n	row n+1
W white	700	0	*	*
YL yellow	465	470	167.0	193.0
CY azure	368	664	283.5	76.5
G green	308	620	240.5	119.5
MG purple	217	620	60.5	299.5
R red	157	664	103.5	256.5
B blue	60	470	347.0	13.0
SIB burst	0	300	135.0	225.0

Full PAL signal – 100/0/75/0 colour bands



Full PAL signal – 100/0/100/10 colour bands – limit signals



Technical information based on CCIR Report No.624

The technical terms and conditions for broadcasting sponsorship messages at Czech Television are effective from 01/02/2016.