

COMMERCIALS ON MEDIASET ITALIAN CHANNELS: TECHNICAL SPECIFICATIONS.

DELIVERY TERMS:

At least 8 working days before the first day of the planned campaign on Canale 5, Italia1 or Rete4.

QUANTITIES AND SUPPORT SPECIFICATIONS:

- 2 (two) MPEG IMX or DIGITAL BETACAM tapes for EACH subject/advert, or:
- 1 (one) file for each subject/advert, sent to Publitalia '80 through Adstream Italia digital delivery system.

Publitalia '80 reserves the right to refuse any material which does not comply with these quantitative and qualitative technical specifications.

TECHNICAL SPECIFICATIONS:

Publitalia '80 accepts only materials in 16:9 FHA format (Full Height Anamorphic – ITU-R BT.601-6).

If a 4:3 spot has to be delivered, Publitalia '80 reserves the right to adjust its format to 16:9, adding black side bars ("pillar box").

The AUDIO, VIDEO, CHROMA levels of the materials must correspond to the reference line-up levels at the header of tape/file. Excess frames are not allowed.

Each material must be preceded by:

- 30 seconds: EBU Color Bars at 75% saturation with 1 kHz audio at reference level;
- 20 seconds: a still picture that identifies the material;
- 10 seconds: a visual countdown that ends in two seconds of BLACK VIDEO and NO AUDIO.

Audio must be delivered in Dual-Mono, Stereo or Dolby Prologic format, with the following features:

- reference level is – 18 dBFS on EBU Digital scale (see ITU-R BS.1726 and EBU Rec. R68);
- the permitted maximum level (PML) must be -2 dBFS;
- the peaks of the signal must not exceed -9 dBFS, if measured by a Quasi-Peak Programme Meter (IEC 60268-10);
- the loudness level for the whole program must be $24 \pm 0,5$ LKFS, measured by an instrument which complies to ITU-R BS.1770 and BS.1771.

If the program is delivered with a different overall loudness level, Publitalia '80 reserves the right to normalize it, without altering the audio dynamic. The aim of this action is to avoid excessive misalignments among materials (different audio levels for different programs) and to anticipate the necessary actions to comply with the AGCOM rule 34/09/CSP (and later amendments).

The audio signals shall be present on Channels 1 and 2 (A & B legs) and duplicated on Channels 3-4; any other audio track must be mute.

No corrections or technical adjustments could be claimed once the material is delivered or during its programming. All adjustments must be made by the Advertiser or by the Agency that provides the material.

All materials delivered are previewed in order to verify the compliance with the Italian regulations and the contract terms.

For further information, please visit the area "PUBBLICITA' TABELLARE – CARATTERISTICHE TECNICHE " on the website www.publitalia.it , especially the document "*Technical Requirements for Standard Definition Advertising* " , in which more technical details could be found.

This document will be subject to frequent updates, so please periodically look at the website in order to refer to the last edition.

Quality Control Office
Tel. +39.02.2102.3051

Legal Office
Tel. +39.02.2102.6063

Tapes must be delivered to:

PUBLITALALIA '80
Palazzo Cellini
Ufficio Materiali - 2° piano
Milano 2 - 20090 Segrate (MI)
Tel. 0039.22102.2176/3051