



COMMERCIALS ON MEDIASET ITALIAN CHANNEL
TECHNICAL SPECIFICATIONS

PUBLITALIA '80 – FILM OFFICE
Tel. +39 - 02.21022799

Copy Deadlines

Commercials have to be provided to Publitalia '80 4 business days before the date of the first broadcast.

Support Specifications

HD format copies can only be delivered by Digital Delivery, using their own procedures.

SD format copies can only be delivered by **Digital Delivery**, only exceptionally it's allowed to send n.2 videotapes for each subject in MPEG IMX or Digital Betacam format.

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

The logo for Adstream, featuring the word "adstream" in a bold, lowercase, sans-serif font.

Adstream Italia

Centro Direzionale Milano Due
Palazzo Bernini Via Fratelli Cervi
I-20090 Segrate – Milano
Tel: +39 02 30465810
e-mail: traffic.it@adstream.com

The logo for Peach IMD Cloud, featuring the word "Peach" in white inside a black semi-circle, with "IMD Cloud" in black below it.

Peach IMD Cloud

Via Copernico,38 – 20125 Milano
Tel: +39 02 94750316 - +39 0692949681
e-mail: support.it@peachvideo.com

The logo for Adtoox, featuring the word "adtoox" in a bold, lowercase, sans-serif font, with the "o" and "x" stylized to resemble a play button.

Adtoox

Piazza 4 Novembre,7 – 20124 Milano
Tel: +39 02 87343238
Supporto tecnico: +39 02 89877645
e-mail: supporto@adtoox.it

Technical Specifications BETACAM-SD

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

The VIDEO, AUDIO, 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 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 Channel 1 and 2 [A & B legs] duplicated on Channel 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.

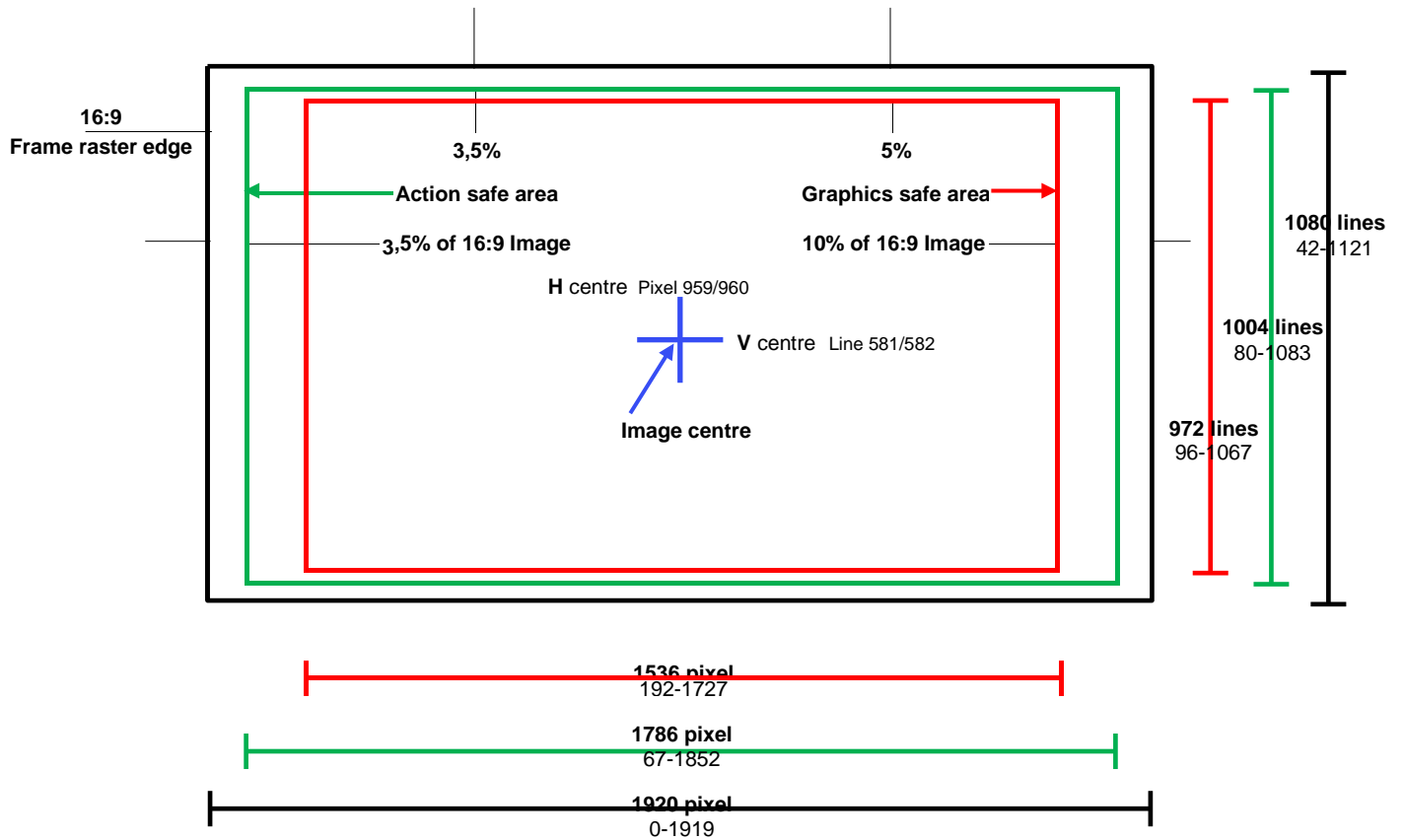
For further information, please visit the area “Offerta – Specifiche TV” on the website www.publitalia.it, more technical details could be found also about network logos.

For information contact the Film Office

Ph. 02-21022799

Mail: operationsfilmati@publitalia.it

Image format: 16:9 Full Format



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Commercials have to be provided to Publitalia '80 4 business days before the date of the first broadcast on air on Channel 5, Italia 1, Rete 4, Channel 20.

Quantities and support specifications

An animation composed from a maximum of 250 Tga images numbered in sequence with the numerical part to the end of the name. In all the frames of the Inlogo the text “pubblicità” is mandatory, the right format is available at Office Quality Control or downloaded from the site. The same animation must be present also in format Window Media Player.

Technical specifications

Animation: sequence of Tga 32 bit (with channel alpha in “straight” modality) format PAL (720*576, pixel ratio 1,46), field order “upper”.

Safe Area: safe areas of the HD 1080p 16:9 and the logo of net. They correspond to those 16.9 SD but they have to be enlarged in proportion.
The maximum height not to exceed is line

Horizontal snipe: the maximum height not to exceed is line 878 of the screen and in horizontal it does have not to exceed the column 1550.

Vertical snipe: the maximum height not to exceed is line 824 of the screen and in horizontal it does have not to exceed the column 286.

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