The technical specification for advertising spots in TV channels of Atmedia

Atmedia set-up the following technical conditions for advertising spots for ensuring optimal quality to TV broadcasting, in accordance with valid standards:

1. Recording in Digital Betacam format. One tape could contain more that one advertising spot if needed.
2. Recorded video signal will be checked in PAL system and has to fit CCIR international recommendations.
3. The time control code is recorded in TC track with synchronous use of VITC. Interruptions are not allowed.
4. The tape start has to be provided with these signals:

09:57:00:00	black
09:57:30:00	colour stripes PAL 100/0/75/0 and reference audio signal 1 kHz on level -18dB
09:59:00:00	black
10:00:00:00	advertising spot

5. Sharpness and image gradation have to correspond to professional colour TV signal points of view and it will be subjectively compared to any other high quality signal.
6. Audio modulation must be within +2 till +6 dB above the reference signal. Peaks must not exceed level of +6 dB.
7. Setup of recorder audio tracks for all TV channecl excepted Disney Channel:

   Stereo: 1: MIX L (Czech or Slovak version)
   2: MIX P (Czech or Slovak version)

   Setup of recorded audio tracks for Disney Channel:

   Mono: 1: M&E (music&effects, without Czech voiceover)
   2: M&E (music&effects, without Czech voiceover)
   3: MIX (complete Czech or Slovak mono mix including voiceover)
   4: M&E (music&effects, without Czech voiceover)

8. Aspect ratio 16:9 anamorphic is required.

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