



atmedia 

**TV ADVERTISING
TECHNICAL T&Cs
2023**

Technical T&Cs for Implementation of Commercials Into TV Broadcasting

- > **Delivery options for commercial spots and sponsorship messages: solely digital file delivery via Adstream.com or Peachvideo.com** (paid services).
- > **Basic technical specification:**
 - > Video: Aspect ratio 16:9, PAL
 - > Audio: EBU R -128
- > **Specific technical conditions currently valid for commercial spot deliveries can be found on our website www.atmedia.cz under the section called 'Technické parametry TV kampaní'.**
- > **Spot delivery contact details (Adstream):**
Rudolf Kukač, Digital Adstream ČR, rudolf.kukac@extremereach.com, tvcz@adstream.com, + 420 604 150 498
- > **Spot delivery contact details (Peachvideo):**
Miloš Paleček, milos.palecek@peachvideo.com, support.cz-sk@peachvideo.com, +420 606 422 380

- > **Commercial (AKA) Code:** Each spot must have its own unique code, which is assigned by the Czech TV Commercial Register (operated by AKA - Communication Agencies Association).
- > **Delivery deadline:** Each commercial spot must be delivered no later than 5 working days before the day of its first broadcast day.
- > **Each commercial spot must be of a correct length, exactly as specified in the campaign order.**

Contacts



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Media Sales House of Thematic TV Channels