

Technical T&Cs for Commercial Implementation Into the Broadcasting

- > **Delivery options for commercial spots and sponsorship messages: solely digital file delivery via Adstream.com or Peachvideo.com** (paid service).
- > **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".**
- > **Adstream Contact details:**
Rudolf Kukač, Digital Adstream ČR, rudolf.kukac@adstream.com, tvcz@adstream.com, + 420 604 150 498
- > **Peachvideo Contact details:**
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 actual broadcast.
- > **Each commercial spot must be of a correct length, exactly as specified in the campaign order.**

Should you have any enquiries about these specified technical parameters, please do not hesitate to contact us. We are always happy to help!