



atmedia 

**TV ADVERTISING  
TECHNICAL T&Cs  
2024**

## 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](http://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.**



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[www.atmedia.cz](http://www.atmedia.cz)

Media Sales House of Thematic TV Channels