
atmedia
TV ADVERTISING
TECHNICAL T&Cs
2027

Technical T&Cs for Implementation of Commercials Into TV Broadcasting

- **Delivery options for commercial spots and sponsorship messages: solely digital file delivery via xr.global or cape.io** (paid services).
- **Basic technical specification:**

  Video: Aspect ratio 16:9, PAL

  Audio: EBU R -128
- **Spot delivery contact details (xr.global):**

  https://www.xr.global/, cz.delivery@extremereach.com, Rudolf Kukač, rudolf.kukac@extremereach.com, +420 604 150 498
- **Spot delivery contact details (cape.io):**

  Miloš Paleček, milos.palecek@cape.io, +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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