

Технически изисквания към рекламните материали за излъчване в Cartoon Network

Technical requirements for the advertising materials in Cartoon Network

	File specifications
	SD
File Format	MPEG2 high quality
Video coding	MPEG PS with at least 8Mbps
Bit rate	8Mbit/s
Bit rate type	CBR
Chroma format	04:02:00
GOP	Closed GOP
GOP Size	12 frame/GOP GOP structure: M=3 (IBBPBBP...) Strict GOP size, no scene change detection allowed
Frame Size	720x576
Starting time code of the file	00:00:00:00
Frame Rate	50i
Aspect	16:9
PAL or NTSC	PAL
Video standard	ITU BT601-5 (50 Hz)
Audio Levels	Mpeg audio (MPEG1 Layer-2) 384kbps, 48kHz/16bit stereo Audio peak level: -10dB Loudness Level: -23dBLUFS +/-1 LU (EBU r-128)
Audio Coding	Mpeg audio (MPEG1 Layer-2)
File Containers	MPEG-2 program stream (.mpg)
Наименование на файла/ File Naming Structure	Client-Copy Name*-duration
	* където Copy Name съвпада с подаденото или това, което предстои да бъде подадено в бланката за заявки
	* where Copy name is the same with one described in the Order template Пример/ Example: Baloon Factory Winter Campaign - 30s