



Приложение П1 - Срокове към Общи условия на The Sales House / Appendix П1 – Deadlines to General Sales Rules of The Sales House

Срокове за подаване на заявки и рекламни материали / Deadlines for sending orders and advertising materials

Ден:	Да се изпрати за:
понеделник	петък, събота
вторник	неделя, понеделник
сряда	вторник
четвъртък	сряда
петък	четвъртък

On Day	To be sent for:
Monday	Friday, Saturday
Tuesday	Sunday, Monday
Wednesday	Tuesday
Thursday	Wednesday
Friday	Thursday

Спонсорски заставки за Евроспорт - 7 дни преди излъчване / Sponsorship tags should be sent 7 days before first airing

Материали за RakutenTV - 5 дни преди излъчване/ RakutenTV materials - 5 days before first airing

* При официални празници, изтеглените срокове ще се изпращат допълнително, уточнени за всеки канал /
Special deadlines for holidays/non-working days will be sent for each channel





Приложение П 2 – Технически изисквания към Общи условия на The Sales House

Appendix П 2 – Technical requirements to General Sales Rules of The Sales House

Всеки файл трябва да бъде с пълни секунди до 24 кадъра!
All files should be delivered with full seconds up to 24 frames!

Всеки файл за Nickelodeon, Nick Jr., Nicktoons трябва да бъде придружен с превод на озвучаването на английски
All files for Nickelodeon, Nick Jr., Nicktoons should have an attachment with English translation of the voice over

HD Delivery Specification	
Channels	
Discovery Channel, TLC, Eurosport 1, Travel Channel, Cartoon Network, Boomerang, Nickelodeon, Nick Jr., Nicktoons, ductv, BG On Air	
General	
Wrapper	OP1a
File Extension	.mxf (Closed/Complete)
Video Track	
Codec	HDCAM HD422
Colour Sampling	04:02:02
Bitrate	50Mbps (CBR)
GOP	Long GOP
Bit depth	8 bits
Resolution	1920 x 1080
Aspect Ratio	16:09
Interlaced	yes
Frame rate	25 fps
Field dominance	Top Field First (TFF)
Luminance Levels	0mV to 700mV
Luminance Tolerance (EBU R103-2000)	-1% to 103%
Audio tracks	
Number of Audio Tracks/Pairs	1
Number of channels per Track	2
Codec	PCM
Sample Rate	48kHz
Bit depth	24
Endianess	Little
Target Loudness (EBU R128)	-23LUFS (+0.5 LU)
Max Permitted True Peak Level (EBU R128)	1 dBTP
Timecode track	
Timecode standard	SMPTE
First frame TC	00:00:00:00

SD Delivery Specification	
Channels	
ID	
General	
Wrapper	OP1a
File Extension	.mxf (Closed/Complete)
Video Track	
Codec	IMX50
Version	04:02:02
Bitrate	50Mbps (CBR)
GOP	1 frame only
Bit depth	8 bits
Resolution	720 x 608
Aspect Ratio	16:09
Interlaced	yes
Frame rate	25 fps
Field dominance	Top Field First (TFF)
Luminance Levels	0mV to 700mV
Luminance Tolerance (EBU R103-2000)	-1% to 103%
Audio tracks	
Number of Audio Tracks/Pairs	1
Number of channels per Track	2
Codec	PCM
Sample Rate	48kHz
Bit depth	24
Endianess	Little
Target Loudness (EBU R128)	-23LUFS (+0.5 LU)
Max Permitted True Peak Level (EBU R128)	1 dBTP
Timecode track	
Timecode standard	SMPTE
First frame TC	00:00:00:00

Channels	
RakutenTV - for appearance on CTV devices and Web and Mobile	
General	
File Extension	.mp4
3rd Party tracking tags	If not - by WeTransfer
Video Track	
Container/ Codec	MP4/H264
Pixel Format	H264 main profile, H264 level <= 3.0 YUV 4:2:0
Maximum Duration	30 seconds
Bitrate	4-5 Mbps(FHD) 3.5 Mbps (HD)
Resolution	1920 x 1080 (1080p)
Aspect Ratio	16:09
Frame rate	if not possible > 16:09 (by ffmpeg SAR) 1:1 source aspect ratio (by ffmpeg SAR) 25 fps
Audio tracks - required	
Number of channels per Track	192 kbps minimum 2
Codec	PCM or AAC
Sample Rate	AAC-LC up to 48 kHz
Bit depth	16 or 24 bit only
Design and Other	
Letterboxing burnt bars or pillarboxing are not accepted	
Video must be submitted without leaders (i.e. slates, countdowns)	
Material should be dubbed in Bulgarian or subtitles to be used	

