

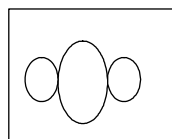
## The technical conditions for special operations in CT broadcasting

### A. Sponsoring messages

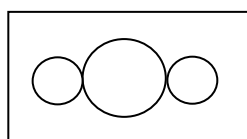
Technical conditions for sponsoring messages are equal with general conditions for advertising spot broadcast on Czech Television. Little deviations, described in following articles, are recommended on behalf of quality sponsorship broadcast.

1. Recording in Digital Betacam or XDCam with kodek MPEG-2/IMX 50 or 30 Mbit/s (I-frame only, 422P@ML) for SD and MPEG-2 50 Mbit/s (Long GOP, 422P@HL) for Full HD (both formats are compatible with Sony XDCAM equipments).
2. Format should have been FULL HD (1920 x 1080i 25) or SD (720 x 576i 25), audio in coding 24 bit / 48 kHz.
3. Recorded video signal will be checked in PAL system in all cases (down-converted in case of HD) and has to fit CCIR international recommendations.
4. Audio signal has to be un-compressed, mono version audio signal has to be the same in both CH1 and CH2 tracks, always using DOLBY NR system. Modulations in CH1 and CH2 do not have to be in mutual opposition. Audio modulation can also be provided in stereo version under the condition that CH1=L, CH2=P.
5. The reference tone at frequency 1 kHz has to be recorded on level -18 dB<sub>FS</sub> and music level does not have to exceed this reference value. Maximum values of talk measured by multipeak indicator may exceed the reference level up to +6dB with tolerance +3dB.
6. Left top corner has to be clear (without any graphics) for channel IDENT which is obliged by law to cover all messages in sponsorship. Picture of SD 16:9 anamorphic, or Full HD (full HD only if the sponsored program will be broadcasted in HD quality).

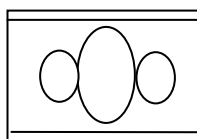
Picture of SD 16:9 Anamorphic



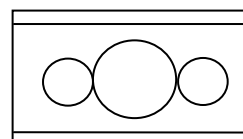
Picture of Full HD 16:9



Picture of wide-screen film of SD 16:9 Anamorphic



Picture of wide-screen film of Full HD 16:9



### B. Injection – billboard inside sport programs; Self-promotion sponsoring

**Size:** delivered injection in order to keep quality in SD 720x576 pixels Anamorphic resolution, or Full HD 1920x1080 pixels resolution (only if the sponsored program will be broadcasted in HD quality) will be in broadcasting corrected in size 1/16 of TV screen in format 16:9 under the client's aspect ratio declaration. Logo must carry the notice "**The program sponsor**" in sufficient size.

**Delivery:** CD, DVD, portable hard disc (flash-disc). Transmission via E-mail is not allowed. If negotiated, unpacked formats "targa sequence" with alfa channel or "tiff" with signal format RGBK (with key) may be loaded on ftp server.

**Deadline:** 2 weeks before first broadcast

**Length:** 5 sec. (other lengths may be negotiated)

Static graphics:

- ◆ **Size of graphics** must be 720x576 pixels (points), or Full HD 1920x1080 pixels (only in case of HD quality program)
- ◆ **Allowed formats** are allowed only unpacked bitmap formats due to complete cover of screen: Targa (\*.tga), Tiff (\*.tif) and Windows Bitmap (BMP) in the signal format RGBK (with key).
- ◆ **Alfa channel** is requested by graphics in 32-bite depth (24 bites of color + 8 bites alfachannel)
- ◆ **Color adjustment:** True Color

Dynamic graphics (animation):

- ◆ **Size of graphics** must be 720x576, or Full HD 1920x1080 pixels. A different side proportion on TV screen has to be taken into account.
- ◆ **Allowed formats** are allowed only unpacked bitmap formats due to complete cover of screen: Graphic can be a video sequence or a serie of static following pictures with order numbers.
- ◆ **Formats for video:** Targa (\*.tga) and Tiff (\*.tif) in the signal format RGBK (with key).
- ◆ **Alfa channel** is requested by graphics in 32-bite depth (24 bites of color + 8 bites alfachannel)
- ◆ **Color adjustment:** True Color
- ◆ **Picture frequency** must be 25 pict./second
- ◆ **Recommendation:** in case of a sponsor within the advertisement break, the declared length is 5 sec., however we require video material with length of 6,5 sec. at least (necessary for pictures transitions)

These conditions for technical conditions on Czech Television are valid as of December 1<sup>st</sup>, 2010.