



APAC/EMEA Commercial Material Specification



> Delivery of copy to Bloomberg TV

Copy should be Full HD, in English and delivery should be by digital file submission.

> File Submission Process

- Our preferred method of file delivery is Google Drive. <https://drive.google.com>
- For help with using Google Drive please see <https://support.google.com/drive/answer/2424384?hl=en>
- In the event of Google Drive failure, please use our secure FTP for delivery. Please note that most other file delivery systems are blocked by our firewall.
- Please contact a member of the trafficking team for SFTP connection and registration details.

> Delivery Deadline

All materials must be received by Bloomberg, no later than 10 working days before the first scheduled air date of the spot. Bloomberg TV cannot guarantee to meet any scheduled air dates for material received after this deadline.

> Regulatory Bodies

Bloomberg TV is subject to the Ofcom Broadcasting Code of 2016. Bloomberg TV reserves the right to reject any material that does not comply with this code. Please visit www.ofcom.org.uk for further information.

All commercials must be supplied in English with the relevant clock number, ISCI or Ad-ID code. These are the unique codes which identify the commercial and contain information relating to any music used.

> Music Returns

If music is used within the commercial, please include a copy of the music return so that Bloomberg TV can appropriately report all music usage to the relevant bodies.

> Traffic Instructions

- All copy instructions should specify network and/or dayparts
- All copy instructions should include the ISCI codes
- All copy instructions should include the active flight dates

> AV specifications – Outline

- All files must be in PAL format – 25fps/50i – Interlaced – Upper field first
- All video must be in a true 16:9 aspect, 4:3 video will not be accepted: 1920x1080 Square Pixels @ 1.0
- If your commercial contains 4:3 material, it must either be pillar boxed to 16:9, or scaled up to fill the entire 16:9 raster in the correct aspect. Any spot that contains 4:3 footage stretched horizontally to fill the 16:9 raster will be failed in QC and rejected for a revision re-edit
- Audio must peak no higher than -10dBFS/6PPM (Type IIa) and be no louder than -23 lufs, complying with the ITU-R BS.1770-2 standard (R128)
- Video levels must comply with Rec 709
- Should the commercial contain stroboscopic images or fast cuts, please visit www.onlineflashtest.com for further guidance
- Video should be encoded at a constant bit rate of not less than 36Mbps

> Accepted Video Formats

Format	Codec	Wrapper	Pixel Ratio	Aspect	Audio
HD	XDCAM HD50 4:2:2	MXF Op1a	1920x1080 – Square @ 1.0	16:9	CH1&2 - STEREO TX @ 48kHz/16bit or 24bit
HD	AVC-Intra 100	MXF OpAtom	1920x1080 – Square @ 1.0	16:9	CH1&2 - STEREO TX @ 48kHz/16bit or 24bit
HD	MPEG-2 HD422	MXF MPEG2	1920x1080 – Square @ 1.0	16:9	CH1&2 - STEREO TX @ 48kHz/16bit or 24bit

> Safe Areas for Captions

For HD, 16:9 caption safe is defined as:	80% of active picture width: Pixels 0192 > 1727 inclusive 90% of active picture height: Pixels 0055 > 1026 inclusive
--	---

All captions and credits must be clear with a legible font size (for HD the minimum is 30 pixels high)

> File Naming Convention

All files should be named as the corresponding Ad-ID, ISCI or Clock Number. See below for example;
Ad-ID = BAAM0193000/H Filename = BAAM0193000H.mxf

BLOOMBERG TV RESERVES THE RIGHT TO MAKE ADJUSTMENTS TO THE ABSOLUTE AUDIO AND VIDEO SIGNAL OF ANY SPOT RECEIVED IF DEEMED NECESSARY, OR THE SPOT WILL BE REJECTED AND RETURNED TO THE SUPPLIER FOR CORRECTION.

Contact

Hong Kong

Rita Poon | +852-2977-2011
rpoon14@bloomberg.net

25/F Cheung Kong Center
2 Queens Road Central
Hong Kong

London

James Outhwaite | +44-20-3525-0411
jouthwaite1@bloomberg.net

3 Queen Victoria Street
London
EC4N 4TQ
UK