

# Bloomberg Television

## Brazil/LATAM Commercial Material Specification



### > Delivery of copy to Bloomberg TV

Copy should be Full HD, and delivery should be via Extreme Reach.

### > File Submission Process

Upload your file to Extreme Reach, ensuring the file name complies to the below standard. Once uploaded, please email the traffic team. Contact details can be found to the right. If Extreme Reach is not available Bloomberg uses a secure FTP server for file delivery; details are available upon request.

### > Delivery Deadline

All materials must be received by Bloomberg, no later than 10 working days before the first scheduled air date of the spot. All instructions must be received at least 3 working days prior to broadcast. Bloomberg TV cannot guarantee to meet any scheduled air dates for material received after this deadline.

### > Regulatory Bodies

Bloomberg TV Brazil is subject to the Ministry of Communications, National Telecommunications Agency (ANATEL) and National Cinema Agency (ANCINE) laws and regulations. Bloomberg Television reserves the right to reject any material that does not comply. All commercials for Bloomberg TV Brazil must be supplied in Portuguese and must have a valid CRT number from Ancine.

All commercials for Bloomberg TV Latam must be supplied in English.

### > 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

### > A/V specifications – Outline

- All files must be in NTSC format – 29.97fps/60i – 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](http://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/24bit

### > Safe Areas for Captions

<b>For HD, 16:9 caption safe is defined as:</b>	<b>80% of active picture width: Pixels 0192 &gt; 1727 inclusive</b> <b>90% of active picture height: Pixels 0055 &gt; 1026 inclusive</b>
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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

TV Traffic Hotline | +1-212-617-5850  
TV Traffic Email | [btvcopy@bloomberg.net](mailto:btvcopy@bloomberg.net)  
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