

Bloomberg Television

U.S. Commercial Material Specification



> Delivery of copy to Bloomberg TV

Copy should be Full HD, in English and delivery should be by digital file submission – please use one of the following;

- Extreme Reach
- Comcast Ad Delivery
- On The Spot Media
- Javelin
- Yangaroo
- SpotGenie
- Syncro Services
- Google Drive

Contact

TV Traffic Hotline | +1-212-617-5850
TV Traffic Email | btvcopy@bloomberg.net
731 Lexington Ave. 3rd Floor, New York, NY 10022

> File Submission Process

- Upload your file to one of the above upload services, ensuring the file name complies to the below standard.
- Once uploaded, please email the traffic team. Contact details can be found to the right.

> 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 Television is subject to the Federal Trade Commission (FTC) advertising laws and regulations and the Federal Communications Commission (FCC) identification of sponsorship requirements. Bloomberg Television reserves the right to reject any material that does not comply. A copy of our advertising guidelines is available upon request.

All commercials must be supplied in English with the relevant clock number, ISCI or Ad-ID code.

> 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 for further guidance
- Video should be encoded at a constant bit rate of not less than 36Mbps

> File specifications in full

- File Format: MXF
- Codec: XDCAM HD50 NTSC 60i
- Frame Rate: 29.97 fps
- Bit Rate: CBR-36Mbps
- Field Order: Upper field first
- Audio Codec: MPEG1 Layer 2
- Sampling Rate 48kHz
- Number of Channels: 2 (Stereo)

> 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.