

PRODUCTION REQUIREMENTS*

**SPECIAL FORMS OF
ADVERTISING**

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* The right to make changes to conform with any new legal, technical or transmitter-side requirements such as may arise is reserved.

INDEX

1. Lead times for delivery of materials/ spots	3
2. Delivery of materials & spots	4
2.1 <u>Non-individualized</u> splits, sponsorships, TV advertorials & EBU R128	4
2.2 Delivery of finalized standard cut ins and cut in zooms	5
2.3 Delivery of individual elements for an individual production via 71 AdF	7
3. Definition „Safe Areas“	9
4. Frame dimensions for split frames & lower thirds	11
5. Program announcements	16
6. Cut ins (standard horizontal/ standard vertical, individual/ zoom)	17
7. (Entertainment) Tips	22
8. Prize Game (promotional/ editorial)	22
9. MoveSplit	23
10. ID Spot	23
11. Individual split frame	24
12. Highlight splits	24
13. sixx TV poster & channel individual split frame	25
14. TV advertorials	26
15. Sponsorships (sponsoring billboard)	26
16. Contact	27

The following descriptions refer to the aspect ratio **HD 16:9 1,78:1** (image resolution: 1920x1080px).

1. LEAD TIMES

MATERIALS-/ SPOTS DELIVERY

Lead times for special forms of advertising generally need to be requested individually at Seven.One AdFactory. Prior approvals from legal and the tv station, as well as ensuring that any materials necessary for the production will be delivered as required, is assumed here.

However, the minimum lead times below apply for the following advertising forms. A prior legal and tv station approval, so delivery of all necessary production material beforehand, is required!

- **Standard cut in** **10 business days**
- **Highlight split** **10 business days**
- **General spot exchange** **10 business days**
(exchange of a spot of the same length in an existing element)
- **TV poster** **10 business days**
(if the container already exists)
- **Standard (Entertainment) Tip** **15 business days**
(Opener/closer, spot, lower third, voice over + online)

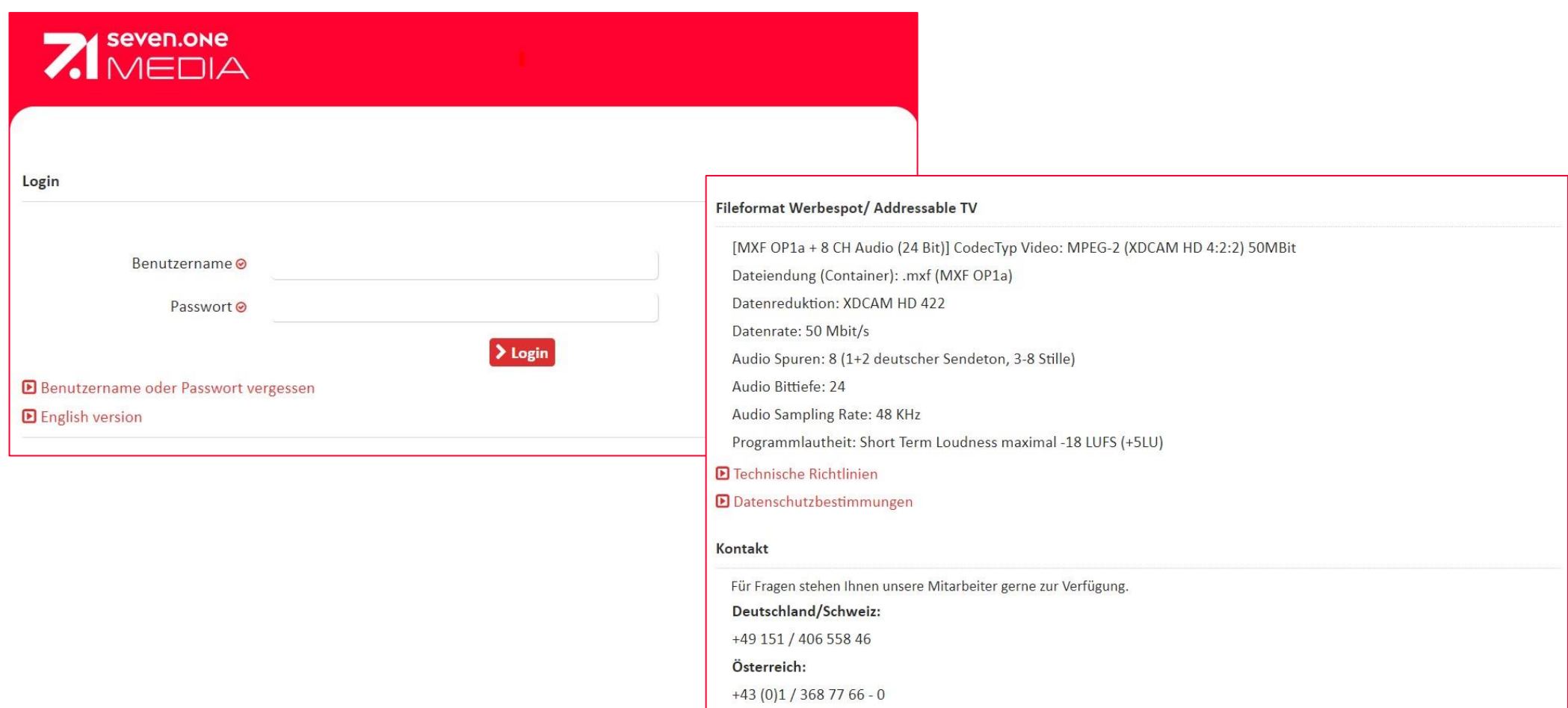
2. MATERIALS-/ SPOTS DELIVERY

2.1 NON-INDIVIDUALIZED SPLITS, SPONSORSHIPS, TV ADVERTORIALS, ETC.

In this case the production does not take place via Seven.One AdFactory and the delivery is directly via the MotivUploader of Seven.One Media TV Advertising Operations. To do so, an appropriate online access is required.

This login and all further information (technical guidelines, contact person, etc.) can be accessed via the following link:

<https://uploader.sevenonemedia.de/upsom/de/>



The screenshot shows the login interface for the Seven.One Media TV Advertising Operations uploader. The login form includes fields for 'Benutzername' and 'Passwort', a 'Login' button, and links for 'Benutzername oder Passwort vergessen' and 'English version'. To the right, there is a section titled 'Dateiformat Werbespot/ Addressable TV' with the following technical specifications:

- [MXF OP1a + 8 CH Audio (24 Bit)] CodecTyp Video: MPEG-2 (XDCAM HD 4:2:2) 50MBit
- Dateiendung (Container): .mxf (MXF OP1a)
- Datenreduktion: XDCAM HD 422
- Datenrate: 50 Mbit/s
- Audio Spuren: 8 (1+2 deutscher Sendeton, 3-8 Stille)
- Audio Bittiefe: 24
- Audio Sampling Rate: 48 KHz
- Programmleutheit: Short Term Loudness maximal -18 LUFS (+5LU)

Below the technical specifications, there are links for 'Technische Richtlinien' and 'Datenschutzbestimmungen'. A 'Kontakt' section provides contact information for Germany/Switzerland (+49 151 / 406 558 46) and Austria (+43 (0)1 / 368 77 66 - 0).

Audio guideline EBU R128

Since September 2012, all TV spots must comply with the audio guideline EBU R128:

http://www.prosiebensat1produktion.de/wp-content/uploads/2016-Technische-Richtlinien_2.3.pdf

2.2 DELIVERY OF FINAL

STANDARD CUT INS & CUT IN ZOOMS

Standard cut ins and cut in zooms can be delivered in finally produced form.

Set up is taken care of by ProSiebenSat.1 Production. This means that the data must be delivered to the Seven.One AdFactory in accordance with the following specifications:

Delivery of standard cut ins (horizontal and vertical):

File formats for video clips / single frame sequences:

50 full frames per second as Quicktime Animation 100% RGB + Alpha (with overflow fill for linear key method). Or an MXF XDCAM HD 422 (fill and key in separate files). Or Apple ProRes 4444. Or AVI (Audio Video Interleave) with one of the following codecs: uncompressed 8bit RGB // uncompressed 8bit YUV

Alternatively as an uncompressed! single frame sequence in *.TIFF, *.TGA or *.PSD format with 50 full frames per second RGB + Alpha (with overflow fill for linear key method).

Advertisement label:

The label **'Advertisement'** must be integrated as follows in all forms of cut in advertising:

- on the uppermost layer, within the title safe area
- → For definition of title safe and action safe areas, please refer to Section 3
- must be permanently visible and legible
- with a minimum font size of 30pt Arial at 72 dpi as reference

(precise layout information for horizontal and vertical standard cut ins can be found in Section 6)

We recommend delivery of these production materials via FTP server.

2.2 DELIVERY OF FINAL

STANDARD CUT INS & CUT IN ZOOMS

Delivery of final cut in zoom

Length: exactly 10 seconds

Frame size: 1920x1080 quadratic pixels

Frame rate:

50 full or half frames per second, i.e. 1080p50 or 1080i50 (the latter corresponds to EBU 1080i/25). 25 full frames (1080p25) are permitted in exceptions if the original material was already available in 1080p25

The colour space is RGB or YUV and the bit depth 8 bits per channel

File formats for single frame sequences:

- TIFF (uncompressed/Huffman RLE compression/LZW compression)
- PNG (without PNG interlacing)

File formats for video clips:

- Container: MOV (QuickTime File Format) with one of the following codecs: QuickTime Animation at quality level 100% // Apple ProRes 4444 // uncompressed 8bit RGB // uncompressed 8bit YUV
- Container: AVI (Audio Video Interleave) with one of the following codecs: uncompressed 8bit RGB // uncompressed 8bit YUV

Start timecode: 00:00:00:00

All file names and, in the case of delivery of folder structures, paths, must be Windows compatible, i.e. amongst other things

- File names consist of a name and a file extension separated by a dot: for example myclip.mov
- Windows file system ignore lower and upper case characters, i.e. two files with the names myclip.mov and MyClip.mov in the same folder are not allowed
- The maximum path length is 260 characters and should be considerably less to enable easy processing in the real-time graphics system

2.3 DELIVERY OF INDIVIDUAL ELEMENTS FOR AN INDIVIDUAL PRODUCTION VIA SEVEN.ONE ADFACTORY

a) Cut ins (horizontal, vertical, zoom or individual)

Graphics & logos (RGB color space)

- Logos are recommended as vector graphic in *.EPS or *.AI. Alternatively, as „graphic“ without background (s.b.)
- Graphics as *.TIFF, *.TGA, *.PSD or *.PNG (full screen graphics). (if necessary, exempted. *.TIFF and *.PSD files may not contain any level dependencies).

Fonts

Embedded fonts are not allowed. These must be converted as pixel images or vector graphics in all materials. Generally, fonts are recommended as paths or high resolution pixel images (if necessary, exempted).

Moving image

- 50 frames per second as Quicktime Animation 100% RGB + Alpha (with overfilled fill for linear key procedure). Or an MXF XDCAM HD 422 (fill and key in separate files).
- Alternatively, as uncompressed! sequence of images in *.TIFF, *.TGA or *.PSD with 50 frames per second RGB + Alpha (with overfilled fill for linear key procedure).

In general, the delivery of any production material via FTP Server is recommended.

b) Other special forms of advertising using moving images

Graphics & logos (RGB color space)

- Logos are recommended as vector graphic in *.EPS or *.AI. Alternatively, as „graphic“ without background (s.b.)
- Graphics as *.TIFF, *.TGA, *.PSD or *.PNG (full screen graphics). (if necessary, exempted. *.TIFF and *.PSD files may not contain any level dependencies).

Fonts

Embedded fonts are not allowed. These must be converted as pixel images or vector graphics in all materials. Generally, fonts are recommended as paths or high resolution pixel images (if necessary, exempted).

Moving image

- Quicktime Animation 100% RGB + Alpha (with overfilled fill for linear key procedure). Or an MXF XDCAM HD 422 (fill and key in separate files).
- Standardratio: TV standard 16:9
- Refresh rate: 25 frames/ second (interlaced)

Audio

- Channels: stereo
- Audio tracks: separated audio files; no mixed audio files
- Uncompressed: 48 kHz 24bit
- Format: *.WAV or *.AIF
- GEMA Data

In general, the delivery of any production material via FTP Server is recommended.

3. DEFINITION „SAFE AREAS“

Example: „Safe Areas“ 16:9

[image resolution: 1920x1080px]

Due to certain technical tolerances, not all TV devices represent the complete outside area of the transmitted image. As a result, image information can be displayed incompletely or not at all if they are located in these areas.

For this reason, TV stations have defined standards where the content of the image should be located. In this so-called „Safe Area“ is ensured, that important image information is visible in the picture when broadcasting.

Within this „Safe Area“ all by law required labelings (like „Werbung“) must appear. Compliance with this requirement is meticulously monitored during the technical inspection by TV broadcasters.



Note: The requirements for the Safe Areas with 7% and 10% are Group specifications of ProSiebenSat.1 Media SE:

http://www.prosiebensat1produktion.de/wp-content/uploads/2016-Technische-Richtlinien_2.3.pdf

3. DEFINITION „SAFE AREAS“

Action Safe:

- Measures 7% of the image height as well as the image width. Thus, 3,5% from each side edge.
- Distance in pixels: left & right 68px each, top & bottom 38px each

Title Safe:

- Measures 10% of the image height as well as the image width. Thus, 5% from each side edge.
- Distance in pixels: left & right 96px each, top & bottom 54px each

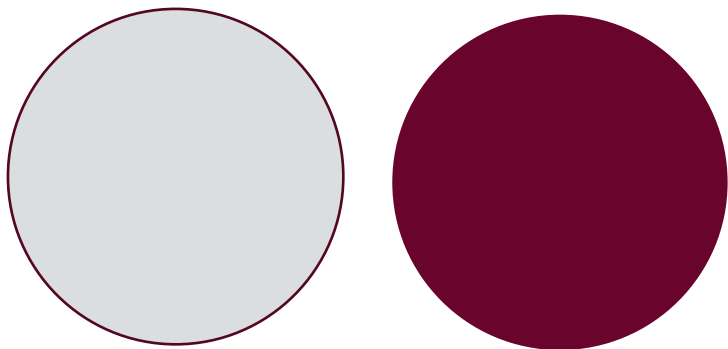


4. FRAME DIMENSIONS*

PROSIEBEN (L-FRAME)

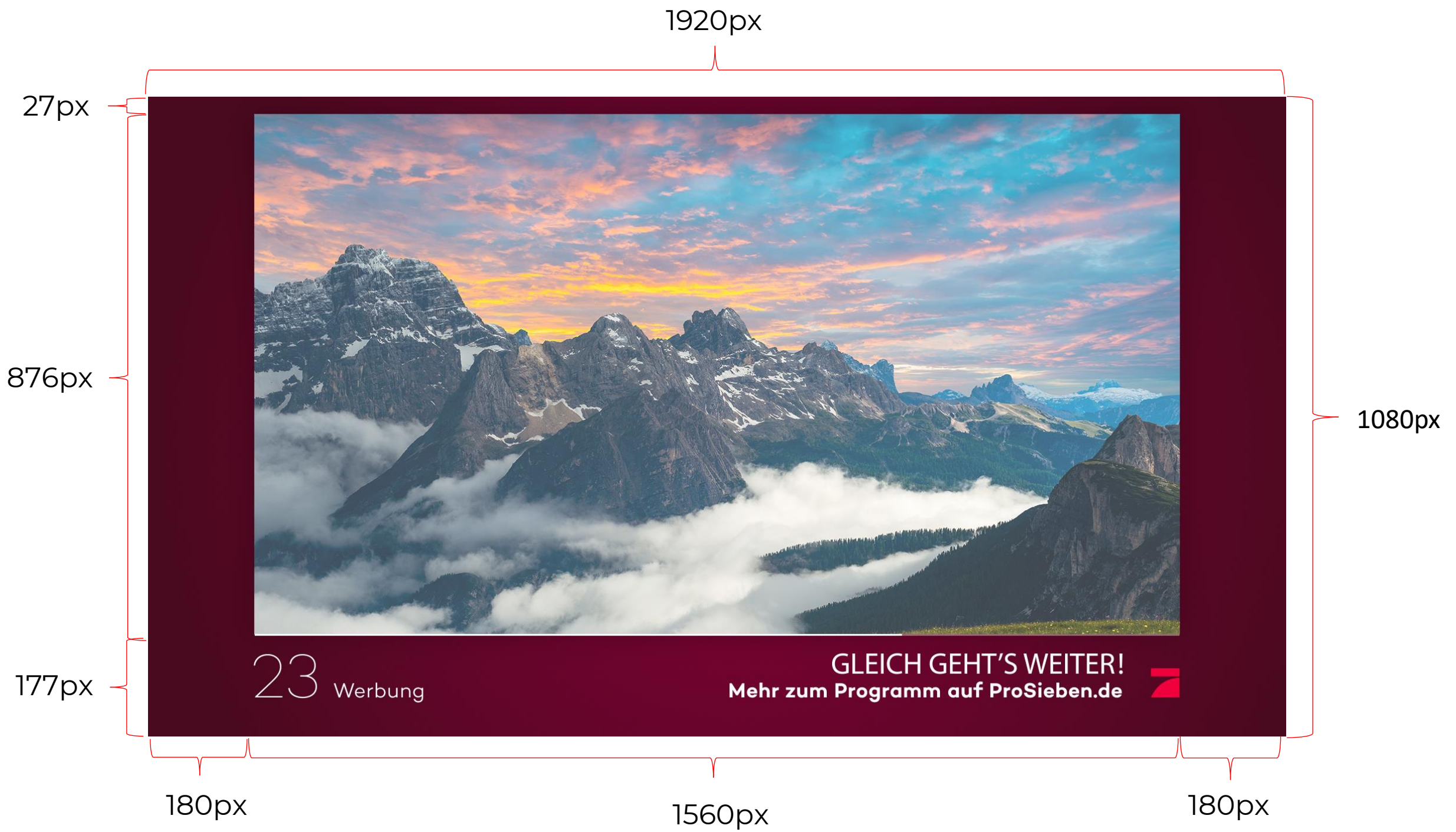


More ProSieben colors

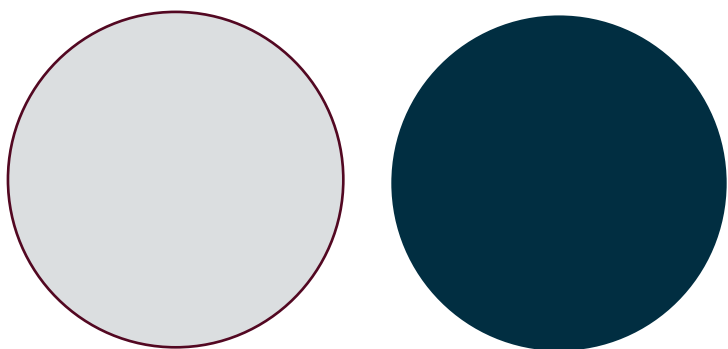


4. FRAME DIMENSIONS*

PROSIEBEN (U-FRAME)

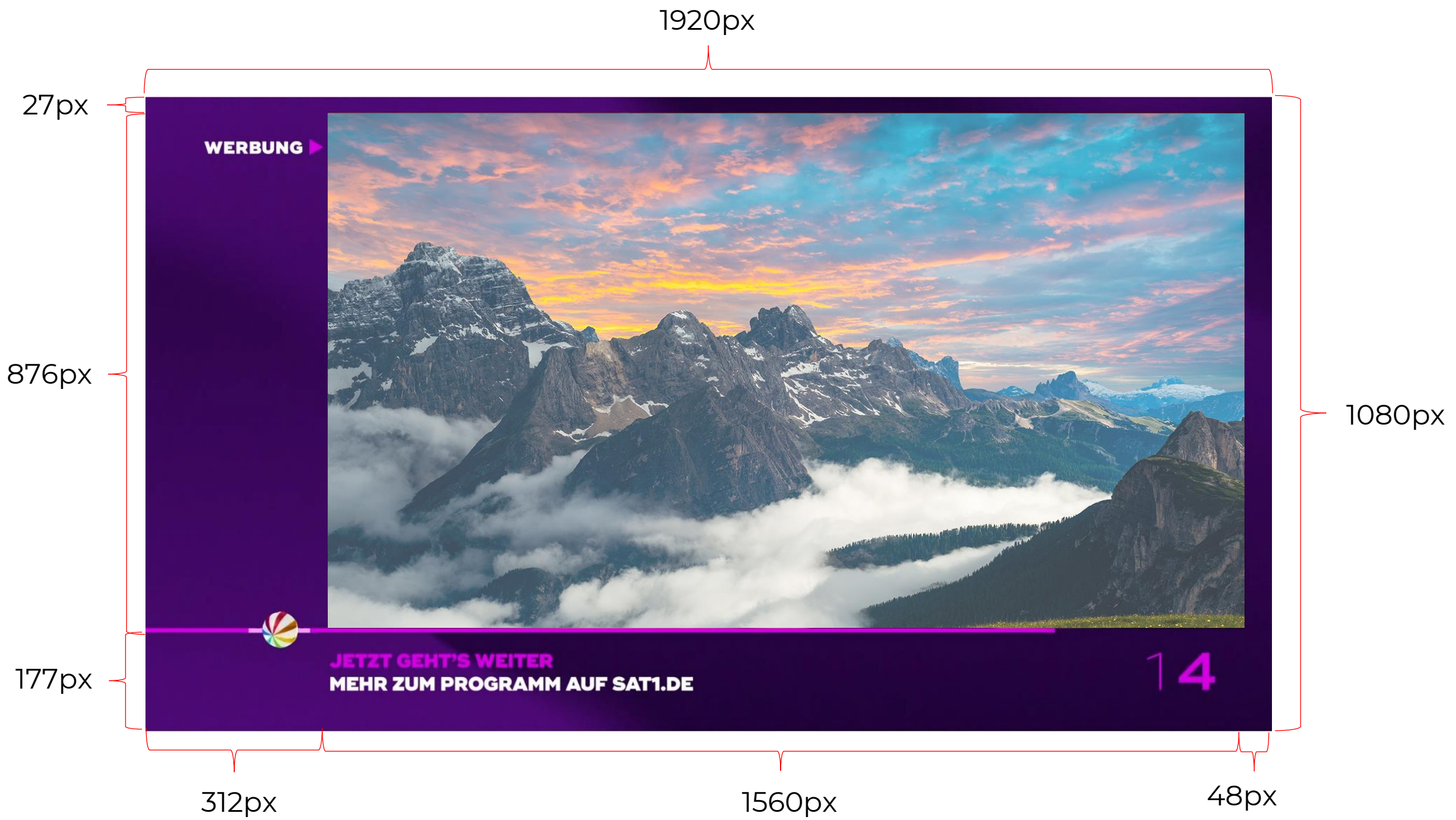


More ProSieben colors



4. FRAME DIMENSIONS*

SAT.1 (L-FRAME)

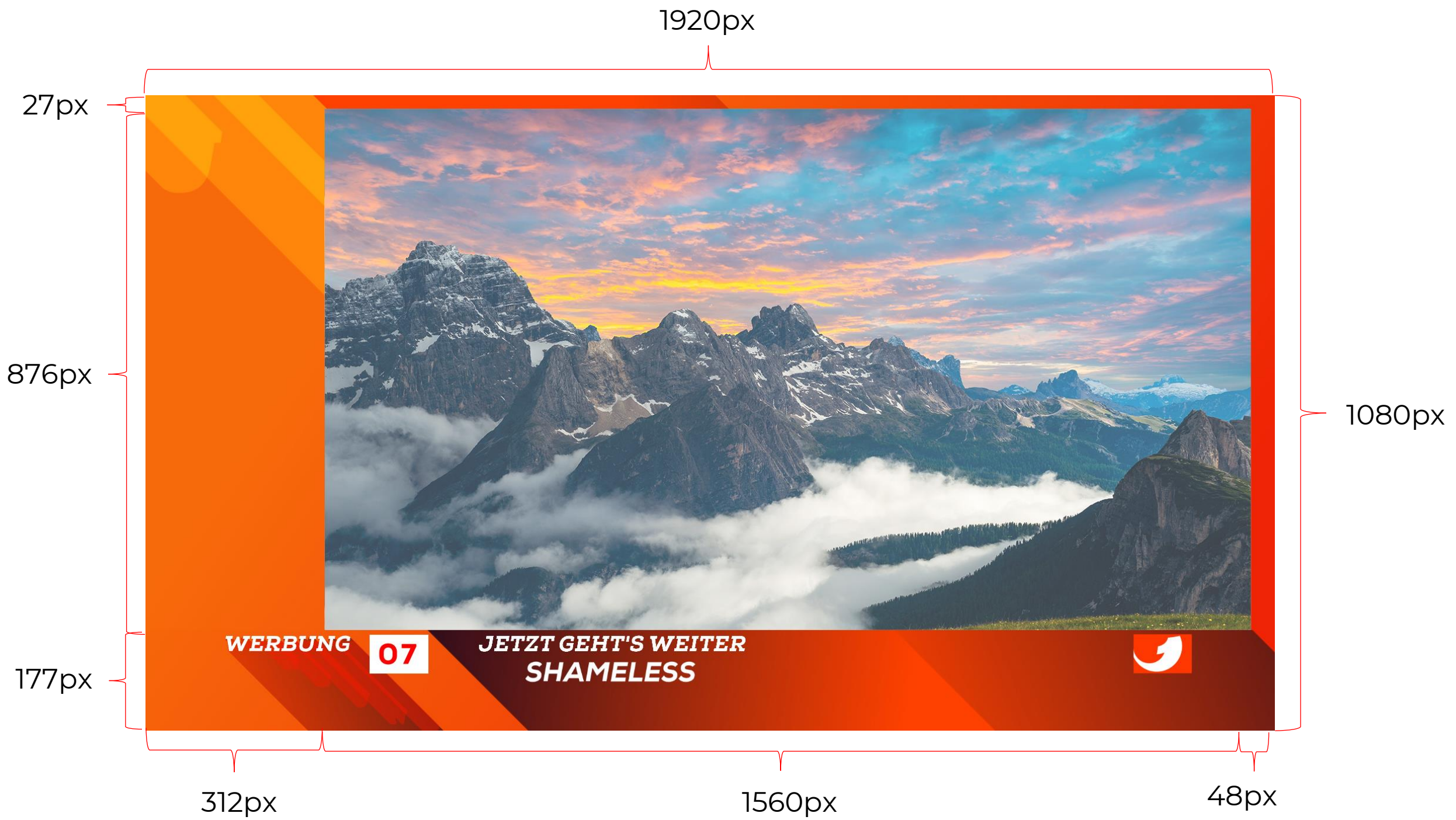


More Sat.1 colors



4. FRAME DIMENSIONS*

KABELEINS (L-FRAME)



4. FRAME DIMENSIONS*

SIXX (L-FRAME)



5. PROGRAM ANNOUNCEMENTS

Split advertisement formats require a split frame (L-, U-frame, Wallpaper) or a lower third, where the corresponding format/ program announcements must be integrated.

As ProSiebenSat.1 Media SE holds the right on its own CI elements and as every station has its's own specific logic the integration of program announcements can only be produced via Seven.One AdFactory.

A distinction is made between the following split positions:

- **Single Split + Countdown**
(each individual program titel + neutral backup version)
- **Trailer Split + Countdown**
(neutral)
- **Programm Split + Countdown**
(neutral)
- **Pre Split**
(neutral)

6. CUT IN

Cut Ins (standard and zoom) can be delivered in final form or, if required, produced by Seven.One AdFactory*.

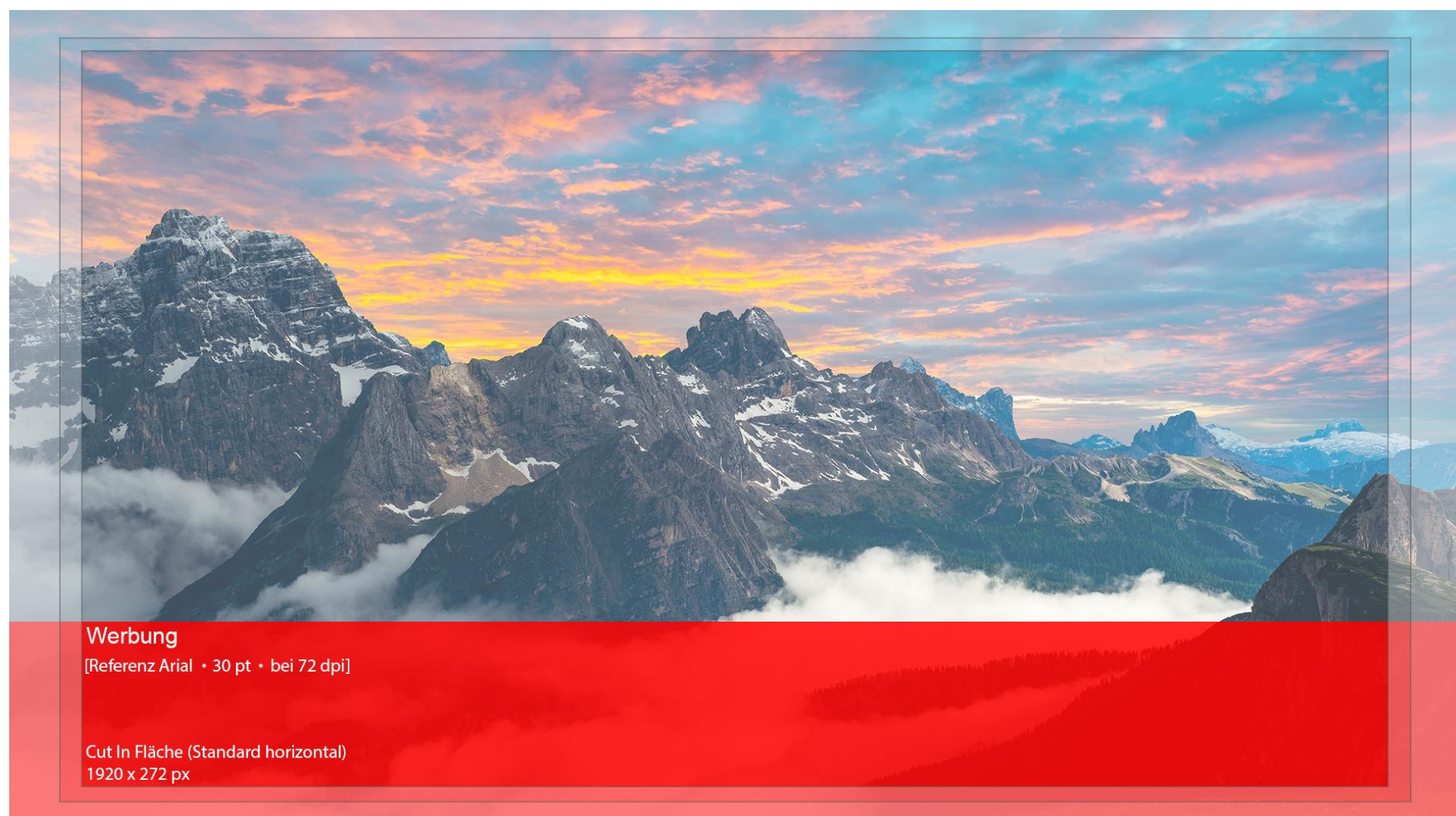
General information:

- Without sound
- Can be animated
- 7" or 10" in length
- Labeled with „Werbung“ (Advertisement) (Please see notes on [page 5](#))
- Cut ins provided without any animation will be faded in and/or out with a transition of 6 frames

Delivery of production materials: see [item 2](#)

STANDARD HORIZONTAL

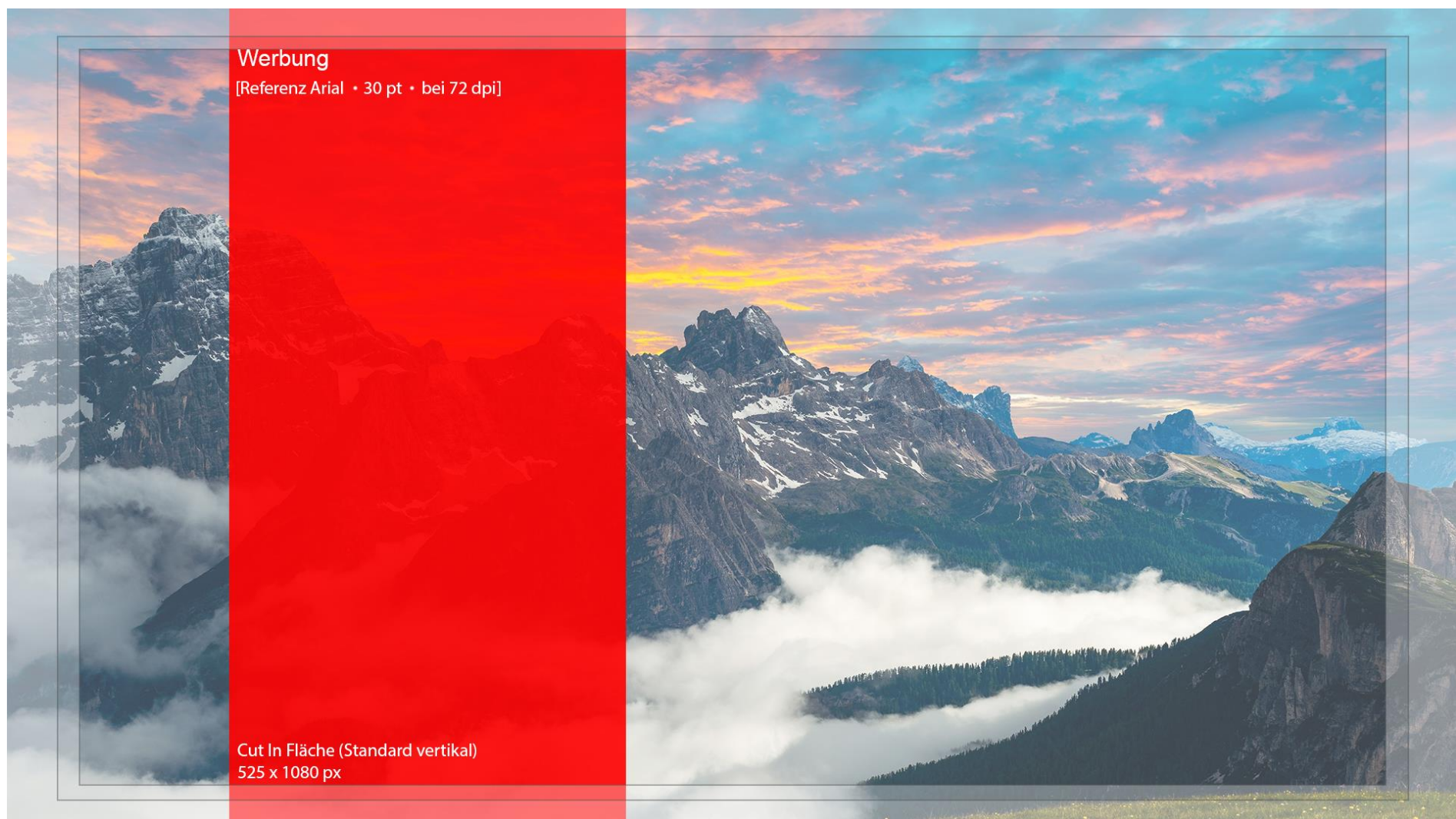
The horizontal cut in has a defined area and is aligned to the bottom of the screen. It is not higher than 272px across the entire screen width of 1920px.



6. CUT IN

STANDARD VERTICAL

The vertical cut in has a defined area and position at the left side of the screen and is not wider than 525px across the entire screen height of 1080px.



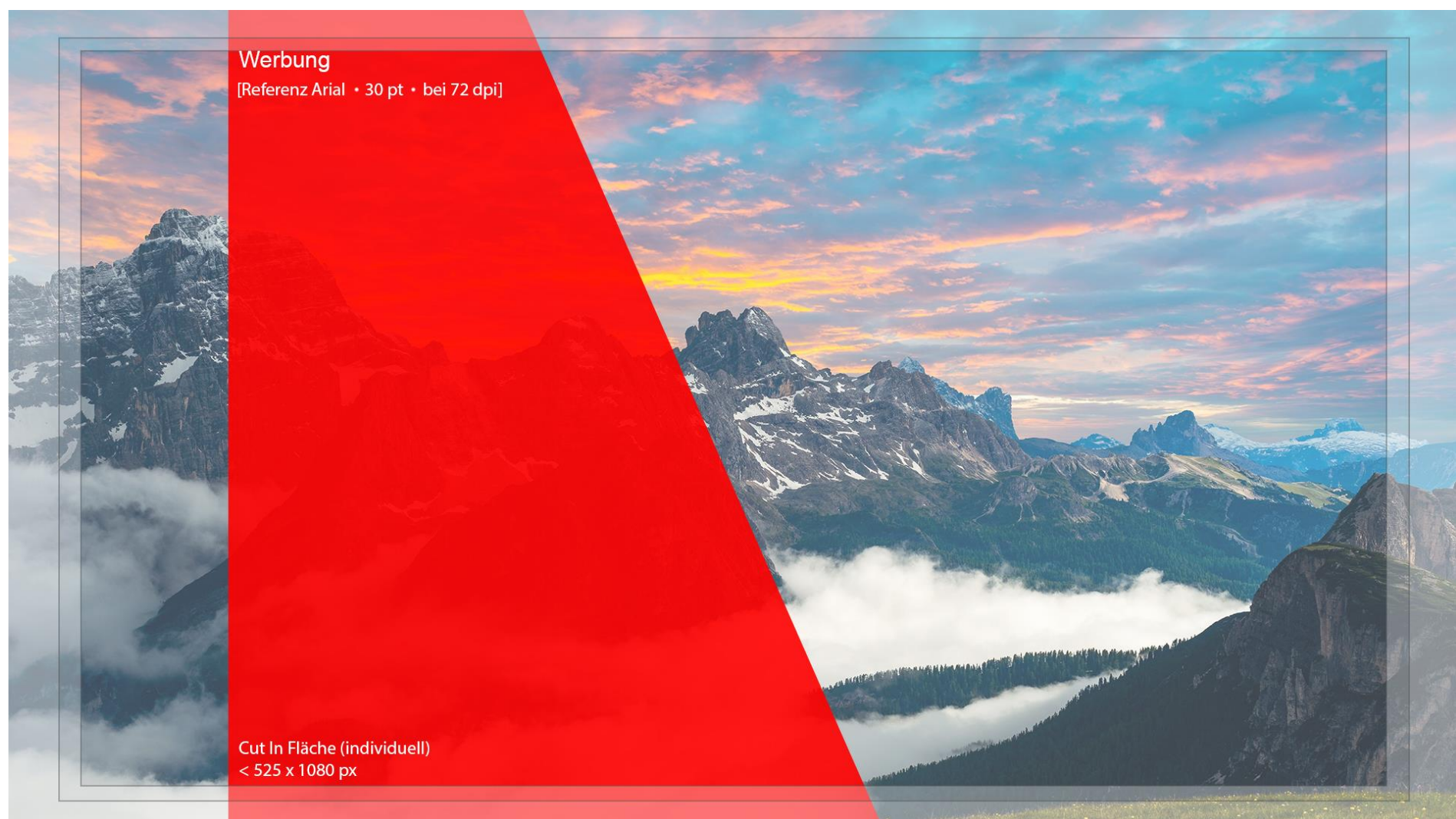
6. CUT IN

INDIVIDUAL

For technical reasons, the production of cut ins that exceed the prescribed area of a standard cut in must be produced by ProSiebenSat.1 Produktion. The individual material must be delivered to Seven.One AdFactory.

Delivery of production materials: [see point 2](#)

Example of an individual cut in:



6. CUT IN ZOOM

The cut in zoom can be delivered in final form or, if required, produced by Seven.One AdFactory*. The cut in zoom has no sound.

The label **Advertisement** will be integrated by the Seven.One AdFactory in both cases. (Reference: Arial 30pt white with black drop shadow or black with white drop shadow at 72 dpi.)

Placement of the advertisement label either top left in the title-safe (Fig.1) or bottom right below the programme window in the title-safe area (Fig.2). For the advertisement label, either a space of 175*60 pixels starting from the action safe area at the top left, or a space of 175*55 pixels starting from the action safe area right edge below the programme window must be kept free of logos and text (Fig.3).

The size of the **programme window** corresponds to 40% of the full frame, 1216*685 pixels, and is placed adjacent to the action safe area (Fig.1). Correspondingly, this space must be kept free to prevent the programme window obscuring content (Fig.3).

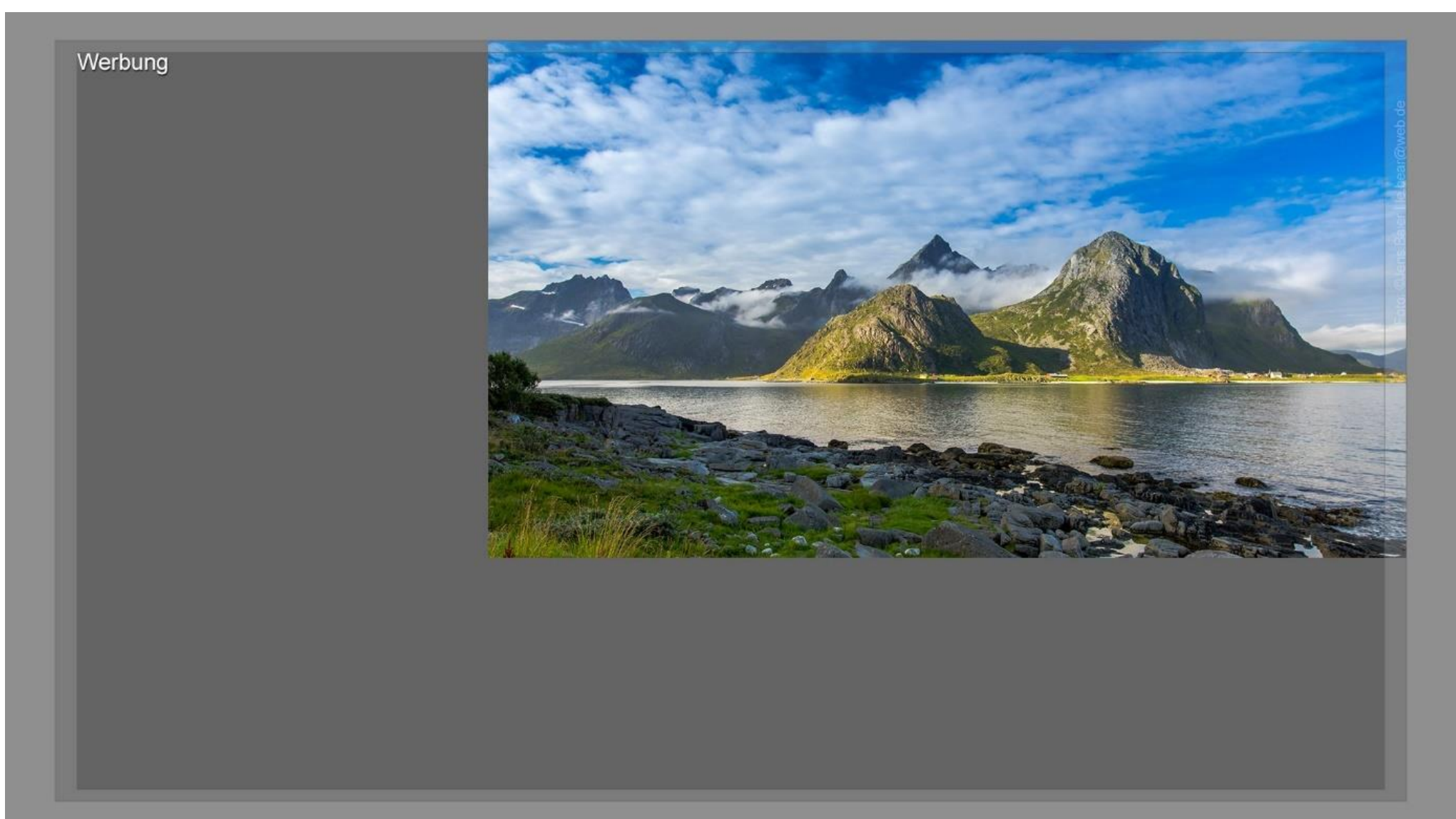


Fig.1

**6. CUT IN
ZOOM**

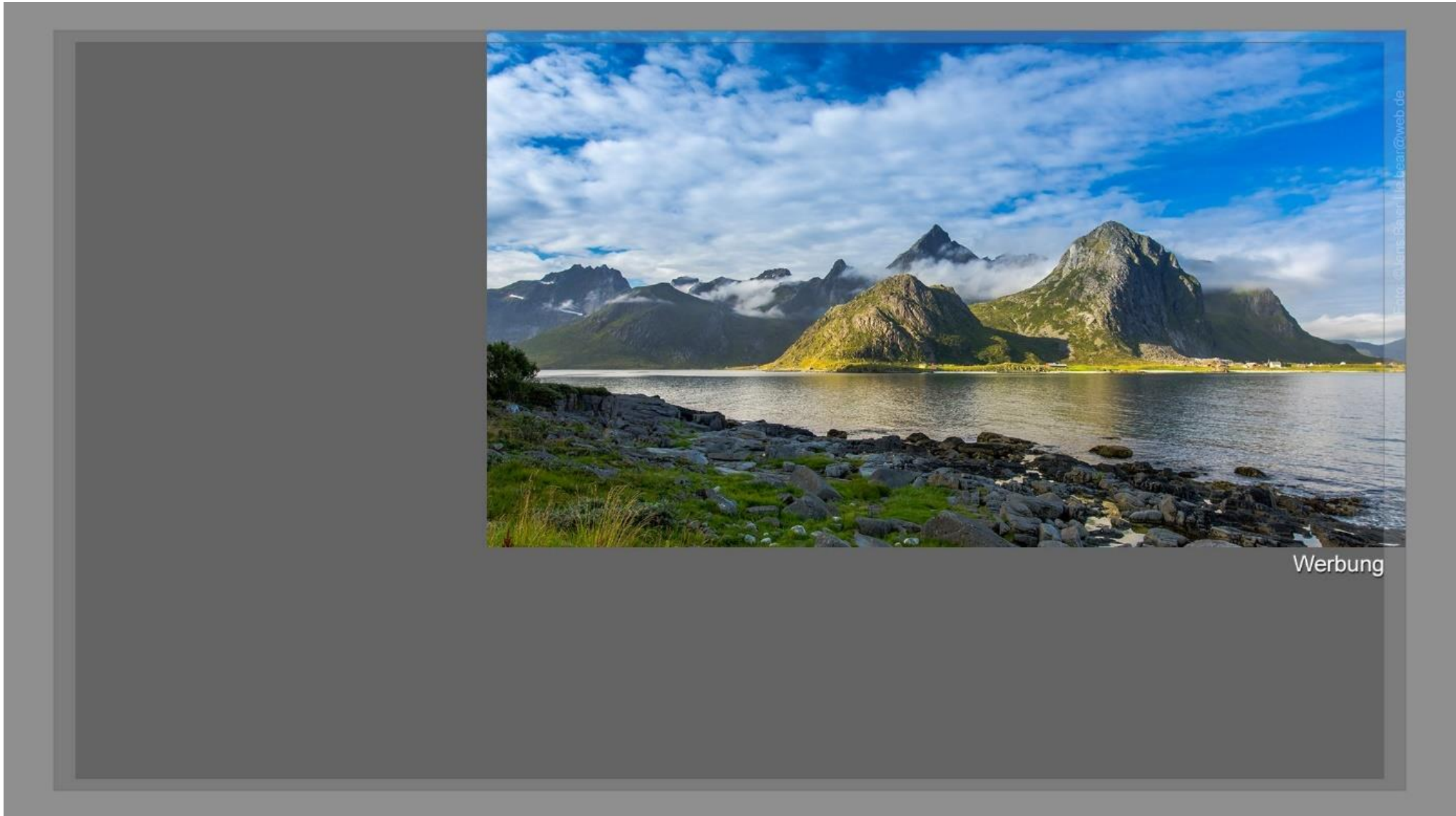


Abb.2

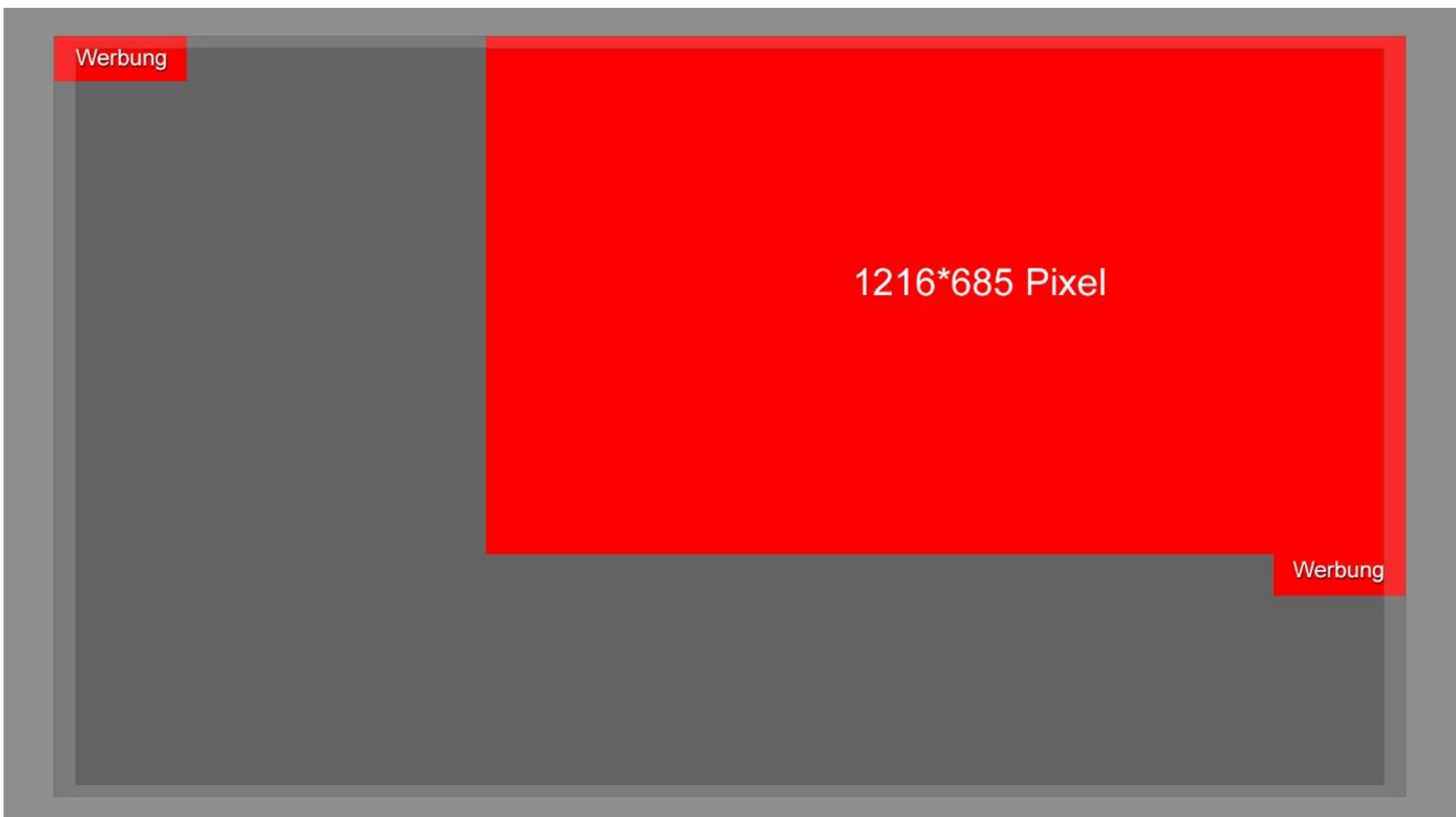


Abb.3

7. (ENTERTAINMENT) TIPS

(Entertainment) Tips usually consist of an opener, the customer's spot (where required with an integration of a lower third) and a closer. If desired, there is also the possibility to incorporate a 5" online extension.

If further requests of individualization are required (including timing or other elements for integration) Seven.One AdFactory must be consulted in terms of production.

(Entertainment) Tips must be marked permanently with the labeling „Werbung“ during the classical interrupting commercial block (Annotations regarding the advertisement labeling see [item 5](#)).

As ProSiebenSat.1 Media SE holds the right on its own CI elements and as every station has its own specific logic the integration of program announcements can only be produced via Seven.One AdFactory.

Delivery of production materials: see [item 2](#)

8. PRIZE GAME (PROMOTIONAL/ EDITORIAL)

As all rights to the broadcaster's own CI-elements are reserved to ProSiebenSat.1 Media SE, a finalization is only possible via Seven.One AdFactory. Prize Games can only be produced in consultation with Seven.One AdFactory.

For the production of Prize Games (promotional/ editorial) Seven.One AdFactory must be consulted in terms of production.

Delivery of production materials: see [item 2](#)

9. MOVESPLIT

The MoveSplit must be marked as advertisement from the first frame a promotional element is shown. This is ensured by the integration of the station's lower third or split frame (L-, U-frame) with the corresponding promotional labeling. Depending on which split position is booked, individual program announcements must be integrated within the lower third or split frame.

A MoveSplit can only be produced in consultation with Seven.One AdFactory, as all rights to the broadcaster's own CI-elements are reserved to ProSiebenSat.1 Media SE.

Delivery of production materials: see [item 2](#)

Frame dimensions for split frames & lower thirds: see [item 4](#)

Program announcements: see [item 5](#)

10. ID SPOT

From an advertisement announcing screen (marked with „Werbung“, at least 3“), the station ID element transitions with a customized move into the customer's spot.

This element must always be placed right before the first spot of the commercial break. Due to the preceding advertisement labeling as well as the element's position, there is no need for a lower third or a split frame.

An ID Spot can only be produced in consultation with Seven.One AdFactory, as all rights to the broadcaster's own CI-elements are reserved to ProSiebenSat.1 Media SE.

Delivery of production materials: see [item 2](#)

11. INDIVIDUAL SPLIT FRAME

Individual split frames are defined by an individualization of the channel's split frame face (L-U-frame), which enclose a spot placed within a split position. As with the MoveSplit, the logics for the relevant station program announcements must be included in the individual split frame.

As all rights to the broadcaster's own CI-elements are reserved to ProSiebenSat.1 Media SE, a finalization is only possible via Seven.One AdFactory. Individual split frames can only be produced in consultation with Seven.One AdFactory.

Delivery of production materials: see [item 2](#)

Frame dimensions for split frames & lower thirds: see [item 4](#)

Program announcements: see [item 5](#)

12. HIGHLIGHT SPLITS

The highlight split is a split variant presenting the customer's spot with a fluent transition subsequent to the station's program highlight screen. This split variant is the only one that can dispense with a direct inclusion of a channel split frame (L-, U-frame) or lower third.

As all rights to the broadcaster's own CI-elements are reserved to ProSiebenSat.1 Media SE, a finalization is only possible via Seven.One AdFactory. Highlight splits can only be produced in consultation with Seven.One AdFactory.

Delivery of production materials: see [item 2](#)

13. SIXX TV POSTER &

CHANNEL INDIVIDUAL SPLIT FRAME

The TV poster offers the possibility to show print advertisements and stills on a billboard. This face can also be used for moving images in a horizontal format (channel individual split frame).

As with the classic individual split, the logics for the relevant station program announcements must be included in the individual split frame.

As all rights to the broadcaster's own CI-elements are reserved to ProSiebenSat.1 Media SE, a finalization is only possible via Seven.One AdFactory. Sixx TV posters & channel individual splits can only be produced in consultation with Seven.One AdFactory.

Delivery of production materials: see [item 2](#)

Frame dimensions for split frames & lower thirds: see [item 4](#)

Program announcements: see [item 5](#)

General technical information:

- Individual color timing (background) compliant with the customers CI
- Face: 690x100px
- Final shape: 1920x1080px
- Length: 15"-30"

14. TV ADVERTORIALS

A TV advertorial is a special form of product advertisement, with a length of at least 90 to 300 seconds.

TV advertorials can only be produced in consultation with Seven.One AdFactory

Delivery of production materials: [siehe Punkt 2](#)

15. SPONSORINGS

SPONSORING-BILLBOARDS

Sponsored programs are surrounded by a reference to the sponsor at the beginning and ending of the program, as well as before or after the commercial break, with a length of 7" or 10".

The following sponsoring elements will be distinguished:

- Opener (program- and/or trailersponsoring)
- Reminder „Jetzt“
- Closer

Sponsoring billboards can only be produced in consultation with Seven.One AdFactory

Delivery of production materials: see [item 2](#)

16. CONTACT

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Commercial Production

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