

Technical requirements for the digital delivery of a sponsor trailer to ZDF:

An FTP server is available for the data transfer for the digital delivery of a sponsor trailer to ZDF:

The address is:

ftp://produktionsnetzgateway.zdf.de

To avoid technical problems we recommend using an ftp-client for the data transfer.

The following technical specifications apply:

Video encoding:

HD adverts: MPEG 2, 100 Mbit/s 720P50 or 1080i/25 I-Frame-Only, Containerformat: MXF OP1a
XDCAM HD 422, 720p50 or 1080i/25, 50MBit/s, Containerformat: MXF OP1a
AVC-I100, 720p/50 or 1080i/25, Containerformat: MXF OP1a

SD adverts: DVC Pro50, Containerformat: MXF OP1a
IMX, 50 MBit/s, Containerformat: MXF OP1a

Audio encoding in SD and HD:

Linear PCM, 24 Bit / 48 kHz. Channel assignment: stereo broadcasting sound on track 1 & 2, level control in accordance with the technical guidelines.

For adverts and sponsor trailer applies after the R128s1 from 01.04.2017:

Target level Programme Loudness: **-23,0 LUFS (± 0,5 LU)**
Maximum Short term Loudness: **-18,0 LUFS**

Maximum True Peak Level: **-1dBTP**

Each sponsor trailer must be delivered in a separate file (maximum length: 5 mins). Each file must be assembled with **2 frames of black before and after the advert**. The file name may not exceed 32 characters. Please make sure that the file name does not include any special characters (including ß, ä, ö, (, <, & ...). The SOM should start at 00:00:00:00. Only MXF files may be placed on the server.

For first-time users of our system it is required to send us a test file for our approval in advance, otherwise we are unable to guarantee a broadcast of the advert. Please take into account that we need the file five working days before the broadcast, just like tapes, as they still need to be approved regarding technical specifications and content. If necessary, however, a shorter term solution can be arranged on demand.

In order to send you the login data, we need you to e-mail the following information to the contact people in our Sponsorship Department:

<http://www.zdf-werbefernsehen.de/unternehmen/unternehmen/kontakt/team-zdf-werbefernsehen/>

- Company
- Name of contact
- Telephone number
- E-mail address

You will then receive the login data from us by e-mail.

The delivery form has to be completed separately for every single sponsor trailer.

<http://www.zdf-werbefernsehen.de/unternehmen/kundenservice/bandlose-spotanlieferung/>

Our Sponsorship Department is happy to help in case you have any queries.

Tel.: 0049-6131 / 7014065, 7014296

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