



BULGARIA

BULGARIA WHITE PAGES | FILE SPECIFICATIONS

To maintain a consistently high-quality product Adstream requires all material for distribution in this region to be supplied to the following specifications:



File Specification

Apple ProRes 422HQ 1080/50

Video:

Codec : Apple Quicktime ProRes 422 (HQ)

Container : MOV

Profile : HQ

Chroma Subsample : 4:2:2

Interlacing : Upper/TFF

Frame Size : 1920x1080

Frame Rate : 25 FPS

Aspect Ratio : 16:9

Audio:

Codec : PCM (Little Endian)

Sample Rate : 48kHz

Sample Size : 24bit

Channels : Stereo

MXF Wrapped XDCAM 1080/50

Video:

Codec : XDCAM 422

Container : MXF

Profile : MPEG-2 422P@HL

Bitrate : 50Mb/s CBR

Chroma Subsample : 4:2:2

Interlacing : Upper/TFF

GOP Structure : Long GOP

Frame Size : 1920x1080

Frame Rate : 25 FPS

Aspect Ratio : 16:9

Audio:

Codec : PCM (Big/Little Endian)

Sample Rate : 48kHz

Sample Size : 24bit

Channels : Stereo

MPEG-2 Transport Stream 1080/50

Video:

Codec : MPEG-2

Container : MPEG-2 Transport Stream

Profile : 422P@HL

Bitrate : 100Mb/s CBR

Chroma Subsample : 4:2:2

Interlacing : Upper/TFF

GOP Structure : I Frame Only

Frame Size : 1920x1080

Frame Rate : 25 FPS

Aspect Ratio : 16:9

Audio:

Codec : PCM

Sample Rate : 48kHz

Sample Size : 24bit

Channels : Stereo



Video Level Requirements

TV Format : HDTV

Aspect Ratio : 16:9

Title Safe : 16:9 as per EBU R.95-1

All Video Signals Should Comply With ITU-R
BT.709-5 And Video Signals Should Not Exceed
The Specified Limits

Video Levels Should Not Exceed 700mV, Or Fall
Below 0mV

Out of gamut tolerance

Whilst Adstream and the Broadcasters will reject
illegal video levels they understand there may be
instances where it is difficult to completely avoid,
and following EBU recommendation Rec.103-2000
will allow a small tolerance, assuming that no more
than 1% of the active picture is in error.

- Luminance (Y) -1% and 103%
(ie between -7mV and 721mV)
- RGB video levels -5% and 105%
(ie between -35mV and 735mV)



Audio Level Requirements

Depending on the final destination, the SCE region
accepts audio mixed as either:

PPM / Max Peak

- Permitted Maximum Level : PPM 6 (-10dBFS)
 - Alignment Level : 1kHz@ -18dBFS
 - Ballistic : PPM Type IIa as per IEC 60268-10
- Refer to EBU R68-2000 for guidance on alignment
levels

Croatia, Malta, Slovenia and Bulgaria:

Files should always be R128

EBU R.128-2014

- Integrated Loudness Program : -23 LUFS
- Target Level Tolerance : +/- 0.5 LU
- Maximum True Peak : -3dBTP
- Maximum Momentary : -15 LUFS

Clock/Slate and Pre & Post Roll Information

	Duration	Example Timecode
TVC	30"	00:00:00:00 - 00:00:29:24

Clock/Slate Information

For this region a valid clock/slate is Not Required

File naming should be: *ClockNumber_Product* or *Product_Title_Duration_Audio*

The clock number on the order must contain a maximum of 20 characters

It is advised to use the layout **BBB-PPPNNN-DDD** where:

- B : Brand/Agency
- P : Product
- N : Unique Sequential ID Number
- D : Duration

Further Audio Guidance:

- Content delivered mixed to max peak ('R68'/PPM) can be converted to meet the EBU R128 program loudness requirements.
- Care must be taken when converting from R128 to 'R68'/max peak, as this may result in unintentionally low audio levels.

Where required this will be normalized to meet the correct program loudness.

Bulgaria: Files should always be R128 Additional Information:

TVC duration must be to the complete number of frames.

For example at 25fps the number of frames for a 30" TVC will need to be 750 frames.

