



## 2016 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 the Bloomberg TV SFTP server.

### > File Submission Process

- Bloomberg uses a secure FTP server for file delivery; access is via a secure private key available upon registration.
- Upload your file to the primary Bloomberg TV SFTP server, ensuring the file name complies to the below standard.
- Once upload is complete, verify that the file size on the SFTP server matches the file size on your local device.
- Once verified, please email the traffic team. Contact details can be found below.
- In the event of SFTP failure please use Google Drive for delivery. Please note that most other file delivery systems are blocked by our firewall.

### > SFTP Server – Registration is required, please use contact details below to register

Host: bfm1-sftp.bloomberg.com \*Please use **bfm2-sftp.bloomberg.com** in case of issues with our primary server  
Folder: /TRAFFIC (DO NOT DELETE) \*FTP login instructions and private key are available upon registration

### > Delivery Deadline

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

### > Regulatory Bodies

Bloomberg TV is subject to the Ofcom Broadcasting Code of 2009. Bloomberg TV reserves the right to reject any material that does not comply with this code. Please visit [www.ofcom.org.uk](http://www.ofcom.org.uk) for further information.

All commercials must be supplied in English with the relevant clock number, ISCI or Ad-iD code. These are the unique codes which identify the commercial and contain information relating to any music used.

For advertisements to broadcast in Malaysia, please submit the following 3 documents

1. Censorship certificate 2. MIM certificate 3. Resit Resmi together with an mpeg copy of TVC to Serene Chew – Bloomberg Media Sales: Email: [schew27@bloomberg.net](mailto:schew27@bloomberg.net) | Tel: +852 2977 2046

### > 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.

### > Contact details

**APAC:** Dan Leach / Rita Poon – Bloomberg TV: Broadcast Ad Operations

Email: [dleach7@bloomberg.net](mailto:dleach7@bloomberg.net) | Tel: +852 2977 6499

Email: [rpoon14@bloomberg.net](mailto:rpoon14@bloomberg.net) | Tel: +852 2977 2011

25/F, Cheung Kong Center, 2 Queen's Road Central, Hong Kong

**EMEA:** James Outhwaite / Sophie Bennett – Bloomberg TV: Broadcast Ad Operations

Email: [jouthwaite1@bloomberg.net](mailto:jouthwaite1@bloomberg.net) | Tel: +44 203 525 0411

Email: [sbennett73@bloomberg.net](mailto:sbennett73@bloomberg.net) | Tel: +44 203 525 0416

City Gate House 39 - 45 Finsbury Square London, EC2A 1PQ, United Kingdom

### Bloomberg TV UK/EMEA/Australia broadcast in standard definition, HD files are required to ensure maximum quality but will be scaled to SD for TX

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.

## > A/V specifications – Outline

- Each file must contain a countdown clock including title, agency, version, clock number/ISCI/Ad-ID, date of production, audio standard, aspect ratio, spot duration and display 'Teletext 888/CC' if subtitles/closed captions are present
- All files must be in PAL format – 25fps/50i – 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
- There must be no audio for the first 6 and last 6 frames of the spot
- Should the commercial contain stroboscopic images or fast cuts, please visit [www.onlineflashtest.com](http://www.onlineflashtest.com) for further guidance
- A video lineup signal must be included at the start of the file. The lineup signal must consist of 75% EBU color bars
- Digital audio reference level must accompany the video lineup signal. This must consist of 1kHz EBU, phase coherent tone at -18dBFS/4PPM
- Video should be encoded at a constant bit rate of not less than 36Mbps

File lineup requirements, using a 30 second commercial as an example;

09:58:00:00 – 75% EBU BARS WITH 1kHz PHASE COHERENT STEREO TONE @ -18dBFS, IDENTED ON CHANNEL 01 (LEFT)

09:59:30:00 – CLOCK

09:59:57:03 – BLACK

10:00:00:00 – START OF VISION

10:00:00:06 – EARLIEST START OF COMMERCIAL AUDIO (6 FRAMES AFTER START OF VISION)

10:00:29:18 – SOUND ENDS (6 FRAMES BEFORE END OF THE COMMERCIAL)

10:00:30:00 – END OF THE 30" COMMERCIAL WITH A 10" HOLD OF THE LAST FRAME

## > 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/16bit or 24bit
HD	AVC-Intra 100	MXF OpAtom	1920x1080 – Square @ 1.0	16:9	CH1&2 - STEREO TX @ 48kHz/16bit or 24bit
HD	MPEG-2 HD422	MXF MPEG2	1920x1080 – Square @ 1.0	16:9	CH1&2 - STEREO TX @ 48kHz/16bit or 24bit

## > 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
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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

All files without a registered Ad-ID, ISCI or Clock Number must be named to the below format;

### 1. BCH

2. Job Number – 4 digits long, please use the first 4 letters of the advertisers name

3. Date sent – 4 digits long. Date followed by month

4. Duration of the spot in seconds

5. Version of the file. Please increment the version number where you have multiple spots for the same campaign

6. Revision number. Please use if the spot needs updating due to required fixes, requested by either party before TX

Bloomberg File Name Format	Example File Name	Notes
BCH_XXXXXXXX_DXXX_VX_RX.mxf	BCH_BLOO0205_D030_V1_R0.mxf	COMMERCIAL FROM BLOOMBERG, SENT ON 2 <sup>ND</sup> MAY, 30 SECONDS LONG, ORIGINAL MASTER