

MAGENTA TV – UEFA EURO 2024™ AD MEDIA SPECIFICATIONS

20.03.2024



SPORT
MEDIA
NET

ADVERTISING MATERIAL DELIVERY

GENERAL INFORMATION

DELIVERY PROCESS AND LEAD TIME

The advertising forms can be provided via download link or a file-sharing platform (e.g. PEACH).
An upload link can be provided on request.

- Lead time: **10 working days** before first broadcast

CONTACT

If you have any queries regarding the delivery of advertising material and/or the technical specifications,
please e-mail us at: aftersales@sportmedianet.de

COMMERCIAL SPOT

DESCRIPTION

Classic spot in one of the exclusive, short commercial breaks before, during the half-time break or after all matches.

Pre-match commercial break approx. 15 minutes before kick-off.

Half-time commercial break shortly after the final whistle of the 1st half.

Post-match commercial break after the end of the match following an initial summary from the studio.

TECHNICAL SPECIFICATIONS | BROADCAST STANDARD

Video

- Codec: AVC Intra Class 100 OR Apple ProRes 422 HQ
- Container: MXF or MOV
- Resolution: 1920x1080 px
- Frame Rate: 50 FpS

Audio

- Audio Format: 8 Channels, 24 Bit, 48 Khz
- Audio Levels: EBU R128 Stereo-Mix

PRE-/POST-SPLIT

DESCRIPTION

Pre-Split

The spot is placed in a split window with program information directly before the commercial break in the run-up to each game.

Post-Split

The spot is placed in a split window with program information and a time countdown (loading bar) directly after the commercial break in the run-up to each game.

TECHNICAL SPECIFICATIONS | BROADCAST STANDARD

Video

- Codec: AVC Intra Class 100 OR Apple ProRes 422 HQ
- Container: MXF or MOV
- Resolution: 1920x1080 px
- Frame Rate: 50 FpS

Audio

- Audio Format: 8 Channels, 24 Bit, 48 Khz
- Audio Levels: EBU R128 Stereo-Mix

COUNTDOWN SPLIT

DESCRIPTION

Integration of the spot in an exclusive split window with program information and a time countdown (loading bar).

The split is placed after the half-time analysis and shortly before kick-off of the 2nd half.

A maximum of two advertisers possible, each with a max. length of 30 seconds.

TECHNICAL SPECIFICATIONS | BROADCAST STANDARD

Video

- Codec: AVC Intra Class 100 OR Apple ProRes 422 HQ
- Container: MXF or MOV
- Resolution: 1920x1080 px
- Frame Rate: 50 FpS

Audio

- Audio Format: 8 Channels, 24 Bit, 48 Khz
- Audio Levels: EBU R128 Stereo-Mix

GOLDEN BREAK [SINGLE SPOT]

DESCRIPTION

Golden Break I

The spot is placed after the national anthems directly before the kickoff of the 1st half. Last advertising opportunity before the start of the 1st half.

Advertising spot: max. 30 seconds.

Golden Break II

The spot is placed directly after the final whistle of the 2nd half.

Last advertising opportunity directly at the live match.

Advertising spot: max. 30 seconds.

TECHNICAL SPECIFICATIONS | BROADCAST STANDARD

Video

- Codec: AVC Intra Class 100 OR Apple ProRes 422 HQ
- Container: MXF or MOV
- Resolution: 1920x1080 px
- Frame Rate: 50 FpS

Audio

- Audio Format: 8 Channels, 24 Bit, 48 Khz
- Audio Levels: EBU R128 Stereo-Mix

ADVERTISING FORMS

SECTION SPONSORING

DESCRIPTION

Exclusive sponsorship of an editorial section.

Visual and audio integration before the start and after the end.

Duration: max. 7 sec. each bumper.

TECHNICAL SPECIFICATIONS | BROADCAST STANDARD

Video

- Codec: AVC Intra Class 100 OR Apple ProRes 422 HQ
- Container: MXF or MOV
- Resolution: 1920x1080 px
- Frame Rate: 50 FpS

Audio

- Audio Format: 8 Channels, 24 Bit, 48 Khz
- Audio Levels: EBU R128 Stereo-Mix

SECTION SPONSORING

MEDIA LAW REQUIREMENTS

The existence of a sponsorship must be clearly indicated and there must be a **clear reference to the sponsored programme or editorial section** (on the image and/or sound level).

Example: „Die Analyse live bei MagentaTV wird/wurde Ihnen präsentiert von (*Werbekunde*)“
[„The analysis live on MagentaTV is/was presented by (*advertising customer*)“]

In the context of sponsor references, advertising that serves to promote the sale of products is not permitted! Consequently, the sponsor reference may not contain any additional advertising statements about the sponsor, products or brands (no purchase incentives, product descriptions or other call-to-action references), except for an image-forming slogan.

LICENSING REQUIREMENTS

No direct association with the UEFA EURO 2024 may be communicated or visualized.

The sponsorship motif must be coordinated and approved in advance (wording and content).