

MAGENTA SPORT AD MEDIA SPECIFICATIONS

Stand: 11.03.2025

Contents

1 GENERAL INFORMATION

1.1	Delivery of advertising material	3
1.2	Image and audio rights	4
1.3	Contact	4

2 ADVERTISING FORMS

2.1	Commercial spot	5
2.2	Pre-/Post-/Countdown-Split	6
2.3	Live-Split	8
2.4	Super-Split [Ice hockey /Basketball]	10
2.5	Super-Split [Football]	12
2.6	Programme sponsoring	14
2.7	Category sponsoring	17
2.8	Live-Frame	19
2.9	Super-Live-Frame	21
2.10	Super-Frame	23
2.11	Digital: Pre-Roll Presenting	25
2.12	Digital: Baseboard banner (web/app)	27

1 GENERAL INFORMATION

1.1 Process and delivery lead time

Commercial spot / Programme and Category sponsoring / Live-Frame / Super-Frame / Super-Live-Frame

- Delivery preferably via our platform Videobays (please contact us regarding the upload link)

Lead time: **7 working days** before first broadcast

Ad Splits (Pre-/Post-/Countdown-/Live-/Super-Split)

- Delivery of spots preferably via our platform Videobays (please contact us regarding the upload link)
- Please deliver customised backgrounds (Super-Split/Super-Live-Frame) via e-mail

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

Pre-Roll & Presenting (live/non-live) / Baseboard banner (web/app)

- Delivery of spots/presentings preferably via our platform Videobays (please contact us regarding the upload link)
- Delivery of the graphics/target URL via e-mail

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

1 GENERAL INFORMATION

1.2 Image and audio rights

Image rights

It is mandatory that all image rights are available to the content creator upon delivery of the advertising material.

Audio rights

Music and sound effects used on TV and online (VoD, stream, etc.) must be licensed.

Settlement with GEMA takes place via thinXpool GmbH (MagentaSport).

Important: Please send the **MusicCueSheet** to the e-mail address below before the first broadcast!

1.3 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

2 ADVERTISING FORMS

2.1 Commercial Spot

Technical specifications

MXF_XDCamHD422_1080i50_50MBit_8CH24

Video

- File Format MXF
- Video Format XDCamHD
- Video Profil 422
- Resolution 1920 x 1080 px
- Frame Rate 25 FpS
- Bit Rate 50 Mbit Video (overall 60Mbit inclusive Audio)
- Picture Scanning Type: Interlaced

Audio

- Channels 8 Channels
 - Audio Bit 24bits
 - EBU R128 Stereo-Mix (at least audio track 1 bis 4)
- Important: please do not deliver audio tracks with silence, but only with sound (at least 1-4, ideally 1-8)



2 ADVERTISING FORMS

2.2 Pre-/Post-/Countdown-Split

Description

Pre-/Post-Split

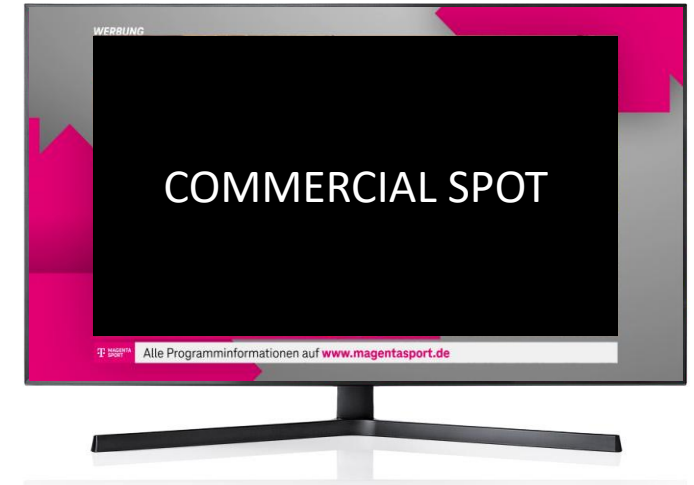
Exclusive position directly before or after the commercial break:

The spot is placed in a split window with programme information. In the case of the post-split, a time countdown is also integrated (loading bar).

Countdown-Split

Exclusive area directly before the start of the game or before the teams enter (football):

The spot is placed in a split window with programme information and a time countdown (loading bar).



2 ADVERTISING FORMS

2.2 Pre-/Post-/Countdown-Split

Technical specifications

MXF_XDCamHD422_1080i50_50MBit_8CH24

Video

- File Format MXF
- Video Format XDCamHD
- Video Profil 422
- Resolution 1920 x 1080 px
- Frame Rate 25 FpS
- Bit Rate 50 Mbit Video (overall 60Mbit inclusive Audio)
- Picture Scanning Type: Interlaced

Important: following spot lengths are possible: 15s/20s/25s/30s



Audio

- Channels 8 Channels
- Audio Bit 24bits
- EBU R128 Stereo-Mix (at least audio track 1 bis 4)

Important: please do not deliver audio tracks with silence, but only with sound (at least 1-4, ideally 1-8)

2 ADVERTISING FORMS

2.3 Live-Split

Description

Exclusive position in the middle of the live programme:

The programme window is reduced in size and the spot is embedded in an editorial split frame and played with sound.

The Live-Split is shown in the live signal immediately after the final whistle of a match.



2 ADVERTISING FORMS

2.3 Live-Split

Technical specifications

MXF_XDCamHD422_1080i50_50MBit_8CH24

Video

- File Format MXF
- Video Format XDCamHD
- Video Profil 422
- Resolution 1920 x 1080 px
- Frame Rate 25 FpS
- Bit Rate 50 Mbit Video (overall 60Mbit inclusive Audio)
- Picture Scanning Type: Interlaced

Important: following spot lengths are possible: 15s/20s/25s/30s



Audio

- Channels 8 Channels
- Audio Bit 24bits
- EBU R128 Stereo-Mix (at least audio track 1 bis 4)

Important: please do not deliver audio tracks with silence, but only with sound (at least 1-4, ideally 1-8)

2 ADVERTISING FORMS

2.4 Super-Split [Ice hockey/Basketball]

Description

Exclusive position in the middle of the live programme:

The programme window is reduced in size and the spot is embedded in a split frame and played with sound.
The live programme continues to run in parallel.

The special feature: the split frame can be customised. This means that almost the entire area (including the spot) can be branded.

The Super-Split is shown in the live signal during an interruption of a game (e.g. time-out or power break).



2 ADVERTISING FORMS

2.4 Super-Split [Ice hockey/Basketball]

Technical specifications

MXF_XDCamHD422_1080i50_50MBit_8CH24

Video

- File Format MXF
- Video Format XDCamHD
- Video Profil 422
- Resolution 1920 x 1080 px
- Frame Rate 25 FpS
- Bit Rate 50 Mbit Video (overall 60Mbit inclusive Audio)
- Picture Scanning Type: Interlaced

Important: only a spot length of 10s is possible



Audio

- Channels 8 Channels
- Audio Bit 24bits
- EBU R128 Stereo-Mix (at least audio track 1 bis 4)

Important: please do not deliver audio tracks with silence, but only with sound (at least 1-4, ideally 1-8)

Background

- 1920 x 1080 px
- jpeg (.jpg) in Full HD

Important: Delivery in full screen without graphic cutouts. Please do not place logo/text behind the two windows and the advertising label (a template will be provided for this).

2 ADVERTISING FORMS

2.5 Super-Split [Football]

Description

Exclusive position in the middle of the live programme:

The programme window is reduced in size and the spot is embedded in a split frame and played with sound.
The live programme continues to run in parallel.

The special feature: the split frame can be customised. This means that half of the entire surface (incl. spot) can be branded.

The Super-Split is shown in the live signal during an interruption of a game (e.g. time-out or power break).



2 ADVERTISING FORMS

2.5 Super-Split [Football]

Technical specifications

MXF_XDCamHD422_1080i50_50MBit_8CH24

Video

- File Format MXF
- Video Format XDCamHD
- Video Profil 422
- Resolution 1920 x 1080 px
- Frame Rate 25 FpS
- Bit Rate 50 Mbit Video (overall 60Mbit inclusive Audio)
- Picture Scanning Type: Interlaced

Important: following spot lengths are possible: 10s/15s/20s/25s/30s



Audio

- Channels 8 Channels
- Audio Bit 24bits
- EBU R128 Stereo-Mix (at least audio track 1 bis 4)

Important: please do not deliver audio tracks with silence, but only with sound (at least 1-4, ideally 1-8)

Background

- 1920 x 1080 px
- jpeg (.jpg) in Full HD

Important: Delivery in full screen without graphic cutouts. Please do not place logo/text behind the two windows and the advertising label (a template will be provided for this).

2 ADVERTISING FORMS

2.6 Programme sponsoring

Description

- Co-exclusive sponsorship space during the broadcast of all individual matches* and in the conference
- Emotional and sustainable association with the sport/league in the premium environment of MagentaSport
- Sponsorship extension via programme trailers for the league and the individual matches
- 8 sponsoring integrations: max. 7 seconds



Exemplary representation. A total of 8 integrations in the course of the programme per competition.

* except for the Friday match 3.Liga

2 ADVERTISING FORMS

2.6 Programme sponsoring

Media law requirements [in accordance with German advertising statutes - § 14 Sponsorship]

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

Example: „Die Basketball Bundesliga live bei MagentaSport wird/wurde präsentiert von (*Werbekunde*)“
[„Basketball Bundesliga live on MagentaSport is/was presented by (*advertising customer*)“]

In addition, there is the possibility of integrating an image-defining slogan (subline, which is associated with the product / brand).

Example: „Nike – **Just do it**“ / „BMW – **Freude am Fahren**“

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.



2 ADVERTISING FORMS

2.6 Programme sponsoring

Technical specifications

MXF_XDCamHD422_1080i50_50MBit_8CH24

Video

- File Format MXF
- Video Format XDCamHD
- Video Profil 422
- Resolution 1920 x 1080 px
- Frame Rate 25 FpS
- Bit Rate 50 Mbit Video (overall 60Mbit inclusive Audio)
- Picture Scanning Type: Interlaced

Audio

- Channels 8 Channels
 - Audio Bit 24bits
 - EBU R128 Stereo-Mix (at least audio track 1 bis 4)
- Important: please do not deliver audio tracks with silence, but only with sound (at least 1-4, ideally 1-8)



2 ADVERTISING FORMS

2.7 Category sponsoring

Description

- Exclusive sponsorship position before and after specific editorial coverage
- Emotional and sustainable placement around a specific topic in the premium environment of MagentaSport
- Example: "The dunk of the week" / "The save of the month"
- 2 sponsoring integrations per category: max. 7 seconds



Exemplary representation. A total of 2 integrations in the course of transmission.

Important: For media law requirements, see page 15.



2 ADVERTISING FORMS

2.7 Category sponsoring

Technical specifications

MXF_XDCamHD422_1080i50_50MBit_8CH24

Video

- File Format MXF
- Video Format XDCamHD
- Video Profil 422
- Resolution 1920 x 1080 px
- Frame Rate 25 FpS
- Bit Rate 50 Mbit Video (overall 60Mbit inclusive Audio)
- Picture Scanning Type: Interlaced

Audio

- Channels 8 Channels
 - Audio Bit 24bits
 - EBU R128 Stereo-Mix (at least audio track 1 bis 4)
- Important: please do not deliver audio tracks with silence, but only with sound (at least 1-4, ideally 1-8)



2 ADVERTISING FORMS

2.8 Live-Frame

Description

The broadcast image shrinks to the top right, revealing an L-shaped area at the bottom and left, which can be filled with graphics and videos/animations.

The original width of the broadcast image of 1920 pixels shrinks to 1624 pixels, freeing up a width of 296 pixels at the left edge, and the original height of 1080 pixels shrinks to 914 pixels and frees a bottom border of 166 pixels.

Advertising space:

The freed advertising space is overlaid with a video file. The length is 10 seconds. The video file to be delivered must be in *.MXF format. "XDCamHD422_1080i50_50MBit (OP1A)" - is the official "content" of the MXF container.



2 ADVERTISING FORMS

2.8 Live-Frame

Technical specifications

MXF_XDCamHD422_1080i50_50MBit

- File Format MXF
- Video Format XDCamHD
- Video Profil 422
- Resolution 1920 x 1080 px
- Frame Rate 25 FpS
- Bit Rate 50 Mbit Video (overall 60Mbit inclusive Audio)
- Picture Scanning Type: Interlaced



Advertising space dimensions

Vertical 296 x 1080 px
Horizontal 1920 x 166 px

- Logos, texts, graphics, animations etc. can be positioned within this advertising space
- integration of a well readable advertising label ('WERBUNG') is obligatory

2 ADVERTISING FORMS

2.9 Super-Live-Frame

Description

The broadcast image is reduced in size and embedded in a customized XXL advertising frame. The advertising space can be filled with graphics and videos/animations.

The graphically animated form of advertising is placed directly in the live game (similar to a Live-Frame).

Advertising space:

A video or graphic file is added to the available advertising space. The video file to be supplied must be in *.MXF format. "XDCamHD422_1080i50_50MBit (OP1A)" - is the official 'content' of the MXF container.



2 ADVERTISING FORMS

2.9 Super-Live-Frame

Technical specifications

Video: MXF_XDCamHD422_1080i50_50MBit

- File Format MXF
- Video Format XDCamHD
- Video Profil 422
- Resolution 1920 x 1080 px
- Frame Rate 25 FpS
- Bit Rate 50 Mbit Video (overall 60Mbit inclusive Audio)
- Picture Scanning Type: Interlaced

Graphic

- File Format jpeg (.jpg) in Full HD
- Resolution 1920 x 1080 px



Important

- Delivery in full screen without graphic cutouts
- Please do not place logo/text behind the windows and the advertising label (a template will be provided for this)
- integration of a well readable advertising label ('WERBUNG') is obligatory

2 ADVERTISING FORMS

2.10 Super-Frame

Description

The broadcast image shrinks to the top right, revealing an L-shaped area at the bottom and left in the XXL format, which can be filled with graphics and videos/animations.

The original width of the broadcast image of 1920 pixels shrinks to 1285 pixels, freeing up a width of 635 pixels at the left edge, and the original height of 1080 pixels shrinks to 723 pixels and frees a bottom border of 357 pixels.

Advertising space:

The freed advertising space is overlaid with a video file. The length is 10 seconds. The video file to be delivered must be in *.MXF format. "XDCamHD422_1080i50_50MBit (OP1A)" - is the official "content" of the MXF container.



2 ADVERTISING FORMS

2.10 Super-Frame

Technical specifications

MXF_XDCamHD422_1080i50_50MBit

- File Format MXF
- Video Format XDCamHD
- Video Profil 422
- Resolution 1920 x 1080 px
- Frame Rate 25 FpS
- Bit Rate 50 Mbit Video (overall 60Mbit inclusive Audio)
- Picture Scanning Type: Interlaced



Advertising space dimensions

Vertical 635 x 1080 px
Horizontal 1920 x 357 px

- Logos, texts, graphics, animations etc. can be positioned within this advertising space
- integration of a well readable advertising label ('WERBUNG') is obligatory

2 ADVERTISING FORMS

2.11 Digital: Pre-Roll | Presenting

Description

The commercial spot will be shown as a pre-roll in the form of an opener spot both before live content and in the VOD area (online, mobile, smart TV).

The presenter is also placed in the live and non-live area. It is placed after the pre-roll if both positions are booked.

Please note:

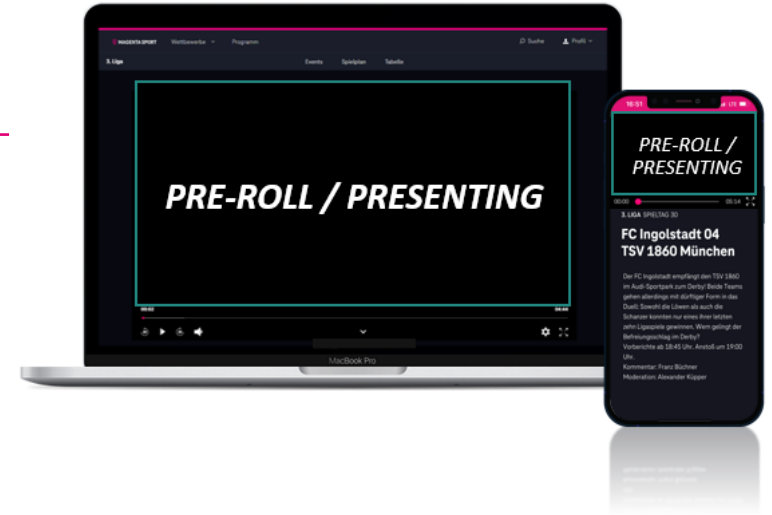
Please provide the video material in the best possible quality.

Spot length max. 20 seconds. For Presenter max. 7 seconds.

Videos in SWF format are not possible.

Linking:

The entire area of the video is linked, this is done in a separate layer by the medium - the advertising video must therefore be delivered without defining the link. The target link must be delivered with the video file.



2 ADVERTISING FORMS

2.11 Digital: Pre-Roll | Presenting

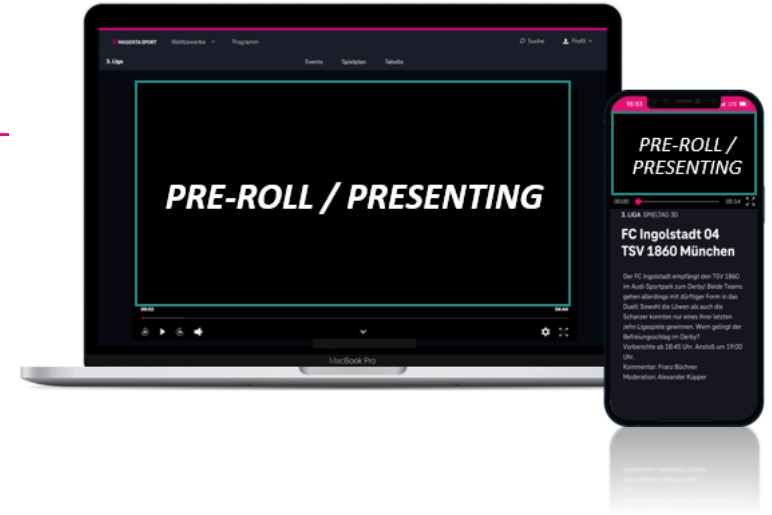
Technical specifications

Video

- 16:9
- MXF (XDCAM) in 1080i50
- MOV (Apple ProRes) in 1080i50
- MP4 (H.264) in 1280x720 with a data rate of at least 5000kbps
- Max. 10MB

Audio

- The video must contain sound, i.e. all audio tracks must have sound
- Sound must be integrated in the video, -23dbFS, Flash: no



VAST-TAG

3rd party delivery / VAST TAG: You are welcome to deliver your spot to us via VAST-TAG.

MP4, 16:9, Video: Audio: Codec: AAC, Bitrate: 128kbps, SR: 48kHz, Volume: -23dBFS.

Audio: Codec: AAC, Bitrate: 128kbps, SR: 48kHz, Volume: -23dBFS

Please note that VAST-TAGS may have above-average count differences. In such a case our AdServer numbers are more valid than the numbers measured by the client.

2 ADVERTISING FORMS

2.12 Digital: Baseboard banner (web/app)

Description

- Integration: Baseboard in ROS on the MagentaSport website (desktop & mobile) and in the APP
Position: Lane 1 for partner integration (showcase page and/or home page and/or specific competition page)
Target URL: Please provide a target URL

Technical specifications

- File size: max. 100 KB
- File types: .gif / .png / .jpg / .jpeg
- Animation: max. 30 sec

Size standards

- Desktop/Tablet: 1940 x 180 px (scaled up to: 2690 x 250 px @ x2)
- 6:1 (Mobile): 600 x 100 px @ 2x

