TELEKOM AD SPECIFICATIONS

Stand: 20.01.2026

Contents

1 GENERAL INFORMATION

1.1 Delivery of advertising material & Contact

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

- ➢ <u>Lead time</u>: **7 working days** before first broadcast

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

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).

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

2 ADVERTISING FORMS

2.1 Midroll (CTV-Spot)

Technical specifications

MIDROLL (CTV-SPOT)

Video

- Container: MP4
- Aspect ratio: 16:9
- Video codec: H.264
- Resolution: 1920 x 1080p (FHD)
- Frame rate: 25fps
- Bitrates: between 15-40 Mbps for 1080p SDR mezzanine
- Filesize: max. 500 MB

Audio

- Audio codec: AAC flavour (AAC, AAC-LC, AAC-HE...)
- Bitrates: 384kbps max for stereo
- Channels   8 Channels (can be less)
- Loudness: EBU R128 Stereo-Mix (at least audio track 1-2)

2 ADVERTISING FORMS

2.2 Programme sponsoring

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

| SPONSORING | | 1. Quarter | | SPONSORING | | Halftime | | SPONSORING | | 3. Quarter | | SPONSORING |
| Integration | | 1. Quarter | | Integration | | Halftime | | Integration | | 3. Quarter | | Integration |

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

2.2 Programme sponsoring

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

PROGRAMME SPONSORING

2.2 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 Kanäle
- Audio Bit: 24 bits
- Loudness: EBU R128 Stereo-Mix (mindestens Tonspur 1 bis 4)
- Important: bitte keine Audiospuren mit Silence anliefern, sondern nur mit Ton (mindestens 1-4, idealerweise 1-8)

2 ADVERTISING FORMS

2.3 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 underlaid 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

2.3 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