

# PTV

Delivery times / Technical control / Spot delivery

December 2022

# GENERAL INFORMATION

## DELIVERY TIMES AND TECHNICAL CONTROL

### PTV Spot

- Full-screen exchange of a linear TV spot (ProSiebenSat.1's own advertising) with another spot in the commercial break.
- The innovative PTV spot allows targeted control according to target groups through defined booking environments.
- Currently only spots with a length of 10"/ 15"/ 20"/ 25"/ 30" seconds can be used.

### Delivery times

- Lead time for delivery of video ads: seven working days before campaign start

### Technical control

Upon delivery, the advertising materials are subjected to a check to ensure that they meet the technical specifications. Despite inspection, problems may occur even after the campaign flight has started.

Seven.One Media reserves the right to exclude advertising media in whole or in part from broadcasting if:

- There are complaints from viewers/users after the start of the campaign.
- It subsequently turns out that the advertising material disturbs or impairs performance or use
- The advertising material misleads the viewer/user

# SPOT DELIVERY

## Spot delivery and specifications

Tape-less delivery of TV commercials via Seven.One Media's Motiv Uploader:

Service set up for:

- Media and creative agencies
- Advertisers
- Production companies

Request [access here](#).

After the spot has been uploaded successfully you will receive a confirmation with an upload ID via email.

Please send this Upload ID to [ProgrammaticAdvertising@seven.one](mailto:ProgrammaticAdvertising@seven.one) incl.

- Customer name
- Campaign name
- Order number
- Booking period

# TECHNICAL SPECIFICATIONS

[MXF OP1a + 8 CH Audio (24 Bit)] CodecTyp Video: MPEG-2 (XDCAM HD 4:2:2) 50MBit

<b>Spot length</b>	10"/ 15"/ 20"/ 25"/ 30"
<b>File suffix (Container)</b>	*.mxf (MXF OP1a)
<b>Compression type</b>	XDCAM HD 422
<b>Data rate</b>	50 Mbit/s
<b>Audio tracks</b>	8 (1+2 german PGM, 3-8 silence)
<b>Audio bit depth</b>	24
<b>Audio sampling rate</b>	48 KHz [MXF OP1a + 8 CH Audio (24 Bit)] CodecTyp Video: MPEG-2 (XDCAM HD 4:2:2) 50MBit
<b>Program loudness</b>	Short Term Loudness max. -18 LUFS (+5LU)

Detailed technical guide for ProgrammaticTV spot (analog ATV and linear TV spot): [SevenOne Media Motiv Uploader](#)

