

2025 TV Advertising Specifications

Delivery of TV advertising to Euronews from 1st January 2025.

Deadline: 5 working days before broadcast. If Euronews needs to intervene in the production process (for example voice over and sound mixing), the deadline is expanded to 15 working days before broadcast.

For more details, please contact Jorge Soriano
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Master files delivery

By WeTransfer: salesoperations@euronews.com
By ftp access: on demand

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Master files structure

Commercial film duration must always be rounded up, not down.
(eg: 00:00:25:00)

Video master structure (including 1 audio)

EBU/UER bars 100% and tone 1000 Hz @ -18dbfs	5 seconds
Film Slate	7 seconds
Black and silence	3 seconds
Video commercial	X seconds
Black and silence	5 seconds

Additional audio master structure

Synchro bip + silence	2 seconds
Film audio language version	X seconds

Any audio or video not respecting structure will be rejected

HD files

HD file format (preferred format)

The advertising spot can be broadcast in 10 different audio languages: English, French, German, Spanish, Italian, Portuguese, Russian, Greek, Hungarian, Polish

- The same image will be used.
- All the audio languages must be synchronized with the video.
- The master video must be provided in English.

OR

The advertising spot can be broadcast in 10 different videos versions in the following channels: (subtitles are accepted)

- English, French, German, Spanish, Italian, Portuguese, Russian, Greek, Hungarian, Polish
- Each version must have the same duration.

Video file specifications #1

- **Codec:** H.264/AVC
- **Profile:** High
- **Video format:** HD
- **Frame size:** 1920 x 1080i
- **Field order:** Upper field first
- **Chroma subsampling:** 4:2:0
- **Bitrate:** 20 Mb/s CBR
- **Color space:** YUV

Video file specifications #2

- **Codec:** Apple Pro Res HQ
- **Profile:** High
- **Video format:** HD
- **Frame size:** 1920 x 1080i
- **Field order:** Upper field first
- **Chroma subsampling:** 4:2:2
- **Bitrate:** +/- 100 Mb/s CBR
- **Color space:** YUV

Video file specifications #3

- **Codec:** Apple Pro Res HQ
- **Profile:** 4:2:2 @ High
- **Video format:** HD
- **Frame size:** 1920 x 1080i
- **Field order:** Upper field first
- **Chroma subsampling:** 4:2:2
- **Bitrate:** 50 Mb/s CBR
- **Color space:** YUV

Sales policy Effective from 01.01.2025. Minimum booking may apply - Refer to complete General Sales. Terms & Conditions for more details. Euronews reserves the right to modify the Technical Specifications at any time.

Audio files

- **Separate audio file** for each language.
- **Audio filename:** Euronews house number (film ID) + "_" + language code

Audio file specifications

- **File format:** AIFF or Wave
- **Codec:** Advanced Audio Coding (AAC)
- **Rate Sample:** 48 Khz
- **Bit sample:** 24 bits
- **Type:** mono

Euronews language codes

- **Mono English audio:** _____ "_EN"
- **Mono French audio:** _____ "_FR"
- **Mono German audio:** _____ "_DE"
- **Mono Greek audio:** _____ "_EL"
- **Mono Hungarian audio:** _____ "_HU"
- **Mono Italian audio:** _____ "_IT"
- **Mono Portuguese audio:** _____ "_PT"
- **Mono Spanish audio:** _____ "_ES"
- **Mono Russian audio:** _____ "_RU"
- **Mono Polski audio:** _____ "_PL"
- **Mono VI audio:** _____ "_VI"

Slate details

Slate contains the following information:

Slate Information	Information Type
Euronews house number (Film ID, also called Clock Number)	Mandatory - created by Euronews Sales Operations team*
Agency	Optional
Product	Mandatory
Advertiser	Mandatory
Title	Mandatory
Version	Optional
Duration	Mandatory
Audio Language(s)	Mandatory
Fade to/from black (yes/no)	Optional
Subtitles (yes/no)	Optional

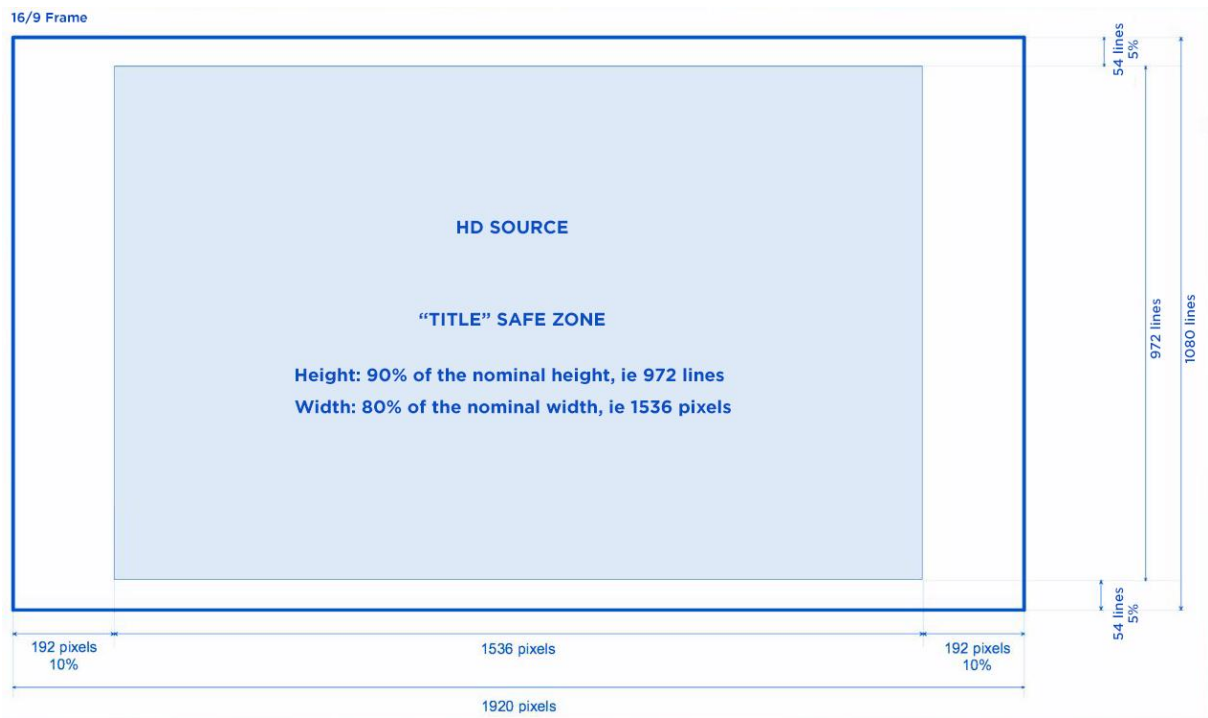
*Please ask for it.

Any lack of or inconsistency of mandatory information with Euronews description will cause a QC (Quality Check) failure and Euronews will ask you to send a new master with correct slate information.

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Title safe zone & legal texts

- Please make sure to respect a 16/9 safe area for all logos, scrolling texts, product pack-shots and any other graphics.
- 16/9 title safe zone area is centered and represents a surface of 80% (width) x 90% (height).



Broadcast technical standards

Technical standards and specifications of video material have been defined according to Euronews specifications based on the following references:

- ITU-R.BT601 & ITU-R BT.709
- EBU R103-2000 & SMPTE 274M
- EBU R92-1999
- ITU-R BS.1770-1 et 1770-2
- EBU R68
- EBU R128

Audio standards for Short-form content

Attributes	Specifications
Programme Loudness	-23 LUFS
Maximum Short-term Loudness	-18 LUFS
Maximum True Peak Level	-1 dBTP
Loudness Range	(not applicable)

Attributes	Specifications
Signal	PAL 25 FPS Full HD 1080i
Luminance (YPrPb)	700mV (+/- 3% tolerance)
Chrominance (RGB)	700mV (+/- 5% tolerance)
Black level	0 mV
Luminance scale	-1% to +103% (-7 to 721 mV)
Chrominance scale (RGB)	-5% to +105% (-35 to 735mV)
Gamut	100%

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