

# Technical specifications

For the delivery of Billboards

**Trends Z**

## 1. File Specifications

Format: 16:9 anamorphic format (1920 X 1080 pixels)

Frame rate: 25 images/second (P) or 50 images/second (I), -upperfield first Audio format: AAC preferred

Duration: Rounded Billboard: 00m07s00fr

no extra frames Level till -23 LUFS according the RI28 standards UER/EBU

Sampling frequency: 48 Khz

Bit depth: 16 bits

Audio channels: stereo

Program loudness: subjective volume level integrated within 2 timeintervals: -

- Limited: M (frame of 0.4 sec) - maximum - 15 LUFS
- Integrated : I total program) - maximum - 23 LUFS

Loudness Range: free

Maximum True Peak Level: electrical technical level - maximum -I dbTP

## 2. Rules

Article 91, 3° of the Media Decree. This article states that for the sponsorship of programs and broadcasting services, viewers and listeners must be clearly informed of the existence of a sponsorship agreement, a requirement that has been directly adopted from the European directive. The sponsorship mention must clearly refer to this agreement, either in written form or in an auditory manner.

### DO's:

- Name sponsor, logo, product and service.
- Sound and/or image recognition signs or an image supporting slogan of the sponsor

### Dont's:

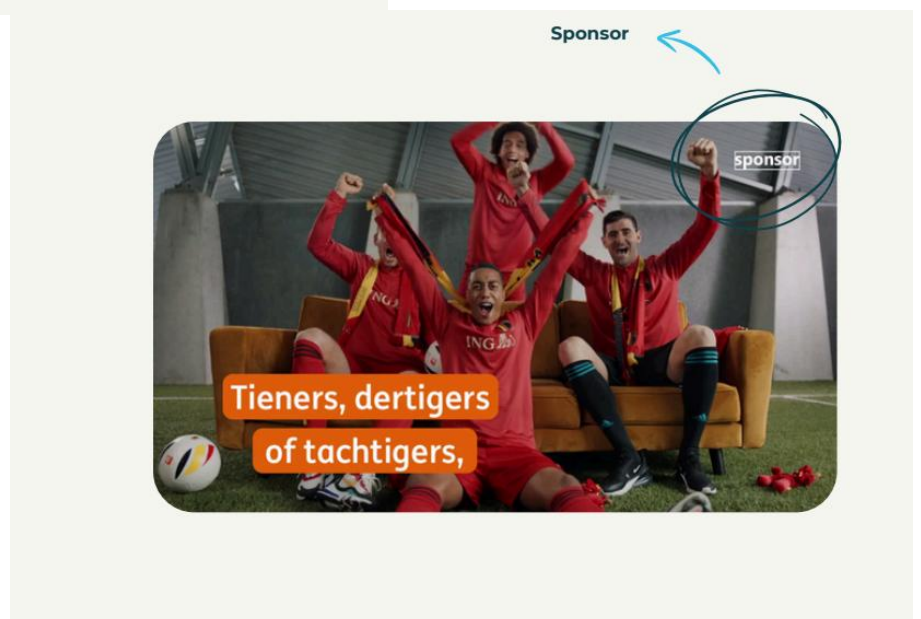
- Indication of price(s), discounts, promotions, opening hours, addresses, telephone numbers or location of distribution point
- Encouraging words.

- 'free', 'new', 'cheap', 'only valid if', 'available from', 'sales', ...
- Deceptive language
- Persuasive use of words

### Requirements:

- The billboard should include “**Dit programma is mede mogelijk gemaakt door**” or “**dit programma wordt u aangeboden door**” following the applicable law. This can be done visually, verbally or both.
- The billboard should include “**Ce programme vous est offert par**”, following the applicable law. This can be done visually, verbally or both.

### 3. Examples



#### 4. Quality criteria

Trends Z is entitled to refuse a program master when it does not meet its technical specifications.

#### 5. Delivery / Contact

The billboards / the material must be sent via **WETransfer** to the following email addresses: [louise.batsleer@roularta.be](mailto:louise.batsleer@roularta.be) and [annick.beyers@roularta.be](mailto:annick.beyers@roularta.be) with [backofficetrendsz@roularta.be](mailto:backofficetrendsz@roularta.be) in copy.

Questions?

e-mail: [backofficetrendsz@roularta.be](mailto:backofficetrendsz@roularta.be)