creative solutions
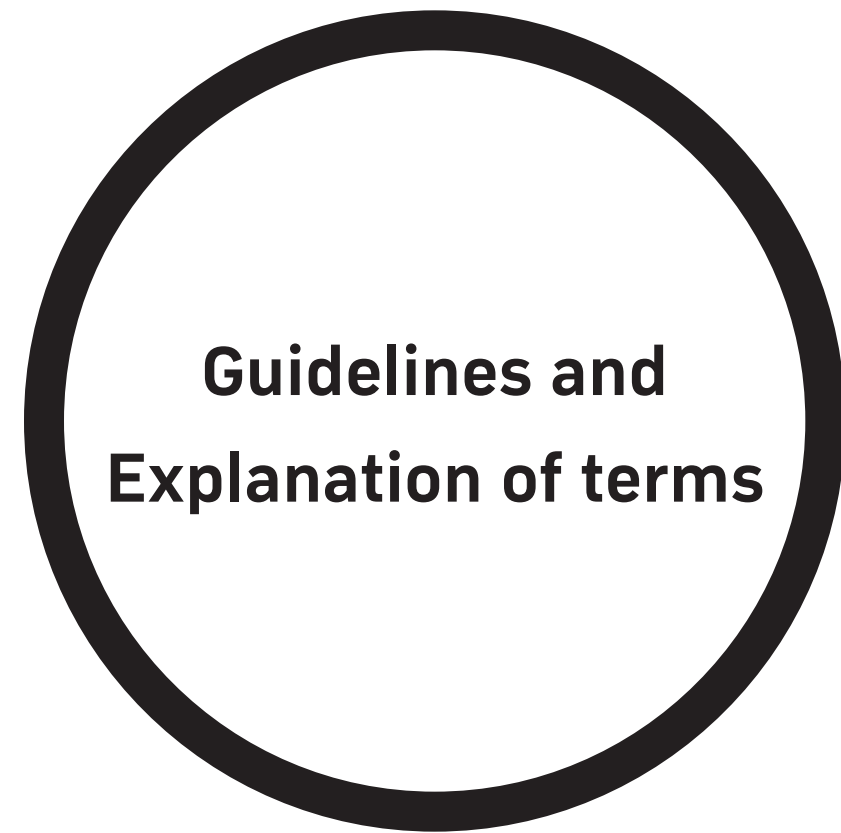
SPECIAL AD FORMATS GUIDELINES

Cut In Horizontal/Vertical/ Individuell /Weather/ Betting P24/XXL

Guidelines and Explanation of terms

For which broadcasters do these guidelines apply:
PULS 4, ATV, ATV 2, ProSieben Austria, Sat.1 Österreich, kabel eins austria, sixx Austria, ProSieben MAXX Austria, SAT.1 Gold Österreich, kabel eins Doku Austria
On Puls 24 it is necessary to consult the Creative Solution as to whether implementation is possible.

Brief description:
The advertising area is freely usable. The advertising area can be freely designed, however the text insert „Werbung" is obligatory. The Text insert "Werbung" must clearly be seperated from the Advertising area. The label "Werbung" MUST stand out clearly from the advertising space! In every cut in advertising form, the lettering „Werbung" (continuous) must be integrated with a minimum size of 30pt (reference value Arial 30pt) and be located within the title area and on the top level. This can be done by the ProSieben-Sat.1 internal real-time graphics or by the customer in advance. There must be no transparencies within the cut-in. The transition to the program content consists of a hard cut. In the standard form, the cut in is faded in with a duration of 6 frames, displayed over the current program and then blended out also over 6 frames.

Action - Safe Area:
Usually covers 95% of the interior area of the image. 5% frame area based on 1920x1080px (HD)
Distance in pixels: left and right each 48px, top and bottom 27px each

Title - Safe Area:
Usually covers 90% of the interior area of the picture. 10% frame area based on 1920x1080px (HD)
Distance in pixels: left and right each 96px, top and bottom each 54px

Within this area, depending on the form of advertising, any labeling required by advertising law must be made.
Compliance with this regulation is meticulously monitored during the technical acceptance by the television companies.
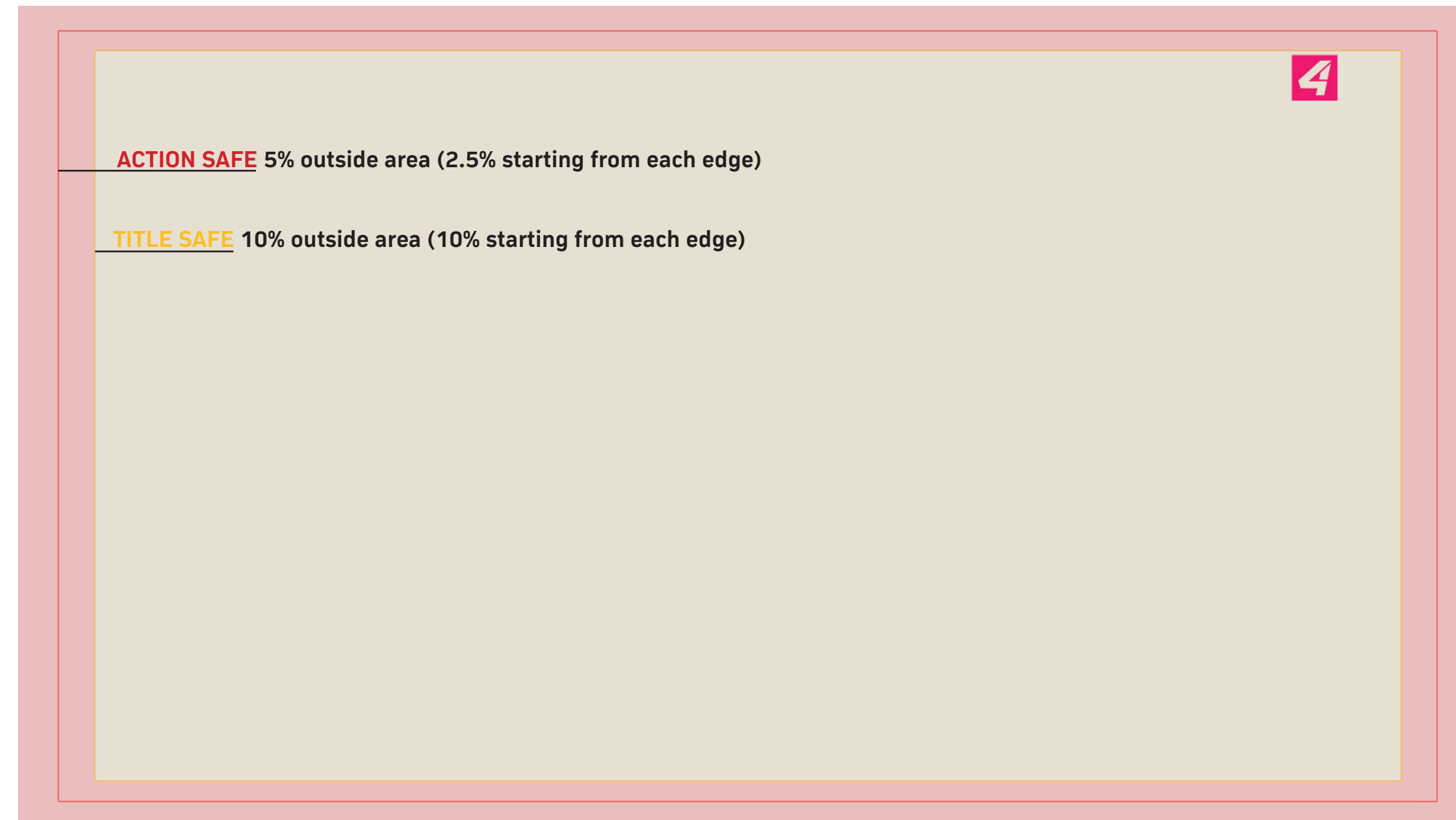
Due to certain technical tolerances, not all TV sets display the entire outer area of the broadcast image. This means that image information maybe incomplete or not displayed at all if they are in this outer area. For this reason, the television broadcasters have set standards in which the design of the image content should be constrained. In this so-called "Safe Area", it is ensured that certain important image information is visible in the image when it is broadcast.

One differentiates:
Action Safe Area: Typically 95% of the image's interior space. Result: 5% frame area, distance in pixels (HD):
left & right each 48px, top and bottom 27px each
Title Safe Area: Typically 90% of the image's interior space. Result: 10% frame area, distance in pixels (HD):
left & right each 96px, top and bottom 54px each

Depending on the form of advertising, any labeling required by advertising law must be made within this area. Compliance with this requirement is guaranteed by the technical acceptance meticulously monitored by the television company.

Explanation of terms "Safe Area"

ACTION SAFE 5% outside area (2.5% starting from each edge)

TITLE SAFE 10% outside area (10% starting from each edge)

Data delivery

Delivery of the data:
It is generally recommended to deliver these production materials via FTP server. Our PULS 4 FTP server is available for cut-ins.
You can obtain the access data from your customer advisor.
After delivery of the cut-in, please notify us at spotkoordination@prosiebensat1puls4.com
Fonts: **The license release for the use of the fonts must be transmitted to ProSiebenSat.1 PULS 4. If the font is not available, this can also be done through ProSiebenSat.1 PULS 4 and can be purchased and installed. Lead time: 2 working days.**

Attention: **No umlauts or special characters and file names that are too long.**
Lead time data delivery (Working days): **DE 10 Days / AT 7 Days**

Cut In Horizontal / Vertical - Optimal:
Container: Quicktime Movie
Compressor: Animation (100% Lossless)
Framerate: 50 frames / second
Length: 7 Seconds (350 Frames)
         10 Seconds (500 Frames)
Size 16/9: 1920 * 1080 pixels (cropped: 1920 * 272 pixels)
Size 4/3: 1440 * 1080 pixels (cropped: 1440 * 272 pixels)
Aspect ratio: Square Pixel
Color space: RGBA (with integrated alpha channel / key)

XXL Cut Ins - Optimal: ALL XXL CUT INS are built by the CS directly in a "Live Graphics Broadcast System"!
- Collected After Effects project in version 15.1.3. (Build 1) or older
- Photoshop file with layers
- Illustrator file with layers (Version CC 22.1.)

Individual additional elements:
Fonts: TrueTypeFont for Windows PC (* .ttf) or OpenType Font for Windows PC (* .otf)
Images: Photoshop PSD, TIFF or EPS Illustrator Adobe CC 22.1.
Project material: After Effects project version 15.1.3. (Build 1)

Link to the templates:
http://www.prosiebensat1puls4.com/download/content/p7s1p4_cut_in_template_2018.zip

STANDARD CUT IN

Horizontal/Vertical

Cut In Vertical
The vertical cut in has a defined area on the right or left side of the image and a total width of a maximum of 525 pixels over the entire image height of 1080 pixels.
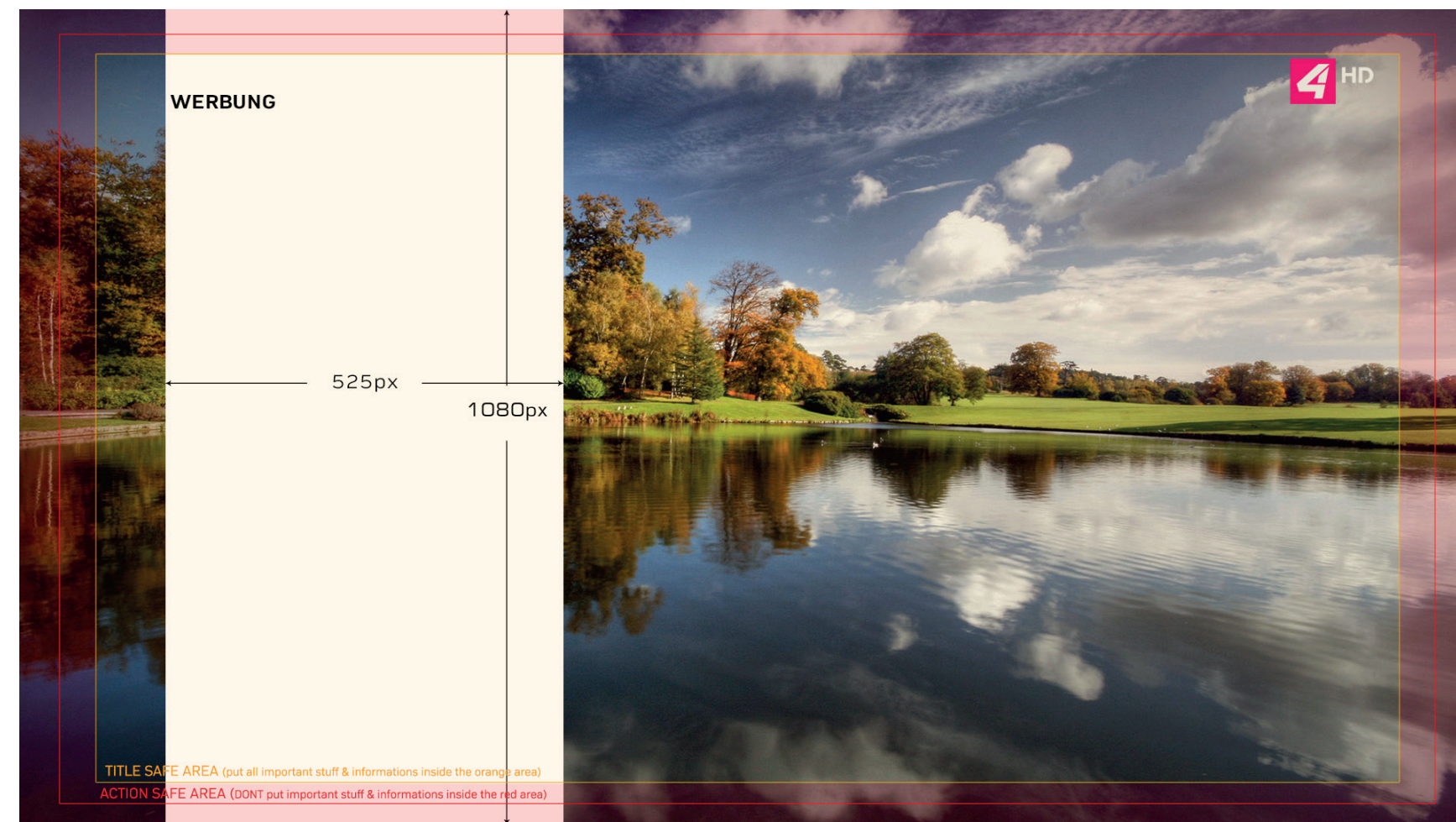
Cut In Horizontal
The horizontal cut in has a defined area in the lower part of the image, lies flush with the lower edge of the total image area and has a total height of a maximum of 272 pixels over the entire image width of 1920 pixels.

General data:
- without sound
- no transparency (not possible under advertising law - clear separation of advertising and program)
- animatable
- 7 seconds or 10 seconds duration
- Labeling "Werbung" / position can vary
Must comply with a minimum font size of 30 pixels (reference value to Arial), be within the title area,
Visible from the first to the last frame, connected to the cut-in.

Data delivery Cut In Horizontal / Vertical - Optimal:
Container: Quicktime Movie
Compressor: animation (100% lossless)
Frame rate: 50 frames / second
Duration: 7 seconds (350 full images)
          10 seconds (500 frames)
Size 16/9: 1920 * 1080 pixels (cropped: 1920 * 272 pixels)
Size 4/3: 1440 * 1080 pixels (cropped: 1440 * 272 pixels)
Aspect ratio: Square Pixel
Color space: RGBA (with integrated alpha channel / key)

Standard Cut In Horizontal/Vertical

WERBUNG
525px
1080px
TITLE SAFE AREA (put all important stuff & informations inside the orange area)
ACTION SAFE AREA (DONT put important stuff & informations inside the red area)

WERBUNG
1920px
272px
TITLE SAFE AREA (put all important stuff & informations inside the orange area)
ACTION SAFE AREA (DONT put important stuff & informations inside the red area)

MORE INDIVIDUAL CUT IN

IMPORTANT! Individual cut-ins that are EXCLUSIVELY used on PULS 4 / ATV / ATV 2 have no particular restrictions. It is only necessary to check whether the idea can be implemented using the layout provided.

Individual cut-ins that are used in the entire station group (AT & DE):

Individual cut-ins, i.e. those whose shape deviates from the horizontal, vertical and XXL, must always be clarified with Creative Solutions.
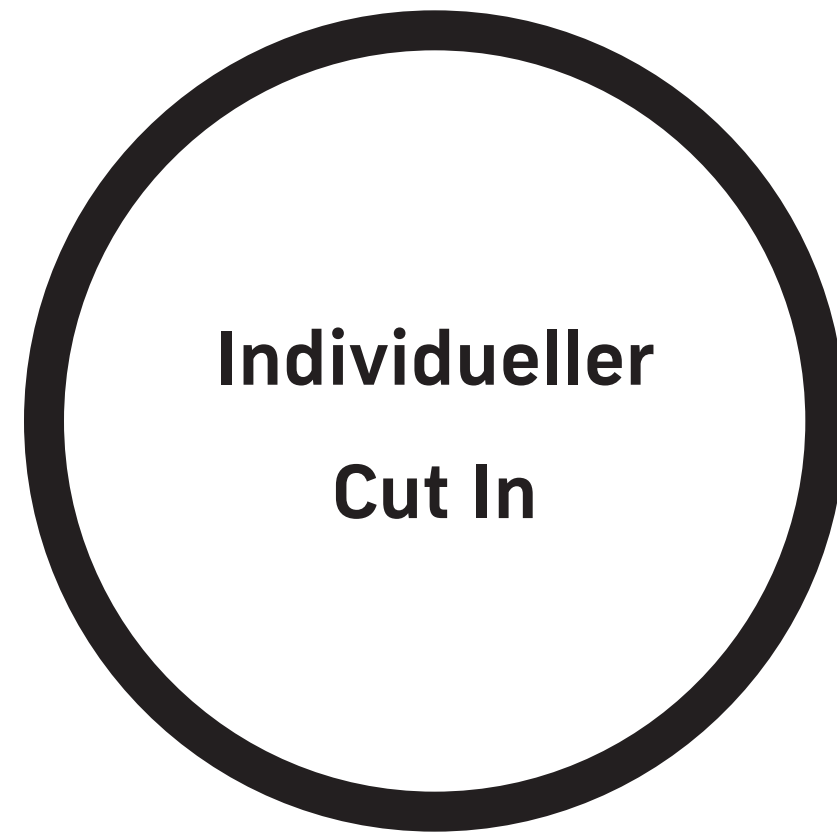For technical reasons, production ideally takes place via Creative Solutions.

General data:
- without sound
- no transparency (not possible under advertising law - clear separation of advertising and program)
- animatable
- 7 seconds or 10 seconds duration
- Labeling "werbung" / position can vary
  Must comply with a minimum font size of 30 pixels (reference value to Arial), be within the title area,
  Visible from the first to the last frame, connected to the cut-in.

Data delivery Cut In Individual:
Container: Quicktime Movie
Compressor: animation (100% lossless)
Frame rate: 50 frames / second
Duration: 7 seconds (350 full images)
        10 seconds (500 frames)
Size 16/9: 1920 * 1080 pixels (cropped: 1920 * 272 pixels)
Size 4/3: 1440 * 1080 pixels (cropped: 1440 * 272 pixels)
Aspect ratio: Square Pixel
Color space: RGBA (with integrated alpha channel / key)

Individueller Cut In

WEATHER CUT IN

The weather cut-in is a combination of cut-in horizontal and special icons that can be used on the weather map.
Due to the weather map, the weather cut in is limited in height to 228px - except for an area on the left side of 596px. Graphics placed there can be a bit bigger. It must be checked whether the idea can be implemented based on the layout and the idea provided..

General data:
- without sound
- no transparency (not possible under advertising law - clear separation of advertising and program)
- animatable
- 10 seconds duration
- Labeling "**Werbung**" / Position can vary Must comply with a minimum font size of 30 pixels (reference value to Arial), be within the title area,
Visible from the first to the last frame, connected to the cut-in.

Weather Cut In

Icon Data:
- Icon size in map Max. 65 x 130 px
- Optimal delivery 800 x 1080 px PNG/RGBA

Delivery of the data:
Open files with layers: PSD, AI, EPS, TIFF, TGA, PNG, JPG
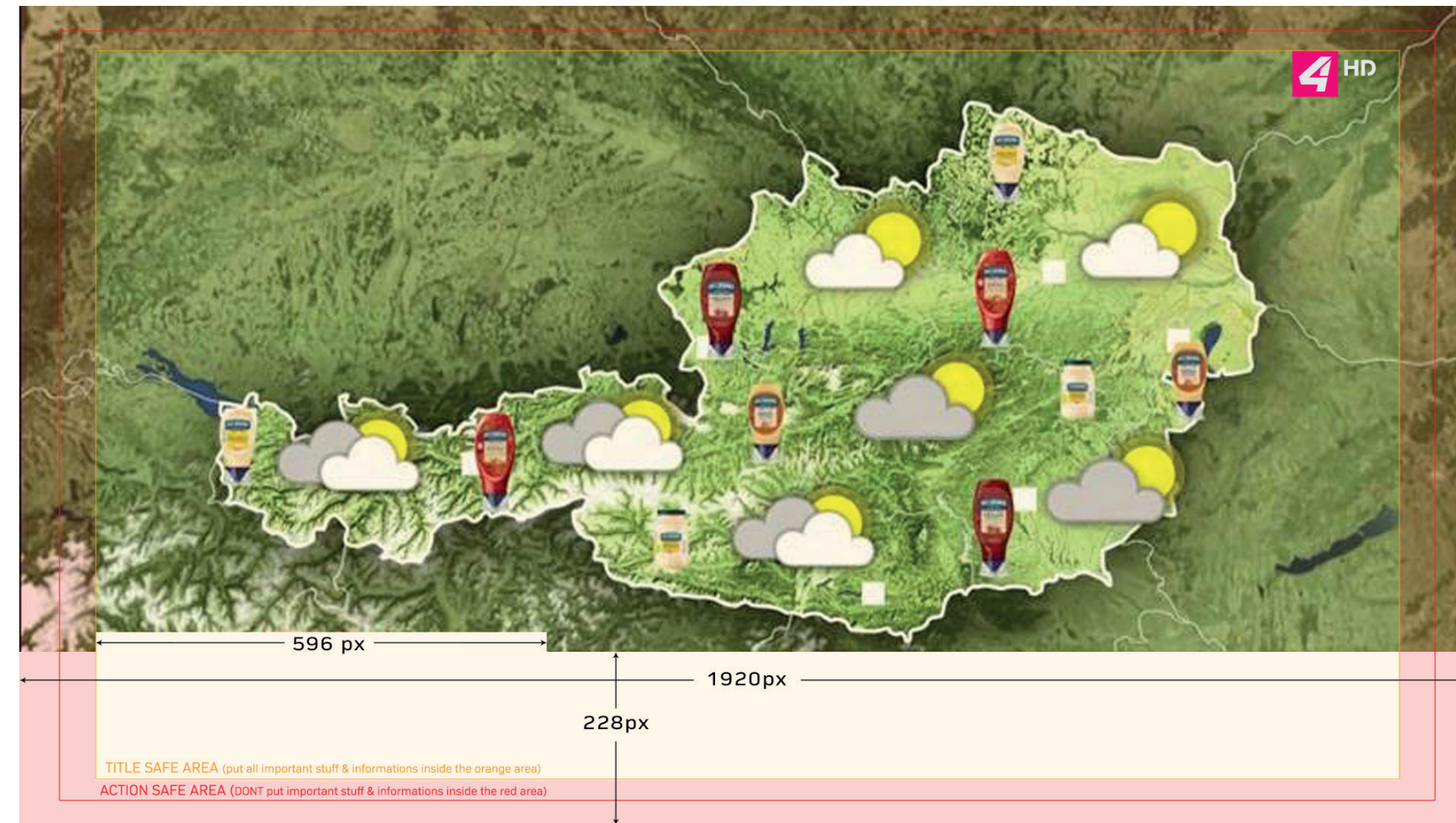Open projects: After Effects CC 2015 or older version

Fonts:
TrueType Font for Windows (*.ttf)
Open Type Font for Windows (*.otf)

The license release for the use of the fonts must be transmitted to ProSiebenSat.1 PULS 4. If the font is not available, it can also be purchased and installed through ProSiebenSat.1 PULS 4. Lead time: 2 working days.
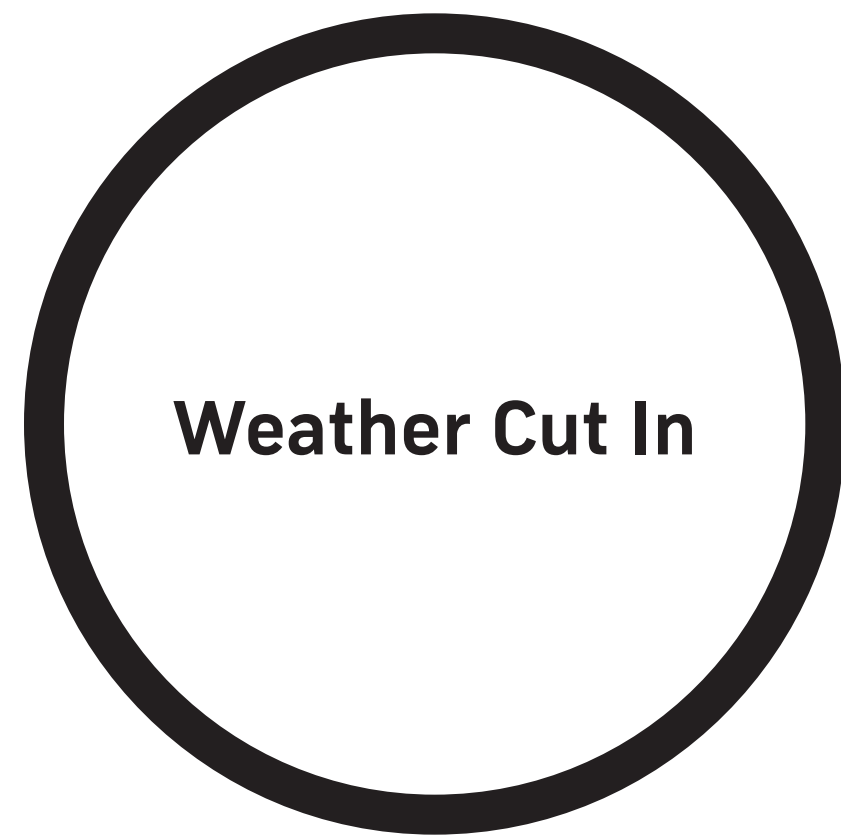
Weather Cut In

BETTING CUT IN PULS 24

The Betting cut-in on Puls 24 consists of two levels. The upper level consists of text elements that can be edited and placed in the system over the second level below, the customer's graphic clip.

Betting CI

Puls 24

General data:
- Texts must adhere exactly to the position in the example
- No decorative elements (circles, boxes, other graphics, etc.) may be built around the text
- If possible, Odds should not exceed 3 characters
- without sound
- no transparency (not possible under advertising law - clear separation of advertising and program)
- Text cannot be animated (system)
- Background can be animated (clip)
- 10 "duration
- Labeling "**Werbung**" Must comply with a minimum font size of 30 pixels (reference value to Arial), be within the title area,
Visible from the first to the last frame, connected to the cut-in.

Delivery of the data:
Clip: Quicktime Animation (.MOV) 50 FPS 1920x272px
Open projects: After Effects CC 2015 or older version

Fonts
Fonts that we can offer in the system:

Arial, Calibri, Cambria, Candara, Consolas, Constantia, Corbel, Courier New, Franklin Gothic, Gabriela, Georgia,
Hurme Geomatric Sans 3, Impact, Lucida Console, Lucida Sans Unicode, Microsoft Sans Serif, Modern, Palatino Linotype,
Roman, Segoe UI, Segeo UI Symbol, Tahoma, Times New Roman, Trade Gothic LT Std, Trebuchet MS, Verdana

The use of other fonts requires consultation with Creative Solutions.

Betting CI

Puls 24

	1920px				WERBUNG
Linksbündig TEAM 01			1	X	2
Linksbündig TEAM 02			5.86	1.75	38.2

272px

TITLE SAFE AREA (put all important stuff & informations inside the orange area)

WERBUNG

Linksbündig TEAM 01	1	X	2
Linksbündig TEAM 02	5.86	1.75	38.2

Distribution of information in the picture

- Texts in green come through the Puls 24 System
- Texts in blue & the background of the cut in come as a file from the customer

XXL CUT IN

XXL Cut In

(Zoom In)

The XXL Cut In has a defined area in the picture. It must be checked whether the idea can be implemented using the layout provided. The channel's program window (area of the TV format) must have a minimum size of 63% of the total area of the screen. Namely 1215 x 682 pixels and must not be affected by any effects or otherwise covered over.

Important: ALL XXL CUT INS are built by the CS directly in a "Live Graphics Broadcast System"!
XXL cut-ins for AT can be played on P4, ATV & ATV 2 without additional effort.
XXL Cut Ins for DE can be played on all German group channels.
XXL Cut Ins for AT and DE: Here we are guided by the technical possibilities from DE and a check must be made as to whether the idea can be implemented on the basis of the layout provided.

Spots und Clips in XXL Cut Ins:
Since an XXL Cut In differs from a standard Cut In (horizontal / vertical) in terms of production, the following applies: no full or large-area clips as footage material!
For technical reasons, these can only be used to a limited extent. This has to be checked in advance.

At The moment no Cut Ins of any kind are possible on Puls 24.

General data:
- without sound
- animatable
- Area: 1920x1080px (minus the area TV format / program)
- 7 seconds or 10 seconds duration
- Labeling "**Werbung**" (fixed position on the right under the program window)

Delivery of the data: (Cut In XXL)
Collected After Effects project in version 15.1.3. (Build 1) or older
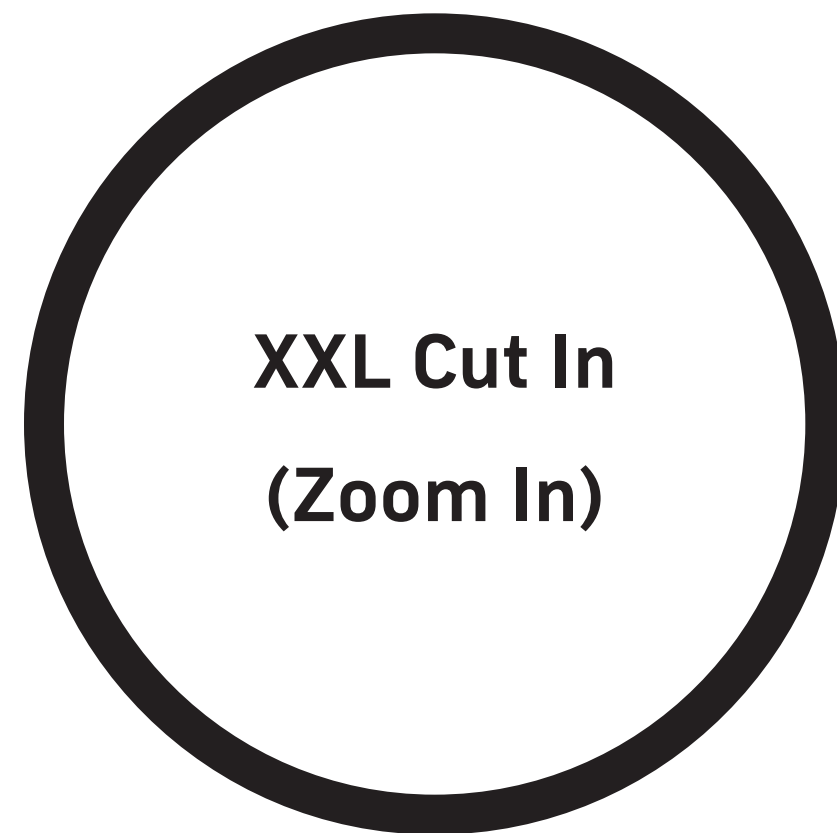Photoshop file with layers
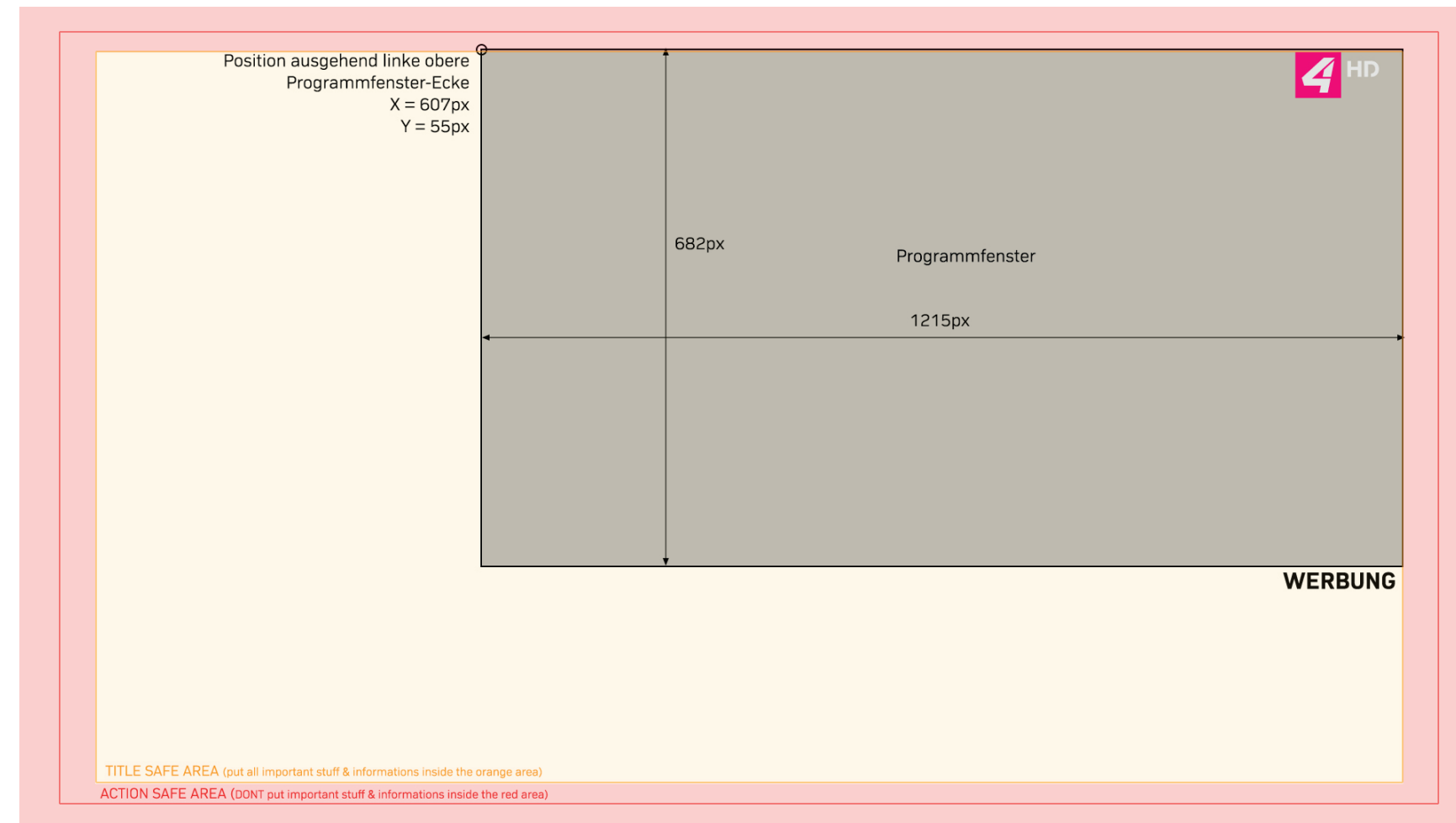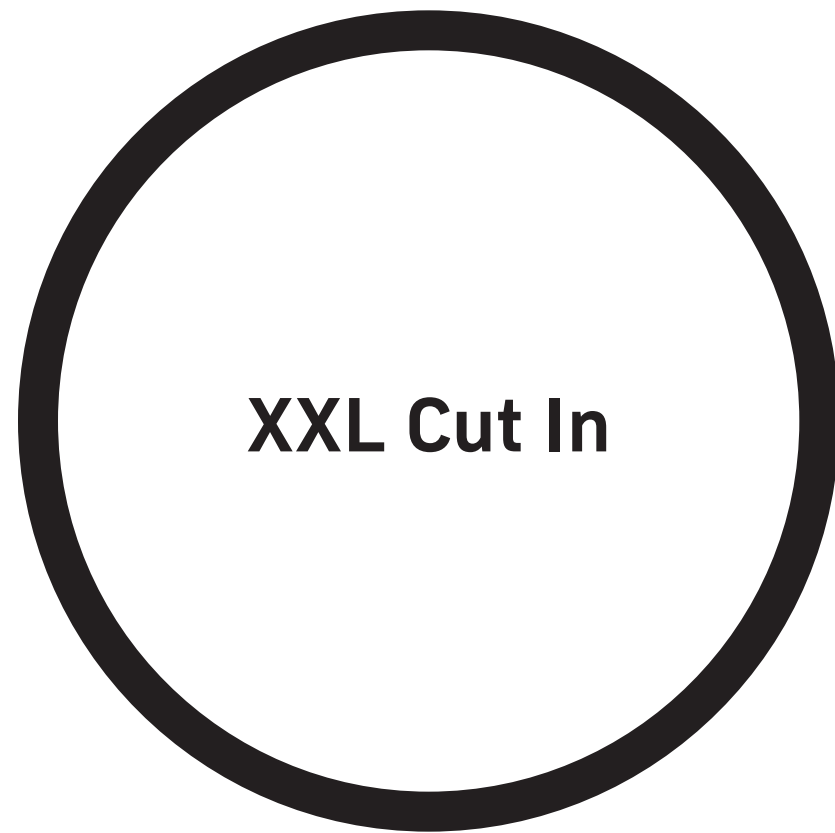Illustrator File with Layers (Version CC 22.1.)

Fonts:
TrueType Font for Windows (*.ttf)
Open Type Font for Windows (*.otf)

The license release for the use of the fonts must be transmitted to ProSiebenSat.1 PULS 4. If the font is not available, it can also be purchased and installed through ProSiebenSat.1 PULS 4. Lead time: 2 working days.
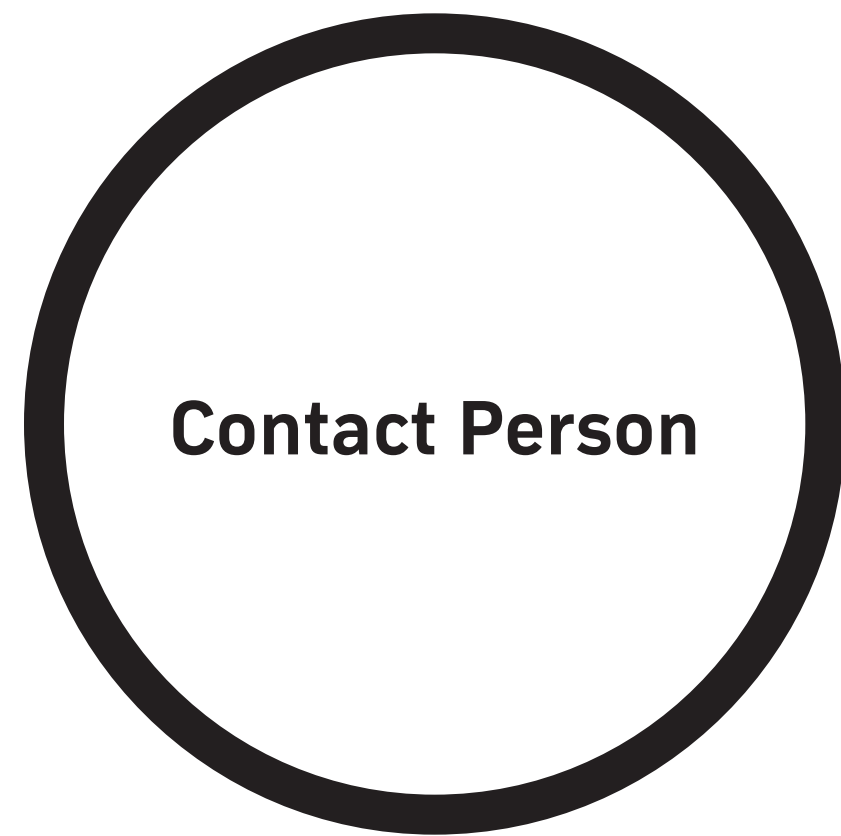
The program window has an in and out animation. Scaling from 1920x1080px to 1215x682px. (63% final size). The duration of the in and out animation is 7 frames.

The position of the program window starting from the upper left corner:
X = 607px
Y = 55px

XXL Cut In

Position ausgehend linke obere
Programmfenster-Ecke
X = 607px
Y = 55px

682px   Programmfenster

1215px

WERBUNG

TITLE SAFE AREA (put all important stuff & informations inside the orange area)
ACTION SAFE AREA (DONT put important stuff & informations inside the red area)

Contact Person

Inquiries about delivery:

Spot coordination
spotkoordination@prosiebensat1puls4.com

Technical queries:

Florian Malin
Vizrt Head / Motion Designer
Creative Solutions

Tel +43/1/368 77 66 - 2620
florian.malin@prosiebensat1puls4.com

or

Rene Zollner
Vizrt / Motion Designer
Creative Solutions

Tel +43/1/368 77 66 - 2653
rene.zollner@prosiebensat1puls4.com

ProSiebenSat.1 PULS 4 GmbH
Media Quarter Center Marx 3.3
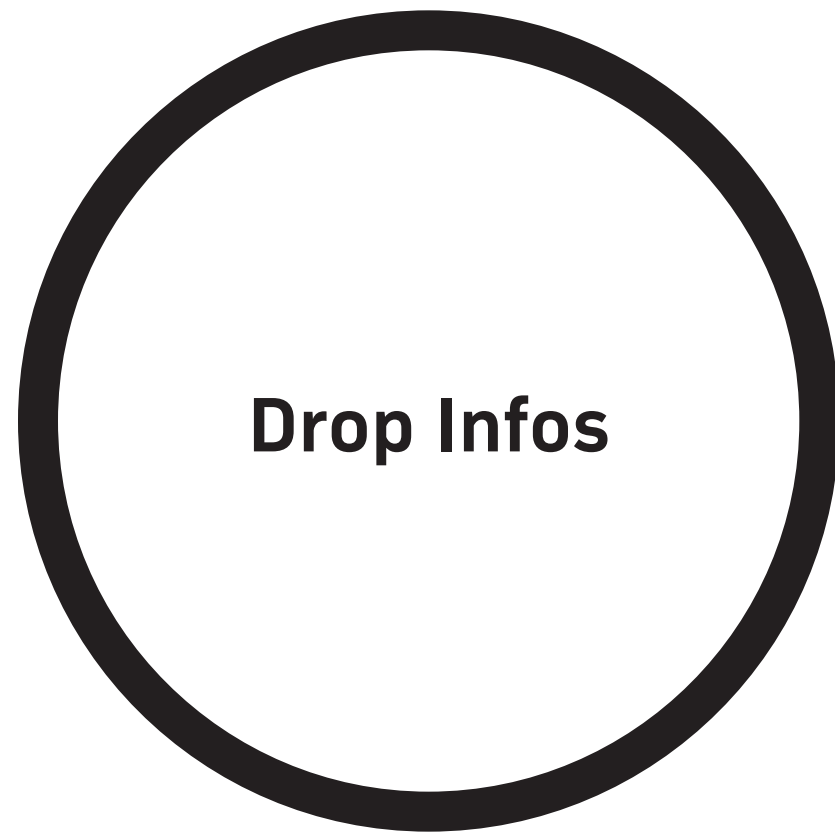Maria Jacobi Gasse 1, A-1030 Wien

Thanks!

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solutions**

DROP FILES

Cut In Horizontal/Vertical/Animated Plings/Multichannel Loops

Cut ins for the PULS 4/ATV / ATV 2 are dropped as follows:
AVI - Matrox MPEG 2 iFrame HD Codec mit Alpha Channel, 1080/25i

Drop: "Playout" Server -> san-fs001/playout
=> graphics (P4)
=> graphicsatv (ATV/ATV2)

Cut ins are delivered for DE as follows:
QuickTime Animation mit Alpha, 1080/50p

File naming: CV/CH= Cut In Vertical / Cut In Horizontal
Kunde_Inhalt_PWS-Nummer_Dauer_CH oder CV -> **4GC2020_PHASE2_PWS786441_CH.avi**

Drop-Mail to:
Verteiler Sendeleitung sendeleitung.vtl@prosiebensat1puls4.com
Verteiler Planung (P4 oder ATV) puls4sendeplanung.vtl@puls4.com / atvsendeplanung.vtl@atv.at
Verteiler Viz viz.vtl@prosiebensat1puls4.com
Besteller: Person oder Verteiler (AdF, TVCampain, ...)
CS Projektmanager: Hansjörg oder Vertretung

With cut ins for DE / Real-time graphics - Mail to:
Rolf Demmel Rolf.Demmel@P7S1Produktion.de
Susanne Pergold Susanne.Pergold@P7S1Produktion.de
Verena Winkler Verena.Winkler@P7S1Produktion.de

Drop mail content: (example)
The content of the drop mail is important for planning and SAW and should be completely filled out by the client
(AdFactory, TV Campain, ...) before the start of production or the drop!

Special form of advertising: Cut In Horizontal / Cut In Vertical / XXL Cut In
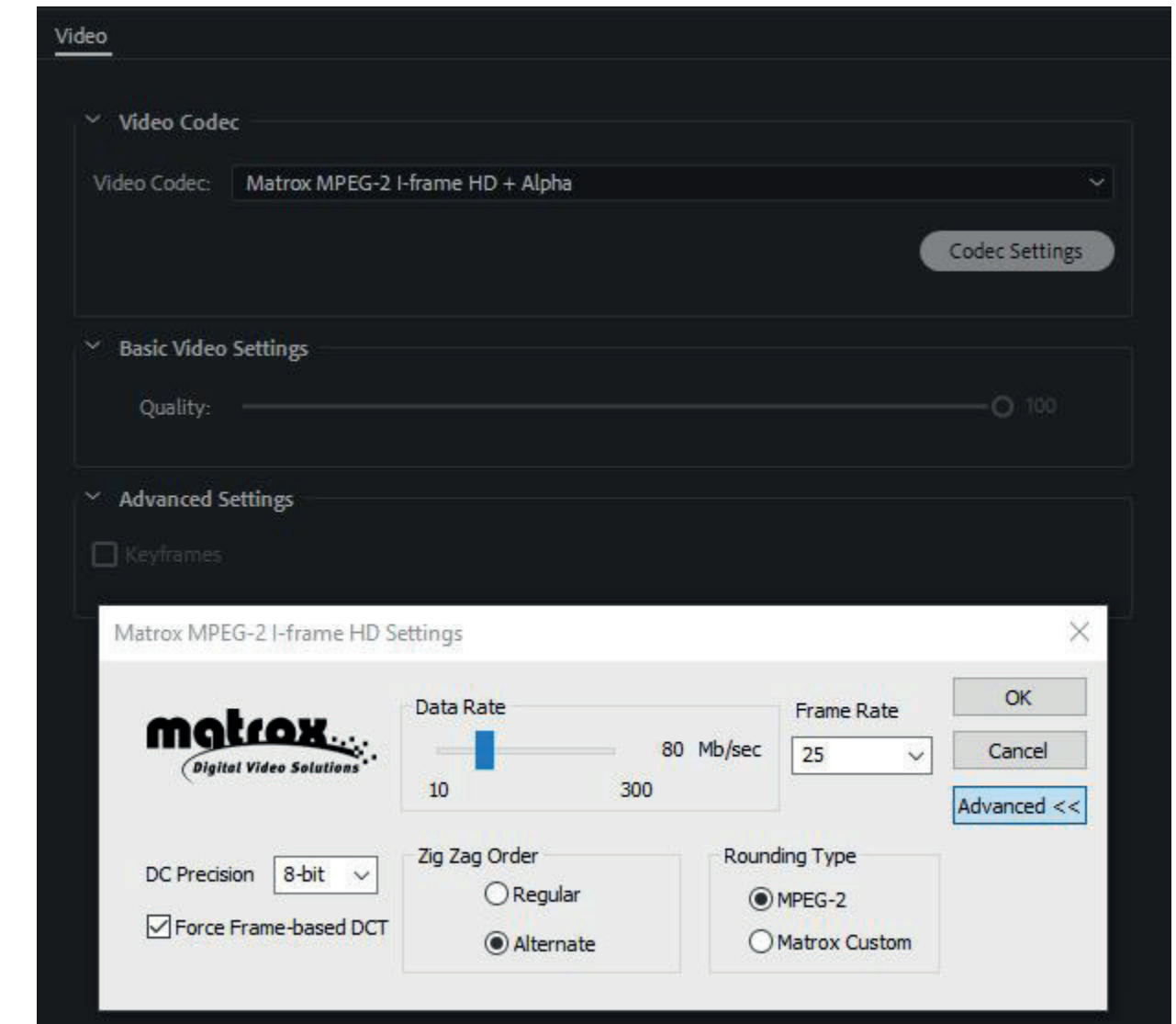**Duration:** 10 sec.
Agency: media.at
Client: Bawag PSK
Time Period: 24.04.2020
Sender: PULS 4, ProSieben Austria, Sat.1 Österreich, PULS 24
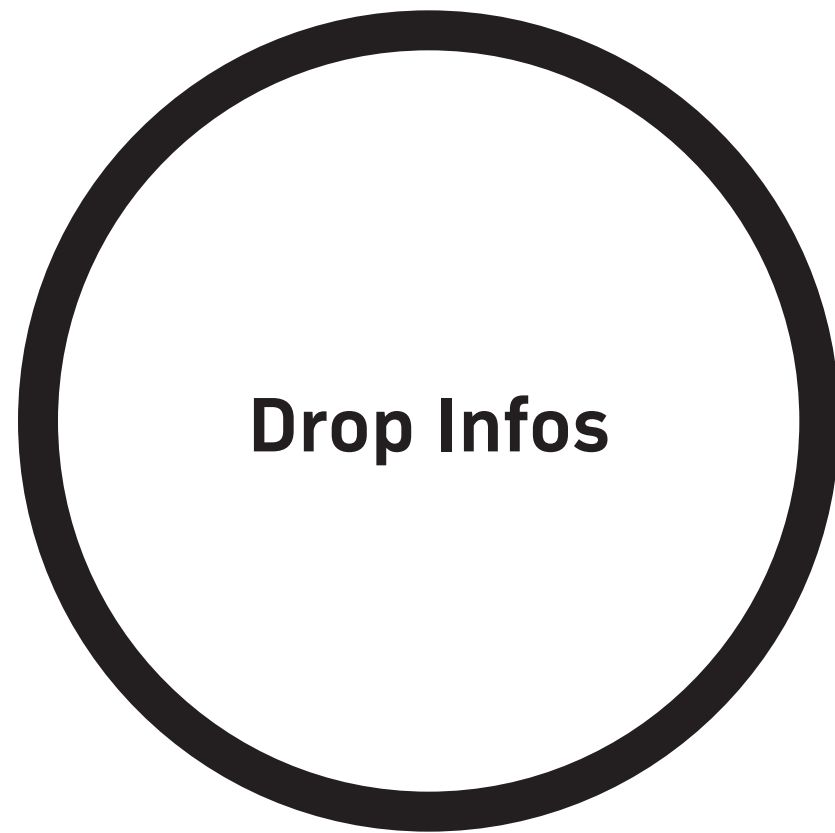**Format:** Café Puls / Café Puls – Das Magazin
PWS-Nr.: 796993
Contact Person: Person who orders the Cut In (AdFactory, TV Campain, Sales, ...)

Matrox Render - Settings After Effects

Drop Infos

Animated Plings

Plings are delivered for PULS 4/ATV / ATV 2 as follows:
Matrox MPEG 2 iFrame HD mit Alpha Channel, 1080/25i

Drop: "Playout" Server -> san-fs001/playout
=> graphics (P4)
=> graphicsatv (ATV/ATV2)

File naming: AP = Animated Pling
Sendung_Inhalt_Tag/Datum/Uhrzeit_Dauer_AP -> **2M2M_Rerun_Morgen2015_15s_AP.av**

Viz Multiplay Loops

Quick explanation:
Multiplay has 6 GFX channels that can be placed above / below each other.
Since the editors also need a GFX Channel to play background elements, we should be relatively economical
or deal with it in consultation with the editorial team.

Stills: JPG oder PNG (16:9 // 32:9 // 48:9 // etc.)
Clips: Exclusively in 16:9 als MXF oder ProRes4444 (Alpha).
Image Sequence (VBN 50FPS): 16 & 32:9 is no Problem, 48:9 is composed of 2 x 32:9 (left & right) put together
whereby the right quarter is cut off.(dont ask me I just translate this:)) VBN sequences must be integrated by a
VIZRT In the control room. Please send an email to: Verteiler VIZ <viz.vtl@prosiebensat1puls4.com>
 VBN sequences must be integrated into the control room by a VIZRT
Advantages disadvantages
Image sequences (VBN) or a 48:9 Still for example require as BG Loop/Still only one GFX Channel.
As an MXF BG Loop would for a 48:9 LED Wall three channels would be blocked with
(3 x MXF links, mitte, rechts).

Where to put it?
MXF, ProRes, PNG, JPG Drop: san-fs001\ -> multiplay\IN

From there, the loops are automatically copied to the respective Multichannel control drives and are then
available for the system.

IMPORTANT: Loops that are used over a longer period of time must include a "FIX" in the file name. Otherwise the
files will be deleted after 15 days.
Example: **P24_Milborn_LEDWALL_K1_FIX.png** oder **P24_Milborn_LEDWALL_K1_FIX.mxf**
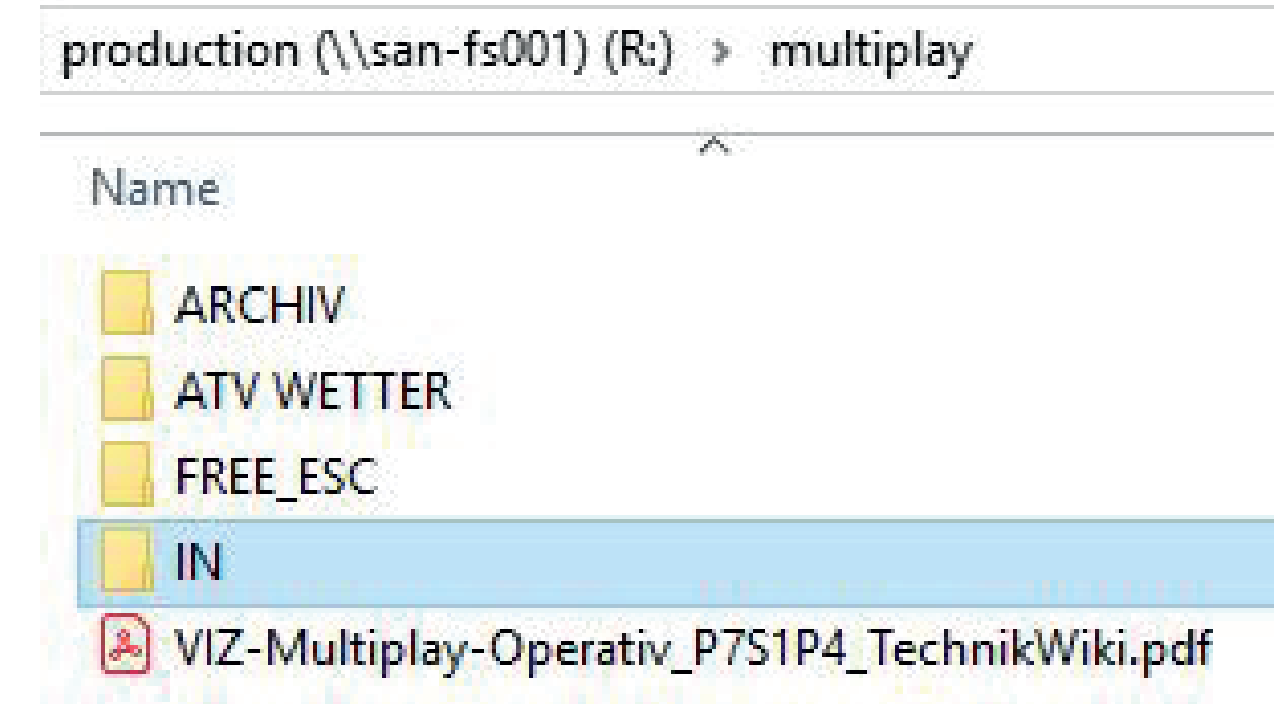
Loop Files for Regie Viz Multichannel

Drop Infos