

TV COMMERCIAL TECHNICAL SPECIFICATIONS 2021

CNBC International: **EMEA**, **APAC**, **LATAM**

Applicable for all Commercial Assets for transmission on CNBC International Channels



CATALYST™

Definition	File Format	Codec	Resolution	Frame Rate	Field Order	Aspect Ratio	Freq	Audio Channels	Audio Format	EBU Loudness Recommendation	Audio Sample Rate	Audio Bit Rate
HD	MXF	XDCAMHD 50 PAL (4:2:2)	1920 x 1080	25fps	Upper First	16x9	50hz	2	Stereo or Mono Mix	-23LUFS	48kHz	24 bit

Delivery Methods	Traffic Contacts	Important Information
<p>EMEA & LATAM</p> <p>CNBC Media Silo https://cnbc.mediasilo.com/</p> <p>User Name: CNBC-LONDON-Upload Password: Upl0ad3r</p> <p>*Other methods of delivery are available – please contact CNBC Commercial Traffic EMEA for more information. We can also receive APAC files and share internally*</p> <p>APAC</p> <p>CNBC Media Silo https://cnbc.mediasilo.com/</p> <p>User Name: CNBC-ASIA-Upload Password: Upl0ad3r</p> <p>*Other methods of delivery are available – please contact CNBC Commercial Traffic APAC for more information. We can also receive EMEA/LATAM files and share internally*</p>	<p>EMEA & LATAM</p> <p>commercialtraffic@cnbc.com</p> <p>Mark Ede / Lauren Parnell</p> <p>APAC</p> <p>asiatrafic@cnbc.com</p> <p>Cammy Lian / Angela Bok</p> <p>Please ensure to contact the relevant Traffic team once you have uploaded your file</p> <p>**Please note, both Traffic teams are working remotely at present**</p>	<ul style="list-style-type: none"> Files due 5 business days before TX date (or 10 business days before TX date where assets relate to highly regulated industries, e.g. financial services) and must be submitted with the following naming convention: AdvertiserName_CampaignName+Version_Duration_ChannelRegion For example - (HSBC_CreditCard001_30sec_CNBCEMEA) All files MUST obtain internal CNBC Commercial Clearance before transmission, and substantiation may be requested. Spots will not air without Commercial Clearance. Pre-clearance can be requested. EMEA & LATAM - Clients must ensure that files comply with Ofcom/ASA regulations, be EBU audio compliant & adhere to the BCAP guidance for advertising. APAC: Clients must ensure that files comply with the Singapore Infocomm Media Development Authority's (IMDA) codes & regulations, including the TV Advertising Code & TV Programme Sponsorship Code <ul style="list-style-type: none"> Do NOT include Colour bars/Clock/Slate/Freezes on files. Any onscreen text must be within Title Safe limits. CNBC International broadcasts in the <u>English language</u>. EMEA & LATAM can accept other language commercials with English subtitles. APAC can only accept English language adverts. No Subtitles allowed for APAC.

DIGITAL TECHNICAL SPECIFICATIONS 2021

CNBC International: EMEA, APAC, LATAM



Digital advertising material will only be supported on the following web browsers:

Operating system	Browser	Support
Windows	Edge (latest versions)	compliant
	Google Chrome (latest versions)	compliant
	Mozilla Firefox (latest versions)	compliant
macOS	Safari 12 and later	compliant
	Google Chrome (latest versions)	compliant
	Mozilla Firefox (latest versions)	compliant
iOS	Safari for iOS 12.1 and later	compliant
	Google Chrome (latest versions)	compliant
Android	Google Chrome (latest versions)	compliant
	Samsung Internet (latest versions)	compliant

Digital advertising material must be delivered to CNBC in GIF or JPEG format with a maximum file size per advertising banner of 12 K and a dimension for advertising banners of 468 pixels (Height) x 60 pixels (Width) unless otherwise agreed.