

TV COMMERCIAL TECHNICAL SPECIFICATIONS 2022

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

Applicable for all Commercial Assets for transmission on CNBC International



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

EMEA & LATAM

Frame.io

Please contact CNBC Commercial Traffic EMEA to grant access to Frame.io prior to uploading your file.

Other methods of delivery are available – please contact CNBC Commercial Traffic EMEA for more information. We can also receive APAC files and share internally

APAC

Frame.io

Please contact CNBC Commercial Traffic APAC to grant access to Frame.io prior to uploading your file.

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

Traffic Contacts

EMEA & LATAM

commercialtraffic@cnbc.com

Mark Ede / Lauren Parnell

APAC

asiatrafic@cnbc.com

Cammy Lian / Angela Bok

Please ensure to contact the relevant Traffic team once you have uploaded your file

****Please note, both Traffic teams are working remotely at present****

Important Information

- Files due **5 days** before TX date 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
 - Do NOT include Colour bars/Clock/Slate/Freezes on files.
 - Any onscreen text must be within Title Safe limits.
 - CNBC International broadcasts in the English language. EMEA & LATAM can accept other language commercials with English subtitles. APAC can only accept English language adverts. No Subtitles allowed for APAC.