

TV COMMERCIAL TECHNICAL SPECIFICATIONS 2023

CNBC International: **EMEA, APAC, LATAM** | NBC News Now: **UK**

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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

Preferred Delivery Methods	Traffic Contacts	Important Information
<p style="text-align: center;">EMEA & LATAM</p> <p style="text-align: center;">Frame.io</p> <p>Please contact Commercial Traffic EMEA to grant access to Frame.io prior to uploading your file.</p> <p>*Other methods of delivery are available – please contact Commercial Traffic EMEA for more information. We can also receive APAC files and share internally*</p> <p style="text-align: center;">APAC</p> <p style="text-align: center;">Frame.io</p> <p>Please contact Commercial Traffic APAC to grant access to Frame.io prior to uploading your file.</p> <p>*Other methods of delivery are available – please contact Commercial Traffic APAC for more information. We can also receive EMEA/LATAM files and share internally*</p>	<p style="text-align: center;">EMEA & LATAM</p> <p style="text-align: center;">commercialtraffic@cnbc.com</p> <p style="text-align: center;">Mark Ede / Gaëlle Choppe</p> <p style="text-align: center;">APAC</p> <p style="text-align: center;">asiatrafic@cnbc.com</p> <p style="text-align: center;">Cammy Lian / Angela Bok</p> <p style="text-align: center;">Please ensure to contact the relevant Traffic team once you have uploaded your file</p>	<ul style="list-style-type: none"> Files due 5 days before TX date with the following naming convention: AdvertiserName_CampaignName+Version_Duration_ChannelRegion For example - (HSBC_CreditCard001_30sec_CNBCEMEA) <ul style="list-style-type: none"> All files MUST obtain internal 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. <u>No Subtitles allowed for APAC.</u>