

TECHNICAL SPECIFICATIONS & DELIVERY

BILLBOARD SPONSORSHIP

Format	16:9, HD delivery required
Audio format	EBU R128
Minimum length	7 seconds / 5 seconds for CH Media
Delivery address	Digital ad delivery via www.spotupload.com
Delivery	10 working days before first broadcast / 15 working days before first broadcast for CH Media
Further information	https://goldbach.com/ch/de/portfolio/tv/spotanlieferung-and-specs
Contact	SoWeFo-Team: chmed.tvsponsoringsowefoteam@goldbach.com

**RTL
VOX
RTLZWEI
SUPER RTL**

SPONSORSHIP FACTSHEET

RTL DEUTSCHLAND

OFCOM	<p>OFCOM sponsorship guidelines: https://www.bakom.admin.ch/bakom/de/home/elektronische-medien/werbung-und-sponsoring/werbe-und-sponsoringrichtlinien/sponsoring.html#-97680210</p>
Length	<p>GBM calculates format sponsorships with 7 seconds as standard. The reference to the sponsor may only take up the time necessary to clearly perceive the reference to the external financing by the sponsor. 7 seconds is considered sufficient for this!</p>
Delivery	<p>The final, broadcast-ready billboards for the sponsorship must be delivered to us 10 working days before the first broadcast. This is the only way we can guarantee that they will be broadcast on time.</p>
Wording	<ul style="list-style-type: none"> ▪ Correct wording as per OFCOM sponsorship guidelines (sponsorship information only (image-generating)/no incitement to purchase/etc.) ▪ Each time the sponsor is credited, a clear link must be made between sponsor and broadcast, i.e. it must be clear who the sponsor is and which programme they are presenting. The opener and closer must differ from one another. ▪ No superlative - use in sponsoring: forbidden are e.g. "the best", "the biggest" or "the best method" etc. ▪ Possible sponsor credits: Opener: 'The following programme is brought to you by...' / 'Shopping Queen is brought to you by...' Reminder after the ad break: '... hope you enjoy the rest of the programme' / 'Now back to the programme, brought to you by...' Closer: 'This programme was brought to you by...' / 'Shopping Queen was brought to you by...' ▪ The sponsor can be credited in spoken or written format. ▪ If the sponsor's name appears in writing, bear in mind the following: <ul style="list-style-type: none"> – The name must be clearly legible – The name must appear for at least 4 seconds – The free soundtrack must not be used to make strong advertising statements with superlatives or claims of market leadership

**PROSIEBEN
SAT.1
KABEL EINS
SIXX
PROSIEBEN MAXX
SAT.1 GOLD
SIXX
PULS 8**

SPONSORSHIP FACTSHEET

SEVEN.ONE ENTERTAINMENT GROUP

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Length	GBM standard for sponsorship elements is 7 seconds. Sponsor credit may last between 5 and 10 seconds. The trailer sponsoring may only be 5 seconds long!
Delivery	The final, broadcast-ready billboards for the sponsorship must be delivered to us 10 working days before the first broadcast. This is the only way we can guarantee that they will be broadcast on time.
Wording	<ul style="list-style-type: none"> ▪ Correct wording as per OFCOM sponsorship guidelines (sponsorship information only (image-generating)/no incitement to purchase/etc.) ▪ Each time the sponsor is credited, a clear link must be made between sponsor and broadcast, i.e. it must be clear who the sponsor is and which programme they are presenting. The opener and closer must differ from one another. ▪ Possible sponsor credits: <ul style="list-style-type: none"> Opener: 'The following programme is brought to you by...' / 'Galileo is brought to you by...' Reminder before the ad break: 'We'll be right back after these adverts with...' Reminder after the ad break: '... hope you enjoy the rest of the programme' / 'Now back to the programme, brought to you by...' Closer: 'This programme was brought to you by...' / 'Galileo was brought to you by...' ▪ If the sponsorship includes trailer sponsorship and the opener features the wording: 'The following programme is brought to you by...', a version using the words 'This programme is brought to you by...' (without the word 'following') is required. ▪ The sponsor can be credited in spoken or written format. ▪ If the sponsor's name appears in writing, bear in mind the following: <ul style="list-style-type: none"> – The name must be clearly legible – The name must appear for at least 4 seconds – The free soundtrack must not be used to make strong advertising statements with superlatives or claims of market leadership

SPECIFICATIONS FOR ONLINE / MOBILE ADD-ON FORMAT PAGE / BROADCASTER’S WEBSITE.CH

<p>Logo integration</p>	<p>Prominent placement of the customer logo in the header of the booked format</p>	<ul style="list-style-type: none"> ▪ Keyed customer logo (.png, .tif, .gif, .eps) ▪ Implemented logo sizes (professionally created): <ul style="list-style-type: none"> – individual sponsorship: 140x60 px/co-sponsorship: 60x60 px ▪ No animation ▪ External links an option ▪ Tracking: click command an option; tracking pixel not an option ▪ 3rd party: not an option
<p>Video ad sponsorship opener/reminder/closer</p>	<p>Opener: After the pre-roll, directly before the content Reminder: After the ad break (only in full episodes and only online) Closer: Directly after the content Trailer: Directly after the program trailer in the SevenOne Video Network</p>	<ul style="list-style-type: none"> ▪ Resolution File size: 1024x576 px (16:9) max. 100 MB ▪ File format Duration: .mov, .mpg, .avi, .mp4 or .wmv max. 7 sec. ▪ Sound: integrated in video, soundtracks must use stereo sound. 48 or 44.1 kHz ▪ External links an option ▪ Tracking: click command and tracking pixel an option ▪ 3rd party: yes, on the basis of the VAST 2 specification (not with mobile/multiscreen)
<p>Contact/delivery</p>	<p>Online/mobile advertising media to be mailed. Delivery 10 working days before first broadcast!</p>	<p>Claudio Vitale mailto: claudio.vitale@goldbach.com Tel. +41 76 279 34 17</p>

3+

4+

5+

6+

7+

TV24

TV25

S1

SPONSORSHIP FACTSHEET

CH MEDIA

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Length	GBM standard for sponsorship elements is 7 seconds. Sponsor credit may last between 5 and 10 seconds.
Delivery	The final, broadcast-ready billboards for the sponsorship must be delivered to us 10 working days before the first broadcast. This is the only way we can guarantee that they will be broadcast on time.
Wording	<ul style="list-style-type: none"> ▪ Correct wording as per OFCOM sponsorship guidelines (sponsorship information only (image-generating)/no incitement to purchase/etc.) ▪ Each time the sponsor is credited, a clear link must be made between sponsor and broadcast, i.e. it must be clear who the sponsor is and which programme they are presenting. The opener and closer must differ from one another. ▪ Possible sponsor credits: (Always use first name terms at CH Media!) <ul style="list-style-type: none"> Opener: 'The following programme is brought to you by...' / 'Bachelor is brought to you by...' Reminder before the ad break: 'We'll be right back after these adverts with...' Reminder after the ad break: '... hope you enjoy the rest of the programme'/'Now back to the programme, brought to you by...' Closer: 'This programme was brought to you by...'/ 'Bachelor was brought to you by...' ▪ The sponsor can be credited in spoken or written format. ▪ If the sponsor's name appears in writing, bear in mind the following: <ul style="list-style-type: none"> – The name must be clearly legible – The name must appear for at least 4 seconds – The free soundtrack must not be used to make strong advertising statements with superlatives or claims of market leadership

SWISS1

SPONSORSHIP FACTSHEET

SWISS1

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