



TECHNICAL REQUIREMENTS

In order to ensure the correct broadcasting of **advertising spots**, it is requested that production agencies respect the following :

- EUROSPOORT requires delivery of **2 BETACAM SP (PAL not NTSC) tapes, but if more than one spot is delivered, we would need a compilation of all the ads on ONE tape** (identification clap is very important, separated by 1 minute blank), **french versions included, which means we should never receive more than two identical tapes** (a complete compilation plus a dub of this).
- **Format 4:3**
- Delivery should be **5 working days before the first transmission** .
- It is also necessary to use new tapes.
- **The visuals must be in english for broadcasting on Eurosport International and in french for the broadcasting on Eurosport France** (the other languages, german and dutch, have to be only audio), see page 3, french law particularity.

ORGANISATION OF THE TAPE

Leader

Mandatory from the beginning of the magnetic part of the tape being run in a tape.

The leader must include at least 1 to 2 minutes of bar test pattern (75 - 100%) and reference frequency (1000 HZ - 0 DB/VU) followed by at least 15 seconds for the programme identification clapper board and then a visual countdown of 7 seconds. Next comes a black space and an audio silence of 3 seconds before the first useful image of the commercial.

For commercials, the first and last frame must be frozen for 3 seconds (except in case of fade to black effect).

After the last image, the commercial must be followed by a black space of at least 30 seconds and silence on all available audio tracks. If several commercials are on the same magnetic medium, the above standards should be implemented for each of them (without bar test patterns).

The bar test patterns, clap and programme should be recorded with the same machine.

Clapper Board

On the clapper board the following should be indicated: the name of the advertiser, the title of the spot and the length of the commercial.

Audio

The audio signal must be MONOPHONIC and recorded on all 4 tracks in this order :

- Track 1 : English
- Track 2 : German if you have, otherwise English
- Track 3 : Dutch if you have, otherwise English
- Track 4 : French** if you have, otherwise English

It is necessary to fill the tracks of languages not used, with English or music soundtrack.
We cannot use tapes with some tracks mute.

Also, the french version must have the four tracks in french and STEREO (1st and 3rd track from left side, 2nd and 4th track from the right side).

Audio Frequency

Users are reminded that the recommendations apply to the magnetic flux actually recorded on the tape and that the tape should comply with the specifications of the test tapes supplied by the manufacturers for each format. The recommendations do not apply to the VU meter indications.

Time Code

The mandatory LTC time code must be increasing and continuous without breaks and not passing by 24 hours over the entire length of the programme (with manufacturer margin at the beginning).

The VITC code is not compulsory, but if it is mentioned on the technical reference card, it must be the same as the LTC code and located on lines 19 and 21.

Eurosport Advertising Spot Checklist

This essential document must be completely filled out and sent with the tape or faxed directly to Eurosport to **Katja Beysserie, to the following fax n° + 33 1 40 93 80 69.**

Please note that it is **essential that information regarding the music is supplied together with the tape as we are legally obliged to declare to the SACEM** all music broadcast on Eurosport. We thank you in advance for your co-operation in supplying all of the required informations.

Delivery

The advertising spots should be delivered at least 5 working days before broadcasting at the following address :

EUROSPORT
Katja Beysserie
3, rue Gaston et René Caudron
92130 Issy-les-Moulineaux
France

Please do not use recycled paper envelopes as they are always damaged when they arrive here, and the fibers which are on the tapes then, are destructing our very sophisticated machines.

Remarks

- Labels mentioning the following information should be put on the tape and the box:
 - Identification of the service provider
 - **Name of the Advertiser**
 - **Title of the spot, Length**
 - Audio content track marks

Organisation of our Broadcasting System

Eurosport International is broadcasting all over Europe one single picture completed with four basic languages : English, German, Dutch, French.
Consequently it is not possible to add other audio versions like Italian, Spanish etc.

Particular case for France

Due to the french law, the use of the french language is compulsory within any advertising on Eurosport France, whether written or spoken. Please note that the french subtitles should have the same size than the initial english graphics. If you would like Eurosport to look after the translation of the voice-over (around 2,290 €) or the subtitling of a foreign version (around 1,830 €) a 72 hours delay could be necessary.

If you should have an english voice-over for the french version, every spoken word has to be subtitled very readable and remain on the screen at the same time the voice-over is talking. Better is a french voice-over.

Contact Persons

EUROSPORT
Mrs Katja BEYSSERIE
3 Rue Gaston et René Caudron
92130 ISSY LES MOULINEAUX– FRANCE
Phone + 33 1 40 93 81 97
Email : kbeysserie@eurosport.com

For technical queries :

EUROSPORT
Mr Eric BELLAND Phone + 33 1 40 93 81 97
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Mr Pascal JACSON Phone + 33 1 40 93 80 14
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Email : aghellab@eurosport.com

RESUME OF OUR TECHNICAL REQUIREMENTS

In order to ensure the correct broadcast of all advertising spots, it is requested that production agencies respect the following technical conditions.

FORMAT:

TWO IDENTIQUE COPIES REQUIRED ON *BETA SP 75* (PAL/SECAM but not NTSC)

1. Bar test pattern (75 - 100 %) and reference frequency (1000 HZ ~ 0 DB-VU)
2. Programme identification clapper board including:
 - Name of the advertiser
 - Title of the spot
 - Length
3. 3 seconds of black space and audio silence on 4 tracks before the beginning
4. 1St useful frame frozen for 3 seconds (except in the case of fade to black effect).
5. Last useful frame frozen for 3 seconds (except in the case of fade to black effect).
6. 30 seconds of black space and audio silence on 4 tracks
7. The sound has to be monophonic and in this order : Track 1 : English / or music if any, Track 2 : German or English or Music if any, Track 3 : Dutch or English or Music if any. Track 4 : French of English or Music if any. Only the french version has to be in stereo (1st and 3rd track coming from the left, 2nd and 4th from the right !)
8. Format : 4:3
9. ALL versions (lengths, language versions, editorial versions) **have to be compiled on ONE Beta SP**, separated by at least 30" black which means : NEVER SEND MORE THAN 2 IDENTIQUE TAPES. Thank you !

Magnetic support of the tape						
1	2	3	4	5	4	3
1: Bar test patterns + reference frequency 3: Black space + audio silence 5: Advertising spot					2: Identification clap 4: Frozen frame	

Please complete the enclosed "Advertising Spot Checklist" in particular "Identification of the music".