



TECHNICAL SPECIFICATIONS

L'ACTUALITE INTERNATIONALE 24H/24
24 HR INTERNATIONAL NEWS CHANNEL
قناة 24 ساعة للأخبار الدولية

TV

France24 requests a **BETA CAM SP PAL** or a **BETA NUMERIC** tape for every product to broadcast (all other formats will be rejected). TV ads or sponsorship elements should be delivered 7 working days before first airing.

Contacts for technical matters and for delivery of materials:

France 24 Advertising
François-Marie LE BAUD/Aliou Doumbouya
5, rue des Nations-Unis / 62 rue Camille Desmoulins
92445 ISSY LES MOULINEAUX

Standards of duration:

- **sponsorship:** 2 billboards of 6 seconds each (**Billboard IN-program-Billboard Out**)
- **TV ad:** 30 seconds (for shorter or longer duration ads please confirm with Sales Department prior to production)

All TV ads and/or Sponsorship Billboards should be provided in 3 languages (FRENCH, ENGLISH and ARABIC) or at least in 2 languages (FRENCH and ENGLISH).

The audio signal should be Monophonic.

The tape Primer should be at least 1 to 2 minutes of test pattern (75-100%) and a frequency reference between 1000Hz and 0 DB/VU followed by a 15 seconds program identification clap. The first image of the program should be preceded of a 3 seconds silent dark.

The clap should mention the client's name, title, ad duration, and time code for the ad beginning.

The first and last images of the ad should be fixed for 3 seconds if there is no fade out at the end and beginning of the ad.

Slogans and other references to the advertiser in another language should be subtitled in French on the French version of the ad.