

DIGITAL DELIVERY OF AN ADVERT

For **spot delivery** you can use the ZDF **Uploadportal**. Please apply for your access data. You will receive an **e-mail** from us with your **personal** access.

All information regarding the delivery can be found on our website under the technical delivery specifications: <https://www.zdf-werbefernsehen.de/kundenservice/bandlose-spotanlieferung>

Technical delivery specifications:

In general, the "Technical Guidelines for the Production of Television Productions for ARD, ZDF and ORF" apply. You can find these [here](#).

Keyfacts:

Video encoding:

XDCAM HD 422, 720p/50 or 1080i/25, 50MBit/s, container format: MXF OP1a

AVC-I100, 720p/50 or 1080i/25, container format: MXF OP1a

Audio encoding:

Linear PCM, 24 Bit/48 kHz. Channel assignment: stereo broadcasting sound on track 1 & 2, level control in accordance with the technical guidelines.

For adverts and sponsorship trailer applies after the R128s1:

Target level Programme Loudness: **-23,0 LUFS (± 0,5 LU)**

Maximum Short-term Loudness: **-18,0 LUFS**

Maximum True Peak Level: **-1dBTP**

Each advert must be delivered in a separate file (maximum length: 5 mins). Each file must be assembled with 2 frames of black before and after the advert. The file name may not exceed 64 characters (incl. the file format). Please make sure that the file name does not include blank space and any special characters (including ß, ä, ö, (, <, & ...). The SOM should start at 00:00:00:00. Please note that the spot length may be exceeded by a maximum of 8 frames (i25 or 16 frames for p50). Only MXF files may be placed on the server.

For first-time users of our system, it is required to send us a test file for our approval in advance, otherwise we are unable to guarantee a broadcast of the advert. Please take into account that we need the file five working days before the broadcast, just like tapes, as they still need to be approved regarding technical specifications and content. If necessary a shorter-term solution can be arranged on demand.

Our colleagues in the Advertising Department are happy to help you if you have any technical queries.
Call: **+49 (0) 6131 70 18860**.

In order to send you the login data, we need you to e-mail the following information to the contact people in our Planning Department disposition-werbung@zdf.de:

- Company
- Name of contact
- Telephone number
- E-mail address

The delivery form has to be completed separately for every single spot under "Bandlose Spotanlieferung": <https://www.zdf-werbefernsehen.de/kundenservice/bandlose-spotanlieferung>

Please click on the following link to go to the FAQ page of the upload portal for external users:
[Uploadportal FAQ](#)

Our Planning Department is happy to help in case you have any questions. Call: **+49 (0) 6131 70 140 -18, -28, -29**.