

The background is a dark blue gradient. It features several overlapping circles and arcs in yellow, red, and light blue. A central yellow circle contains a white play button icon. Below it, a blue circle contains a white refresh icon. Other circles are partially visible on the left and right edges.

atmedia 

**TV ADVERTISING
TECHNICAL T&Cs**

2025

Technical T&Cs for Implementation of Commercials Into TV Broadcasting

- > **Delivery options for commercial spots and sponsorship messages: solely digital file delivery via Adstream.com or Peachvideo.com** (paid services).
- > **Basic technical specification:**
 - Video: Aspect ratio 16:9, PAL
 - Audio: EBU R -128
- > **Specific technical conditions currently valid for commercial spot deliveries can be found on our website www.atmedia.cz under the section called 'Technické parametry TV kampaní'.**
- > **Spot delivery contact details (Adstream):**
 - Digital Adstream ČR, cz.delivery@extremereach.com
- > **Spot delivery contact details (Peachvideo):**
 - Miloš Paleček, milos.palecek@peachvideo.com, support.cz-sk@peachvideo.com, +420 606 422 380
- > **Commercial (AKA) Code:** Each spot must have its own unique code, which is assigned by the Czech TV Commercial Register (operated by AKA - Communication Agencies Association).
- > **Delivery deadline:** Each commercial spot must be delivered no later than 5 working days before the day of its first broadcast day.
- > **Each commercial spot must be of a correct length, exactly as specified in the campaign order.**

Our Sales Team



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