

Please find below the **Technical Specifications** required for airing various properties like commercial, tags, etc on our channels.

1] Commercials

- a) Dimensions (px) - 720 x 576
- b) Ration - 4: 3
- c) Format - DV PAL MOV

* Same specifications apply for Sponsorship Visuals in addition to this a proper / complete tag line (Voice Over) should also be shared.

2] Sponsorship tags

- a) Logo (px) 720(W) x 576(H)
- b) Resolution - 72
- c) Mode - RGB Colour
- d) Format - TGA

3] Aston

- a) Dimension (px) - CNBC TV18: Aston size 600 x 60 & Content size 415 x 58
- AWAAZ & BAJAR: Aston & Content size 560 x 60

- b) Format - avi in 32 bit alpha with an IN Animation of the band required)

4] Tickers

- a) Dimension (px) - CNBC TV18, AWAAZ & BAJAR: 300 dpi

- b) Format - High Definitions logo

-Text Size - Maximum 80 character

5] L Band (Files encl)

- a) Dimension (px) - CNBC TV18: Vertical side 200 x 476 & Horizontal side 550 x 90

- AWAAZ & BAJAR: Vertical side 167 x 480 & Horizontal side 560 x 72

- b) Format - Avi with alpha

PS: The above is subject to change for specials events like, Budgets, Elections, etc...



TV18 Broadcast Limited

(CIN – L74300DL2005PLC137214)

Mumbai Office : Empire Complex, 1st Floor, 414, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013, India.

T +91 22 6666 7777 F +91 22 2496 8238 W www.network18online.com

Regd. Office : 503, 504, 507, 5th Floor, Mercantile House 15, Kasturba Gandhi Marg, New Delhi – 110001

T +91 11 4150 6112-14 F +91 11 4150 6115 W www.network18online.com