Technical requirements
for the inclusion of advertising spots and programmes shorter than 30 seconds into the broadcasting of TV JOJ Group efficient as of 1 January 2027.

A Technical requirements for the supplying of spots via FTP:

TV specifies the following initial requirements for the reception of all TV programmes in high definition (HD) in XDCAM HD422 format. Preferred file transfer is with File Transfer Protocol (FTP). All the supplied materials regardless of their format and medium must comply with the EBU R128 standard. The technical requirements apply to all the footages of advertising spots.

Warning for spots broadcast in the Slovak Republic territory:

The TV channel logos (JOJ, PLUS, JOJ KRIMI, JOJKO, JOJ 24, JOJ Šport, JOJ Šport 2, JOJ Svet, Prima SK, Prima COOL SK, Prima LOVE SK) are displayed on the screen also during advertising and teleshopping breaks.

Logo coordinates are:
left - top: 145px x 90px
right - bottom: 236px x 178px

Coordinates apply to HD picture 1920x1080

For inspection purposes during the production of the spot, we have created templates with the channel logos, which can be found at the very bottom of the page via this link: https://www.jojgroup.sk/viac-o-reklamnych-formatoch/ under the section "Templates with the placement of JOJ GROUP television channel logos"

The templates are for inspection purposes only; final spots definitely intended for broadcasting must be produced without this template in the picture, as has been the case until now.

All the files must be supplied in XDCAM MXF OP1a (.MXF). Without track with time code, or with time code beginning at 00:00:00:00.

File format:

MXF OP1a with **.mxf** extension with 1x video track, 2-8 audio tracks (preferred format)

Audio track

Audio codec: PCM
Sampling frequency: 48kHz
Bit depth: 24bit

Sequence of audio tracks of undubbed programmes:

2 audio tracks: A1, A2 SK Stereo
4 audio tracks: A1, A2 SK Stereo; A3, A4 SK Audio Description

Sequence of audio tracks of dubbed programmes:

8 audio tracks:
A1, A2 SK Stereo; A3, A4 original Stereo; A7, A8 M&E, or
A1, A2 SK Stereo; A3, A4 Audio Description; A5, A6, original stereo; A7, A8 M&E

The audio signal is measured in full extent, without any emphasis on specific elements such as voice, music, effects.

Integrated Loudness is normalised to -23LUFS. Max True Peak Level must not exceed -1dBTP.

Loudness Range (LRA) must not exceed 15 LU.

In case of advertising and programmes shorter than 30 second Momentary Loudness (400ms)) must not exceed -15LUFS and at the same time Short Term Loudness (3s)) must not exceed -20LUFS.

The level of loudness according to EBU R-128 must be normalised and always measured separately for two tracks (track 1 and 2 and separately for track 3 and 4, never 4 tracks together!).

Video track

Encoding settings in HD

Profile: XDCAM HD422
Data flow: 50 Mbps CBR
Interlacing mode: Interlaced, Upper first
Aspect ratio: 16:9
Resolution: 1920x1080

Account for sending of files to ftp is as follows:

server: ftp.joj.sk
login: advert
password: rEklama112#

The FTP server does not work as a website, you need to log in to it using an FTP client program (e.g. FileZilla, Total Commander, etc.).

Please kindly send the information about spot upload to FTP and registration sheets for spots to the following e-mail address:
spoty@joj.sk

B. Warnings and Specifications

1. **Advertising spot for medicinal products shall contain the following information:**

"Please read carefully the patient information leaflet."(„Pred užitím lieku si pozorne prečítajte príbalovú informáciu.")

Where possible, in addition to the above sentence, the advertising spot for medicinal products should also include an invitation to consult a doctor or pharmacist for further information on the effects of the medicinal product.

Advertising spot for a traditional herbal medicine shall contain the following information:

"Traditional herbal medicine intended for indications verified exclusively by continued use." („Tradičný rastlinný liek určený na indikácie overené výhradne dlhodobým používaním.")

This warning and recommendation contained in the advertising of medicinal products must be displayed in the TV spot for at least six (6) seconds.
This warning and recommendation contained in the advertising of medicinal products must be displayed in the TV spot in the ARIAL Regular font, 24pt. The full text of the warning must be displayed on a sufficiently contrasting background. If the mandatory information is included in the following text, it must always be displayed as first.

2. **Advertising spot for infant formulas**

The advertising spot for infant formulas shall contain scientifically verified and factually correct data and shall not lead to the conclusion, that infant formulas are equivalent to or better than breast milk. The advertisement can't contain the word "humanized, maternalized" or similar words.
The advertisement must contain the text "Important notice", accompanied by a text indicating the priority of breastfeeding that the product should only be used on the advice of medical, nutritional or medical specialists. Advertising of infant formulas by distributing samples, highlighting discounts, adding other products or special offers is prohibited.

3. **Advertising spot for gambling**

Promoting of a gambling licensed or licensed may only be in accordance with the Gambling Act, the terms and conditions of the gambling provided for in that Act and set out in the individual license or general licence, and the approved gambling plan, and the promotion of this gambling game is only permitted if it is operated under the terms of the Gambling Act. The advertiser is obliged to submit relevant documents to prove the granting or issuance of a license for the operation of gambling game, as well as for submitting other documents required by the Gambling Act. The advertiser undertakes to sign a promise of indemnity in the event that its action gives rise to Slovenská produkčná, a.s. damage in causation. Gambling game advertisements must include a notice prohibiting persons under 18 years of age from participating in gambling game.

4. **Advertising spot for alcoholic beverages shall contain the following information:**

„Make sure to have a responsible approach and moderate consumption of alcoholic beverages." („Dbajte na zodpovedný prístup a striedmu konzumáciu alkoholických nápojov.")

Slovenská produkčná reserves the right not to include an advertising spot for alcoholic beverages in the event that the inclusion of an advertising spot within the program would contradict the family focus of the program composition.

5. **Advertising spot for energy drinks**

Advertising of energy drinks shall not be targeted at children or encourage their consumption of energy drinks. It shall not involve the direct participation of children, nor indirectly feature fictitious persons, animated characters, or figurines resembling minors or whose actions are reminiscent of minors. Such advertising shall neither form part of a programme intended for children nor accompany such a programme in television broadcasting or other audiovisual media services. It shall not form part of a communication medium intended for children, nor be present at any public event primarily intended for children.

Furthermore, advertising of energy drinks shall not depict the mixing of energy drinks with alcohol, nor claim that the consumption of energy drinks with alcohol reduces the effects of alcohol. It shall not include any claims regarding a relationship between energy drinks and alcohol. Additionally, it shall not present an energy drink as a sports drink or as a beverage whose positive effect is the prevention of dehydration.

6. **The minimum allowable spot length is 4 seconds with a spotindex of 0.4.**

7. **Advertising spot for Slate smartphones and tablets**

Advertising spot for Slate smartphones and tablets must include the energy efficiency class and the range of energy efficiency classes shown on the label. The energy efficiency class and the range of energy efficiency classes shall be displayed as shown in Figure 1 and shall use an arrow containing the letter of the energy efficiency class in 100 % white in bold Calibri font and at least the same font size as the price, where applicable. The colour of the arrow shall correspond to the colour of the energy efficiency class. The range of available energy efficiency classes shall be in 100 % black and the arrow shall be large enough to be clearly visible, recognisable and legible and shall be displayed for at least 6 seconds. The letter indicated on the energy efficiency class arrow shall be placed in the centre of the rectangular part of the arrow and a border 0,5 pt thick in 100 % black shall be placed around the arrow and the letter of the energy efficiency class.
The definition of smartphones and Slate tablets for which labelling is mandatory is laid down in Article 2 of the EU Commission Delegated Regulation 2023/1669 of 16 June 2023.

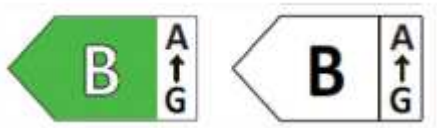
8. 

Figure 1

8. **Greenwashing**

The advertising spot may not use unfair commercial practices, which shall, in particular, include:

Displaying a sustainability label that is not based on a certification scheme or has not been established by public authorities.

Making a generic environmental claim in written, oral, or audiovisual form that is not specified on a sustainability label, and where the specification of the claim is not clearly and prominently provided within the same communication medium, unless the advertiser is able to demonstrate recognized excellent environmental performance (e.g., "climate-friendly", "eco-friendly", "green", "ecological").

Making an environmental claim about the entire product or the entire business when it concerns only a certain aspect of the product or a specific activity of the business.

Making a claim based on greenhouse gas emissions offsetting that a product has a neutral, reduced, or positive impact on the environment in terms of greenhouse gas emissions.

Withholding information that a software update, including a security update necessary to maintain conformity of the goods with digital elements, digital content, or digital services, or a feature update will have a negative impact on the functioning of the goods with digital elements or on the use of the digital content or digital service.

Presenting a software update, including a security update or a feature update, as necessary to maintain conformity of the goods with digital elements, digital content, or digital services if it only improves the characteristics of features.

Any commercial communication about goods containing a feature introduced to limit their durability, despite the fact that information about this feature and its effects on the durability of the goods is available to the trader (i.e., the trader may not in any way promote, offer, or sell goods into which a feature shortening their functionality or durability has been intentionally introduced, if the trader was aware of this fact).

Falsely claiming that under normal conditions of use, the goods have a certain durability in terms of time or intensity of use.

Presenting goods as repairable when they are not.

Inducing the consumer to replace or replenish a component of the goods that repeatedly wears out and needs to be replaced or replenished to ensure the intended functionality of the goods, sooner than is necessary for technical reasons.

Withholding information about the impairment of the functionality of the goods when using components that repeatedly wear out and need to be replaced or replenished to ensure the intended functionality of the goods, with spare parts or accessories not supplied by the original manufacturer of the goods, or falsely claiming that such impairment will occur.

Making an environmental claim regarding the future environmental performance of a product without clear, objective, publicly available, and verifiable commitments of the advertiser stated in a detailed and realistic implementation plan that contains measurable and time-bound targets and measures necessary to support its implementation, without verification by an independent third-party expert.

Promoting a product benefit that is negligible for the consumer and unrelated to any feature of the product or the advertiser.

An advertising spot that compares products must include information about the product comparison method, the products being compared, their suppliers, and measures to ensure that the information is kept up to date, if the advertiser provides a service comparing products and provides the consumer with information on environmental or social characteristics of products, or circularity aspects such as durability, repairability, or recyclability of products, or their suppliers.

9. **Content Created or Modified by Artificial Intelligence**

An advertising spot (image, sound, video, or text) created or modified by artificial intelligence must be truthfully declared and clearly labeled in accordance with applicable regulations, in particular in the case of photorealistic outputs or synthetic audio and video representing a deepfake.

The advertising spot may not infringe copyrights and personal rights (rights to protection of personality). It must be truthful and non-misleading.

In the event of using a synthetic voice or replacing the voice of a well-known person, the spot must contain a clear acoustic (vocal) warning in addition to the visual labeling.

If the AI-generated image or video is part of an obviously artistic, satirical, dramatic, or fictional work (parody), the AI content warning does not need to be displayed continuously on the screen, and appropriate labeling that does not disrupt the display or enjoyment of the work, e.g., in the opening or closing credits, shall be sufficient.

The advertiser is liable for the compliance of the advertising spot with Regulation (EU) 2024/1689 of the European Parliament and of the Council.

Content restrictions for the broadcasting of spots subject to Czech legislation.

1. **Gambling**

Spots where gambling is promoted or encouraged to buy a lot or lottery ticket must contain a legal sentence: “The Ministry of Finance warns: Participation in gambling may create an addiction”. Advertising for gambling must include a notice prohibiting persons under 18 years of age from participating in gambling.

2. **Marketing competition**

The spot in which the marketing competition is promoted can only be broadcast if the client confirms to us by signing and stamping a declaration that meets the requirements of Czech legislation.

3. **Spots in which the origin of Czech food is promoted**

If the product has a trademark and is clearly listed as a product of Czech origin, we can easily broadcast the spot. If it is not possible to determine whether it is a territorial designation of a food from the Czech Republic or a protected geographical indication, the client must sent a declaration that the food meets all the requirements for its designation by law about food.

Deadlines for delivery of spots:

Deadlines for delivery of spots for broadcasting of media commercial communications on the JOJ, Plus, Wau, JOJKO and Prima Plus stations:

Deadlines for delivery of spots for broadcasting of media commercial communications on the JOJ, Plus, Wau and Prima Plus stations:		
Monday	to 15.00	for Thursday
Tuesday	to 15.00	for Friday
Wednesday	to 15.00	for Saturday and Sunday
Thursday	to 15.00	for Monday and Tuesday
Friday	to 15.00	for Wednesday

Deadlines for delivery of spots for broadcasting of media commercial communications placed at another program service falling within or representing the "JOJ Group":

Deadlines for delivery of spots for broadcasting of media commercial communications placed at another program service falling within or representing the "JOJ Group":		
Monday	to 15:00	for Saturday
Tuesday	to 15:00	for Sunday and Monday
Wednesday	to 15:00	for Tuesday
Thursday	to 15:00	for Wednesday
Friday	to 15:00	for Thursday and Friday

The change of the spot on the ongoing media commercial communications of another program service belonging to or representing the JOJ Group can only be made after four (4) calendar days from the date of notification of such change.

Contact persons for checking and confirmation of spots, storyboards:

Martina Spodniaková, Telephone: 02/59 88 86 40, +421 903 774 730
Adriana Skladaná, Telephone: 02/59 88 86 37, +421 945 455 890

Information about uploading to FTP and records of spots sent by e mail : spoty@joj.sk

C. Conditions for the Delivery of Sponsor Links

Form:

A sponsor link can not be of a nature of an advertising spot, which means that the animation or text can not indicate the way of use nor incite to consumption. No edited advertising spot can be used for the production of the sponsor link.

The sponsor link can be animated and sound/sponsorship of programs, live broadcast and weather forecast /

The sponsorship link may last a maximum of 10“ and must border the sponsored program, i.e., the sponsorship link must be included in the broadcast at least before and after the sponsored program.

The audio track has the same length as the video track. However, it is important that the spoken word ends 12 frames before the end of the entire spot; the musical accompaniment may continue until the very end. This is important to ensure that in the event of an earlier cut-off, the last syllables of the spoken speech are not cut off. Normalization to -23 LUFS applies to the entire length of the spot.

Contents:

The sponsor’s logo, business name, service mark or the trademark of the product, if registered. This registration must be relevant proven.

A slogan may be used only if it is part of the registered trademark. In addition to the possibility referred to in paragraph 1, the product may be mentioned only in the general characteristics of the sponsor’s activity (e.g.: Sponsored by the car manufacturer).

If the trademark of the product forms part of the sponsor link, no other information about the product can be indicated (e.g. information about its quality or price). If the product is part of the trademark, it may be presented only in the form in which it is registered.

The sponsor link must identify the sponsor and reflect the sponsor’s connection with the sponsored program.

Sponsor:

The sponsor may be a legal and natural person. The sponsor may not be a person whose principal business is the production, sale or lease of products, the advertising of which is not allowed.

The sponsor may not be a person whose principal activity is the manufacture or the sale of tobacco products, electronic cigarettes or refill bottles for electronic cigarettes. Manufacturers of medicinal products may be sponsors only if they meet the terms and conditions of advertising.

When choosing a sponsor, it is necessary to take account of his suitability with respect to content or focus of the sponsored program. The sponsor shall not affect the content or the time

of placement of the sponsored program into the broadcast.

Sponsors of programs for children and youth can not be manufacturers or vendors of alcoholic beverages.

The proposal (storyboard) as well as the finished sponsor link shall be subject to final approval by Slovenská produkčná, a.s.

Proposals (storyboards) must be sent to the following address for approval:

Ľubica Kostercová
02/59 888 623
kostercova@joj.sk

The account for sending files to the ftp site:

server: ftp.joj.sk
login: advert
password: rEklama112#

The information about uploading of the spot to FTP and registration cards of spots must be sent to the following email address:
spoty@joj.sk

D. Technical conditions for receiving *injections* into the broadcast of the JOJ GROUP

Slovenská produkčná, a.s., has determined the following conditions for receiving injections:

1. The sequence of images must be in the Traga .tga format.
2. Bit resolution – 32 bit (24-bit RGB + 8-bit alpha channel).
3. Resolution 1920 x 1080.
4. Photography – 25 progressive frames per second (without half-frames).
5. Aspect ratio 16:9 Full Height Anamorph.
6. The alpha channel must be premultiplied.
7. The animation must be located in the lower central part of the screen and can occupy up to 1/16 of the
image. The remaining area of the image must be 100% transparent.
8. The length of the animation can be a maximum of 10 seconds, while the roll out and download of the sponsor's logo across the animation shall be counted in this time. The actual display of the logo of the sponsor (the injection) shall have the length of five (5) seconds.
9. Delivering media via standard ftp:
   - ftp.joj.sk
   - Login: inject
   - Pass: Elkama14e
10. The injection must be sent to the ftp server at least four (4) working days prior to the first broadcast of the injection.
11. The information about sending the injection to the ftp server must be reported to the e-mail address spoty@joj.sk.

In Bratislava, November 3, 2026

Ing. Martin Heržo
JOJ GROUP Sales Director