



TECHNICAL REQUIREMENTS RADIO

Last updated 01.01.2026

ADVERT LENGTH

Adverts generally last 20 seconds or more. A short-ad surcharge in accordance with the standard rate is added for adverts which are 5–19 seconds in length (see section 12 of terms and conditions). ORF agreement must be obtained for adverts lasting less than 20 seconds, with the exception of adverts that are 5, 10 or 15 seconds in length. For technical reasons, adverts less than 5 seconds in length cannot be accepted under any circumstances. The duration in seconds must be precisely adhered to; adverts that are only marginally longer must be rounded up to the next second.

A surcharge is added in accordance with the standard rate (see section 12 of terms and conditions) for tandem advert bookings; this surcharge applies for all adverts involved in a tandem showing, regardless of length. If a tandem advert contains one or more adverts lasting less than 20 seconds, the relevant short ad surcharges will be added in accordance with the standard rate (see section 12 of terms and conditions). Only adverts lasting a minimum of 20 seconds and a maximum of 30 seconds may be booked as standalone adverts.

BROADCASTING MATERIAL

Send via the ORF-Enterprise website homepage (enterprise.ORF.at) in MP2, MP3 or WAV format (256 kbit, 48 kHz, -9db).

In parallel with the technical requirements, the following customer-specific requirements must be provided:

- Agent number (Publiplan number)
- Product number (Publiplan number)
- Customer advert name
- Advert length in seconds (rounded up to the nearest second)
- Information on the advert (keywords for identifying the advert)
- AKM data