

VIDEO ON DEMAND (VOD) DIGITAL ASSET DELIVERY GUIDE

Welcome to Allied Vaughn's VOD Digital Delivery Guide. In order for us to serve you best, please take the time to read through this entire guide. It will help you prep your digital assets for submission on multiple platforms. If you have any questions we will be happy to assist you.

NOTE: Titles may be rejected by some platforms if we do not receive your assets in the correct formats.

CHECKLIST OF REQUIRED ASSETS:

Because of the potential to submit your title to multiple platforms we need a handful of graphics in different sizes. We recommend all assets be 300dpi in HD or higher.

REQUIRED VOD ART FILE SIZES:

- 16:9 (HD= 4520x2540px or SD= 2048x1152px)
- 2:1 (HD= 1920x1024px)
- 2:3 (HD= 2700x4050px)
- 3:2 (HD= 1280x853px)
- 3:4 (HD= 1575x2100px)
- 4:3 (HD= 1920x1440px)
- 16:9 (HD= 1920x1080px) NO TEXT/HERO Image
- 16:6 (HD= 2889x900px SD= 2048x768px)
- 9:16 (HD= 2100x2700px)
- Thumbnail: 214x306px
- Cinedigm:
2000x3000px - 1920x2560px -
2560x1920px - 1440x810px
- Key Art Poster 300dpi .psd file in layers

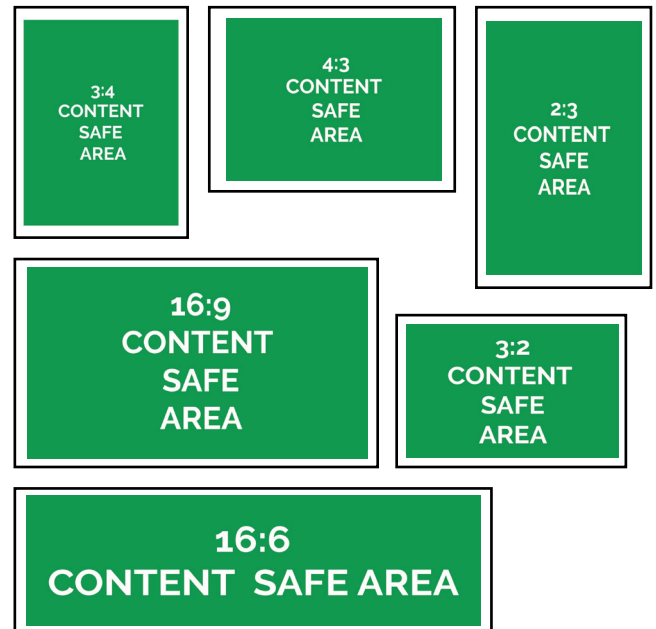
ACCEPTABLE VIDEO FILES FORMATS:

(Preferred unless special conditions)

- PRORES 422 HQ
- PRORES 422
- H.264 (AVC)

CLOSED CAPTIONING FILE FORMATS:

- SCC
- SRT



DO'S AND DON'TS WHEN SETTING UP YOUR ART ASSETS:

- Do keep titles and tag lines within Content Safe Areas (shown above).
- **Do Not** stretch or squish your artwork to fit the desired size of the asset.
- Do keep imagery consistent.
- **Do Not** use different images as backgrounds between assets.
- Do use one main background image through-out your assets.
- **Do Not** use multiple boxed images in one asset.
- Do make sure your title is clearly visible and legible.
- Do name your images with the title, ratio and pixel size.
EX: BillsTango_16x9_2048x1152.jpg

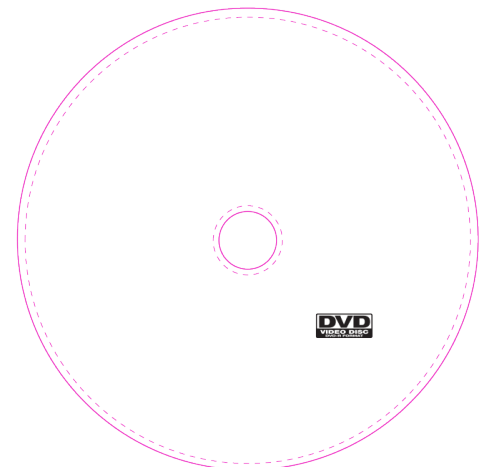
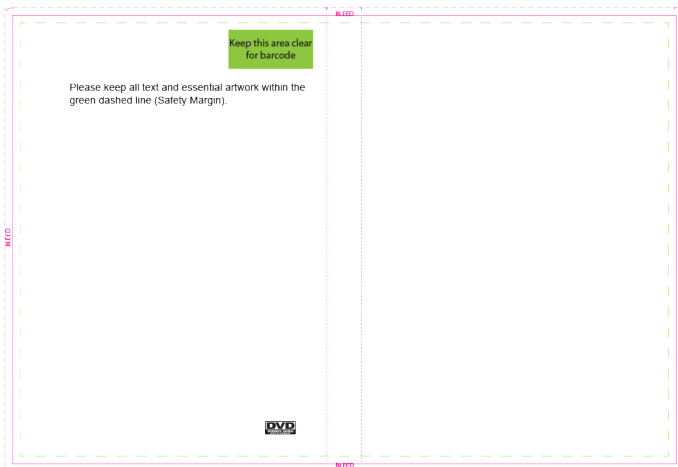
Delivery Process & Specifications For Asset Ingestion with Allied Vaughn

Allied Vaughn's Media Ingestion Team strives to ingest our content partner's assets in a secure, user friendly and efficient manner. In order to accomplish this we require 3 things:

Art + Content + Metadata = Finished Good

1. DVD Artwork

Our artwork templates are available at the link at the bottom of each page of this document. Please use the guide templates to create artwork to meet our specifications.



DVD Wrap Spec Overview	DVD Disc Spec Overview
300dpi tiff, flattened	300dpi jpg, high to max quality
CMYK Colorspace	RGB Colorspace
3300px by 2250px (11" by 7.5") this includes 1/8" bleed all around	1417px by 1417px (4.723" by 4.723")
<ul style="list-style-type: none"> • Top right corner of the back of the wrap should be left open for barcode placement. • Please shut off templates visual before saving final artwork. 	<ul style="list-style-type: none"> • Art should be supplied as a simple square image. • barcode for Amazon will be in the center bottom area on the template. Rotate art 90 degrees to move it to the side of the disc label. Do not move the template.

DVD-R Logo

The standard DVD video logo cannot be used, as it is only licensed for use with replicated discs. The correct logo is provided with the template package.



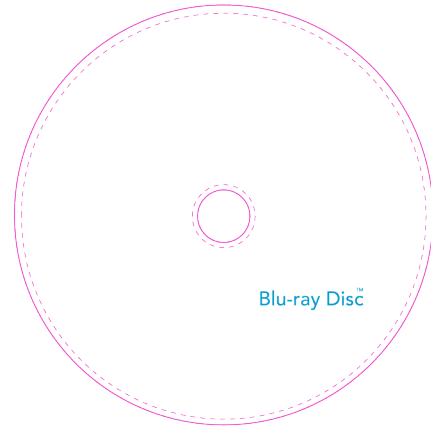
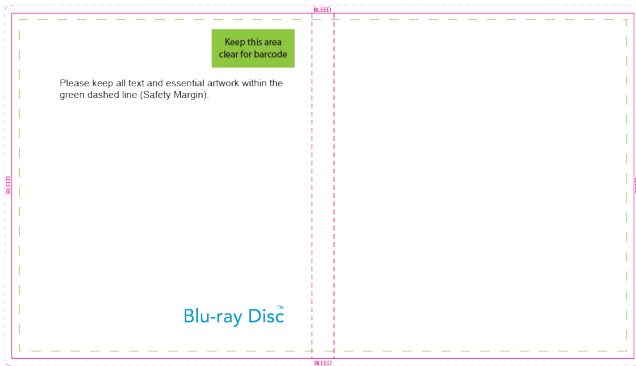
[Amazon DVD wrap template](#)

[Amazon DVD label template](#)

[How to zip files](#)

2. Blue-ray Artwork

Our artwork templates are available at the link at the bottom of each page of this document. Please use the guide templates to create artwork to meet our specifications.



DVD Wrap Spec Overview	DVD Disc Spec Overview
300dpi TIF flattened	300dpi jpg, high to max quality
CMYK Colorspace	RGB Colorspace
3264px by 1843px (10.88" by 6.143") this includes 1/8" bleed all around	1417px by 1417px (4.723" by 4.723")
<ul style="list-style-type: none"> • Top right corner of the back of the wrap should be left open for barcode placement. • Please shut off templates visual before saving final artwork. • Keep all text and logos inside the green dashed line please refer to template. 	<ul style="list-style-type: none"> • Art should be supplied as a simple square image. • barcode for Amazon will be in the center bottom area on the template. Rotate art 90 degrees to move it to the side of the disc label. Do not move the template.

DVD-R Logo

The standard Blu-ray video logo cannot be used, as it is only licensed for use with replicated discs. The correct logo is provided with the template package.



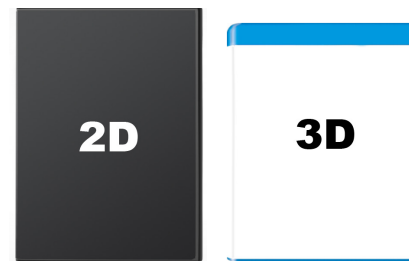
[Amazon Blu-ray wrap template](#)

[Amazon Blu-ray label template](#)

[How to zip files](#)

3. Content (authored)

Thumbnail Spec Overview
72dpi jpg high to max quality
sRGB Colorspace
DVD = 1044x1500px & Blu-Ray = 1020x1229px



4. Content (authored)

a. DVD Specifications

.iso image file	Also called a "premastered Image". Non Copy Protected.	This is our preferred format.
Max DVD Size	The max file sizes for MOD: DVD-5 4.5 gigabytes DVD-9 8.5 gigabytes	

NOTE: If you have another source type (Finished good, TS File, etc. please contact your on-boarding manager onboard.support@alliedvaughn.com).

b. Blu-ray Specifications

.iso image file	Non-Copy Protected Blu-ray .iso image file. Also called a "premastered Image". Max File Size 24 GB	This is our preferred format.
Blu-ray Video Disc	Non-Copy Protected Blu-ray Video Disc. Allied can convert to an .iso file. An authored isofile burned directly to a Blu-ray Video Disc	
Max BD Size	The max file sizes for MOD BD-25 24 gigabytes BD-50 49 gigabytes	

c. CD Specifications

Data CD	Is generally used for data or software. The data is left on the CD in its files and folders format.
Redbook Audio file	For Redbook Audio – content should be provided in one of two ways: 1. Send us a DDP file (preferred) 2. Send us an audio CD – we will then convert the CD to a DDP file (extra fee for conversion - \$15)
Max CD	The max size for an MOD CD is 700 megabytes

Submissions & Naming Conventions For Files

All submissions should be posted to your assigned FTP site or sent on a USB or Hard Drive.

NAMING OF FOLDERS

All content and art for a particular title should always be placed within a folder with the Alpha-Numeric name of that title. If the content and art is being submitted together, place all files for the title in the same folder. If they are being submitted separately, folders should still be used with the separate submittal.

- The Alpha-Numeric name must not contain non-conforming characters like "&" or "\$".
Only use letters of the alphabet or numbers.
- They should have spaces between the words in the title.
Do NOT use underscores between words.
- For titles beginning with "The", the title should have the "The" at the end with a comma preceding. **Example "The_Best_Man" should be "Best Man, The"**

NAMING OF ART FILES

On each drive or FTP upload, the art-files (disc, or DVD wrap, or CD tray card/booklet) should be in the same folder as the associated .iso or ddp file for the title (if sent with the content). If the art is sent separately – the art for each title should still be in a separate folder that is labeled with the alpha-numeric name of the title. And, within that folder each art file should be named as follows:

- DVD Wrap = TitleUPC#_fw.tif
- DISC Label = TitleUPC#_lbl.jpg
- Thumbnail = TitleUPC#_thumb.jpg

Example: "TitleUPC#" = the 12 digit UPC number for that title (012121212012_fw.tif)

NAMING OF VIDEO or AUDIO CONTENT FILES

Whether on a USB drive or via FTP each title (content file) should be in its own separate folder. This folder can also contain the art files if that is easier. Or art files can be sent separately (but should follow the naming conventions in this document).

****Note** – DDP files are multiple files contained within a single folder. This folder should still be considered a DDP file, and should be named UPC.ddp with the subsequent files in it following .DDP standards for structure and naming. That folder should be contained along with the art – in a separate folder with the Alpha-Numeric name of the title.

- o Title Name/TitleUPC#.iso
- o Title Name/TitleUPC#_fw.tif
- o Title Name/TitleUPC#_lbl.jpg
- o Title Name/TitleUPC#_thumb.jpg

Example: (Best Man, The/021212121212.iso)

5. Content (un-authored)

If your titles have not been released on DVD or Blu-Ray previously, you can submit the following assets for authoring. Titles that need authoring preparation are subject to an additional charge. Please contact your sales wrap for pricing.

Encoding - Accepted Source Formats:

DIGITAL FILES

- o ProRes422, ProRes422(HQ)
- o DNxHD
- o Uncompressed 10-bit (AJA,Blackmagic)
- o Uncompressed 8-bit (AJA)
- o XDCAMHD

*Standards conversion available at additional cost (PAL to NTSC)*5.1 audio file placement and multi-language encoding available

TAPE FORMATS

- o Digital Betacam (for DVD only)
- o Betacam SP (for DVD only)

MULTI DISC Titles

If it's a multi-disc title the naming convention for the folder structure along with associated content and art files would be as follows.

***Note – the items in the “()” are for clarification, but shouldn't appear in the file name:(Folder) Alpha-Numeric name of the title.**

- o (Iso 1) TitleUPC#-01.iso
- o (Iso 2) TitleUPC#-02.iso
- o (Iso 3) TitleUPC#-03.iso
- o (wrap) TitleUPC#_fw.tif•(disc 1) TitleUPC#-01_lbl.jpg
- o (disc 2) TitleUPC#-02_lbl.jpg
- o (disc 3) TitleUPC#-03_lbl.jpg

CHAPTER POINTS

- o Default chapter points will be inserted at 10 minute intervals, unless otherwise specified with time code selections.

REGION CODE

- o DVD's or Blu Ray discs will be mastered as "all regions" (region free, region 0)unless otherwise requested.

FIRST PLAY – CUSTOM BRANDED VIDEO

- o We add an industry standard FBI card (insert attached) to the first play, prior to menu or feature. If you have additional intro clips, studio promo video – please submit as above accepted source formats.

SUBTITLES / SDH / CLOSED CAPTIONING

- o Subtitle and closed caption placement available for DVD (file formats: .scc, etc)
- o Subtitle placement available for Blu-Ray (file formats: .dost or image based.xml)

AUTHORING WORKFLOW PROCESS

6. Metadata

Our metadata template is used to deliver your titles and their information to a wide range of retailers. Our sheet can be found packaged with the rest of the onboarding materials at the link at the bottom of each page. As many of these retailers have very specific uploading requirements to their stores, it's important you follow the format and field information in the template. As important, is to provide solid information on the genre, actors, director, special features and the **SYNOPSIS** of the content – **THAT SELLS YOUR TITLE!** Also, important are **KEY WORDS** for the retailers search components. Your AV Sales person will work with you in crafting the suggested **LIST PRICE** for your titles, after our research team has reviewed and compared your title in the marketplace. **NOTE: Orange fields are REQUIRED.**

7. Delivery

Physical Drives, Discs, etc. to:
Attention: Deployment Manager
Allied Vaughn
901 Bilter Road
Aurora, IL 60502

For FTP or Aspera file transfer please see your onboarding manger to arrange access.

8. zip files

- o when possible.
- o absolutely together please keep art and content separated, name the zip file appropriately, so we know what it is.

Example: BestMan,The-Artwork.zip and BestMan,The-Content.zip

(.iso files are huge. To save time we appreciate not having to download the .iso files just to get at the packaging artwork. Thank you!)

Unfinished or incomplete Artwork

If you do not have the resources to properly save your files to the above specifications. Please contact your onboarding manager to discuss Graphic and/or Authoring Services, and the costs associated with having us help you.

10.Workflow Timeline

- o Metadata and Packaging Thumbnails are provided to pre-sell.
- o Titles are announced to AV retailers.
- o Complete Assets supplied to AV spec. (content, art & metadata).
- o Assets are passed to digital service for ingestion.
- o Finished good check copies are manufactured.
- o Allied Vaughn does playability QC of product.
- o Check copies are sent to customer for final approval.
- o Once approved, titles are activated to manufacture prior to street date.
- o Titles begin shipping on street date.