

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 require all assets be at least 72dpi in .jpg format.

REQUIRED VOD ART FILE SIZES:

- 16:9 (HD= 4520x2540px or SD= 2048x1152px)
- 2:1 (HD= 1920x1024px)
- 2:3 (HD= 1400x2100px)
- 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

Cue Points are used on Ad Supported VOD platforms to inform the platform where to place breaks for a set of short ads. These are delivered as Time Code positions as part of the metadata (Hours:Minutes:Seconds:Frames). They should occur at natural breaks in the script as much as possible. Generally they are spaced out more on the end of the feature and are slightly more condensed towards the tail end.

CUE POINTS FOR AD BREAKS:

- Should occur naturally in a scene.
- Should not interrupt dialogue.
- Should not abruptly occur during scene-moving music.
- Should not occur prior to the beginning of end credits.
- Should be further apart towards the start, and closer together towards the end.

FULL FEATURE:

- First 10 mins. - No cue points
- 60 to 75 mins. - 6 - 8 cue points
- 76 to 90 mins. - 7 - 9 cue points
- 91 to 105 mins. - 8 - 10 cue points
- Over 105 mins. - Cue points every 10 minutes over 105 mins.

SHORT FORM CONTENT:

- 22 mins TRT - 2 cue points
- 22 to 30 TRT - 3 cue points
- 31 to 45 TRT - 4 cue points
- 46 to 60 TRT - 5 cue points
- Over 60 TRT - Refer to "Full Feature" Cue Point requirements

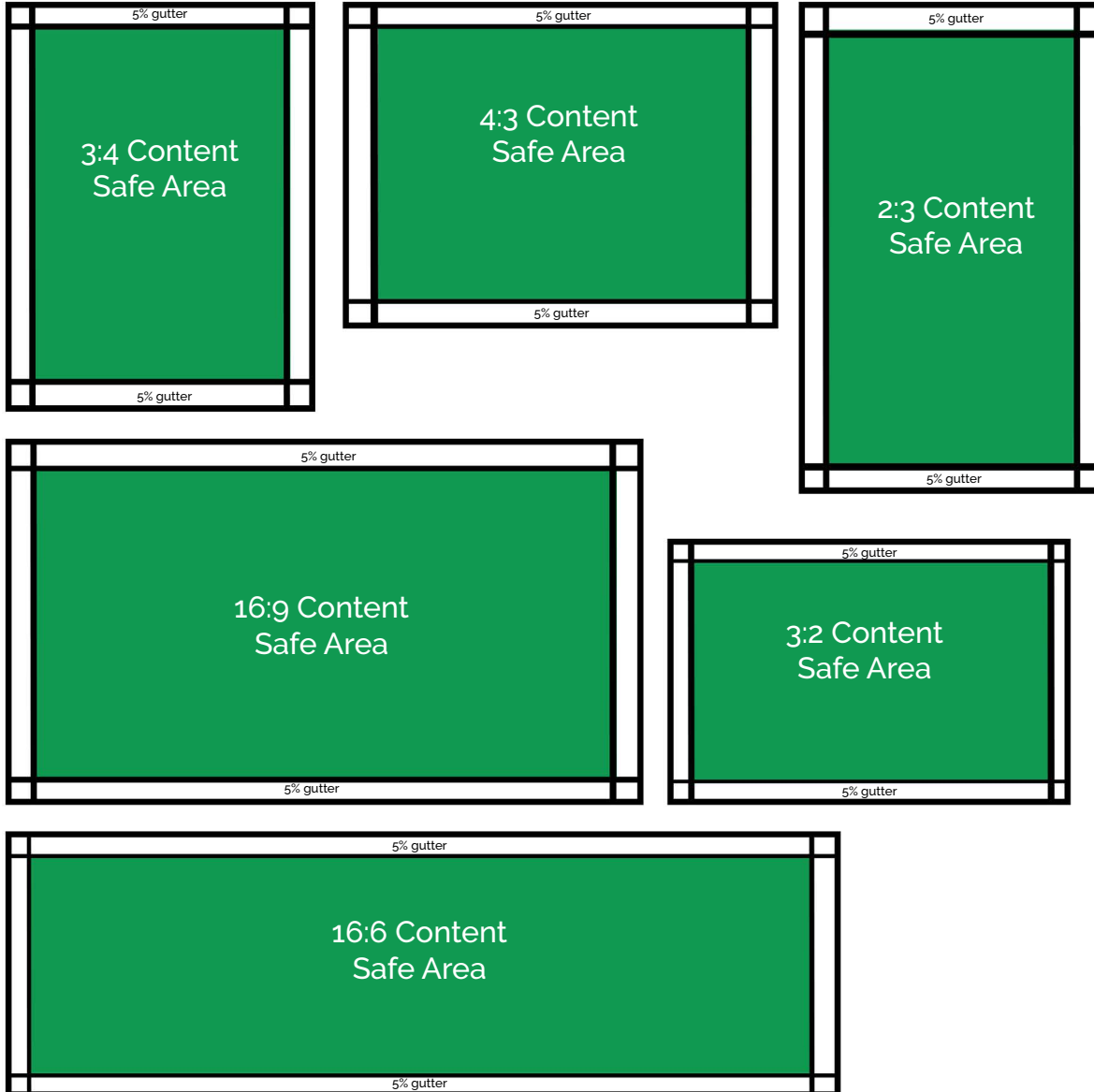
CUE POINTS INPUTTED IN THE METADATA SHOULD BE INPUTTED EITHER:

- SMPTE format
- HH:MM:SS:FF
- 00:00:00.000 or
- 00:00:00:00



ALLIED VAUGHN

A 5% GUTTER IS REQUIRED ON EACH SIDE OF EACH ASSET



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*