

## VIDEO ON DEMAND (VOD) DIGITAL ASSET DELIVERY GUIDE

Welcome to AV Entertainment'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.

### PLEASE PREPARE YOUR PRORES 422 AND H264 (AVC) FILES WITH THE FOLLOWING SPECS:

Clean video content, please remove all of the following from your .mov and mp4.

- URLs
- Links
- Social media tags
- Promotional cards
- MPA A cards
- Burned-in subtitles
- Watermarks
- Time codes
- No Head Build (bars/tones/credits/slides)
- No tail material (textless, value- add material, etc.)
- Black space over 1 second burned in closed captions

### ALL FILES SHOULD HAVE:

- Aspect ratios 16:9 or 4:3
- Frame rates of 29.97 or 23.98
- Channel 1 or 2 stereo sound preferred
- Make sure Closed Caption lines up with the submitted copies of your video files.

### REQUIRED VIDEO FILES

Please supply both formats:

- ProRes 422 .mov file
- H264 (AVC) .mp4 file

### CLOSED CAPTIONING FILE FORMATS:

Please supply both 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

### 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 to be at 72dpi except the \*1:4, which needs to be 96dpi in .jpg format. NO PNG's will be accepted.

Please use our PhotoShop PSD template for your assets configurations.

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



### REQUIRED VOD ART FILE SIZES:

- o 16:9 (1920x1080 px)
- o 16:9 Still Shot No Text (1920x1080 px)
- o 1:4 (988x1408 px) \*at 96dpi
- o 2:1 (1920x960 px)
- o 2:3 (1400x2100 px)
- o 3:1 (3000x1000 px)
- o 3:2 (1280x853 px)
- o 3:4 (1575x2100 px)
- o 4:3 (1600x1200 px & 1920x1440 px)
- o 9:16 (2100x2700 px)
- o 16:6 (2048x768 px)
- o Thumb: (214x306 px)
- o 1440x810 px
- o 1920x2560 px
- o 2000x3000 px
- o 2560x1920 px
- o Key Poster Art .PSD in layers



Please name your assets the full title name with NoSpaces\_theratio\_pixelsize.jpg

- o EXAMPLE: BillsTango\_16x9\_2048x1152.jpg

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

- Do keep titles within content safe areas guidelines are in the template.
- Do make sure your title is clearly visible and legible.
- Do keep imagery consistent (same key art and title logo throughout).
- Do keep your image assets as clean and legible as possible.
- Do not use different images as backgrounds between assets.
- Do not use multiple boxed images in one asset.
- Do not stretch or squish your artwork to fit the desired size of the asset.
- Do not have any text other than the title on your artwork.