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:

If we do not recieve your assets in the correct format, you may be contacted to fix or replace assets that failed the QC process.

REQUIRED VIDEO CODEC:

- Apple ProRes 422 & 422 HQ (not LT, Proxy, 4444, XQ or any other)
- Avid DNxHD (min. 145 for 1080p, 80 for 720p, 60 for SD)

REQUIRED FILE FORMAT:

Video files should be:

- .mov, .mpg/mpeg, .mkv, or .ogg.
- Maximum 600GB file size.
- Do not over-compress files. File size should be around 100gb for a 90 minute movie.

REQUIRED VIDEO SPECIFICATIONS:

- NO links, URLs or promos outside of end credits (e.g. websites, Facebook, coming soon).
- NO credits references to streaming services (e.g. "available on Amazon Prime").
- NO burned-in subtitles or watermarks.
- NO head build (color bars, slate, MPAA/FBI cards, test-tone, pre-roll, post-roll).
- NO tail material (textless, value-add material).
- NO letterboxing or pillarboxing (i.e. no black bars on top and bottom or sides of image)
    - Acceptable if the film itself changes aspect ratio as an artistic choice
    - Letterboxed studio or distributor logos before the film will not be accepted
- NO cropped video (i.e. no pan-and-scan, no converting 4:3 to 16:9).
- NO black border around image.
- NO blended frames or ghosting.
- NO duplicate frames.
- NO NTSC / analog broadcast formatting:
    - Square pixels REQUIRED (do not squash or stretch video)
    - NO interlaced video. Video must be progressive scan.
- Video MUST start and end on 1 second of silent black video.
- Minimum width of 640 pixels, at its original resolution (do not upscale or downscale).
- Original framerate: 23.976, 24, 25, 29.97 or 30 (Do not convert framerate unless the source is not a supported one, for example, do convert 59.97/60 fps to 29.97/30 fps).
- Timecode track must start at 00:00:00:00.
- Bitrates for all video files must exceed 15 Mbits/s for HD, 50 Mbits/s for UHD/4k.

AUDIO:

- PCM: min. 48 kHz 16 Bit
- AC-3, AAC, or MP3: min. 128 kbps (stereo)
- Separate video files for each dubbed language that the film is available in.

CHANNEL LAYOUT:

- Stereo (Lt Rt) is required. We also support any additional audio stream and channel configuration including surround formats. With surround audio, discrete Lt Rt audio is required in addition within the same file.
- If the title is or was ever available in surround, we require surround plus Lt Rt tracks.
- All currently supported audio mixes can be found at this link.

ADDITIONAL AUDIO TRACKS:

- Add any additional audio tracks – such as commentary, M&E (Music & Effects) – as interleaved in separate streams. Primary audio must be the first stream.

TRAILERS:

- In addition to the requirements above (Codec, Resolution, etc.):
- Burned-in English subtitles for non-English dialogue required
- Maximum length of 6 min, but recommended to be 2m30s or less
- Only 1 trailer

Cue Points for Ad Breaks 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.

Cue Points/Ad Breaks 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 at the beginning of the feature, and are slightly more condensed 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

CHAPTER & AD BREAKS:
- Chapter and Ad Breaks are required and only apply to the main video (not to trailers or other videos). These are just timestamps and should not be in the main video file.
- No ad breaks in the first or last 5 minutes. After the first ad break, ad breaks must be every 8-12 minutes. Your first chapter break can be at any point after 5 minutes.
- Chapter 1 always starts at timecode 00:00:00:00.
- For titles less than 20 minutes, only 2 ad breaks are allowed.
- For titles less than 10 minutes, no ad break is allowed.
- All time codes must be frame-accurate.
- Frames in the time codes must match the video's frame rate, or you will not be able to save. For example, entering "27" as ff for a 24 fps video is invalid.
- Thumbnail timecodes are optional, but recommended.

WRITTEN FORMAT FOR METADATA:
- All cue points should be written as HH:MM:SS:ff, where HH = hour, MM = minute, SS = second, and ff = frame.
- Do not use semicolons. Separate each timecode with a comma on the metadata sheet.

BEST PRACTICE FOR AD BREAKS:
- It is best to place an ad break after a scene's end or before a major lighting change.
- Try to avoid placing ad breaks in the middle of a monologue, dialogue, or action sequence.

EXAMPLE:

Name	Time	Thumbnail time
Introduction	00:00:00:00	00:02:01:05
Michael Meets Tiffany	00:05:41:17	00:07:11:05
Meet the Sumners	00:13:19:23	00:14:06:28
On The Run	00:23:49:07	00:25:15:27
The Trials Begin	00:31:57:18	00:32:38:28
Before and After	00:41:23:00	00:43:50:03
Rhonda's Story	00:49:23:23	00:53:31:08

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.
Please submit all images as high-quality .jpg files. **PNGs are NOT accepted.**

Please use our Photoshop art template for your art assets.

REQUIRED VOD ART FILE SIZES:

- o 16:9 (1920x1080 px minimum)
- o 16:9 without title text (1920x1080 px minimum) (a.k.a. "Hero" image)
- o 2:1 (1920x960 px minimum)
- o 2:3 (1400x2100 px minimum)
- o 3:4 (1920x2560 px minimum)
- o 4:3 (1920x1440 px minimum)
- o 16:6 (2048x768 px minimum)
- o Key Poster & Landscape Art .PSD in layers/title separate from background.

A 5% GUTTER IS REQUIRED ON EACH SIDE OF EACH ASSET
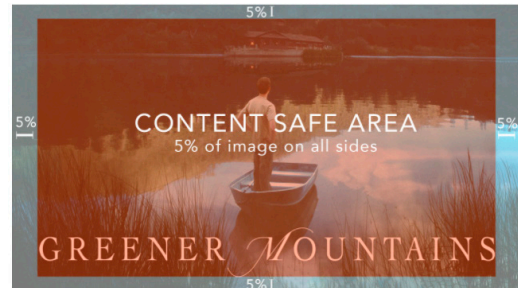
LAYOUT REQUIREMENTS
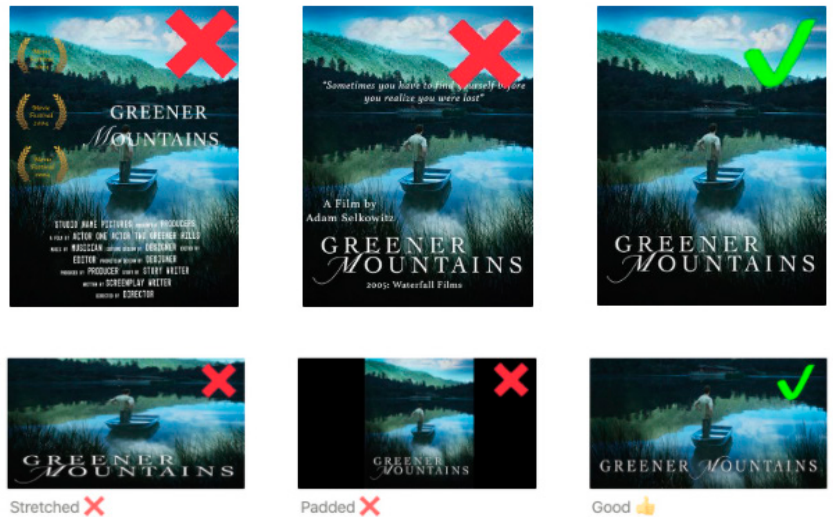
Please name your assets the full title name with NoSpaces_ratio_pixelsize.jpg
- o EXAMPLE: BillsTango_16x9_2048x1152.jpg

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

- **Do** keep titles within content safe areas guildlines 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** pad your images with flat color on the top/bottom/sides.
- **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.
  e.g. NO actor names, NO laurels, NO billing list, NO subtitle/tagline

CAPTION AND SUBTITLE REQUIREMENTS

English captions for the deaf or hard of hearing ("SDH") are **required** for every English-language title submitted. **English subtitles** are **required** for all non-English-language titles. Other subtitles in any language are accepted alongside the required English. Please adhere to the technical, content, and stylistic specifications below.

ACCEPTED FILE FORMATS:
- SubRip (.srt) files in plain UTF-8 encoding
- Scenarist Closed Captions (.scc) files
  - Encoded framerate **must exactly match your video file's framerate.**

CONTENT REQUIREMENTS:
- Subtitles must remain in sync with dialogue at all times. NO drifting or desync.
- All dialogue must be subtitled, including song lyrics and unintelligible dialogue.
- All dialogue must be accurately subtitled. NO paraphrasing or removing words.
- Subtitles must have correct spelling and punctuation throughout.
- For English SDH captions, **speaker identification and atmospherics must be included.**
  - Atmospherics are present-tense, active voice verbs or descriptions of non-dialogue sounds. *Ex. (car engine revs), (door slams), (gunshot), (phone rings), (coughing), (laughing), (soft jazz music), (romantic music swells), (high-pitched tone), (footsteps get louder), (music ends)*
  - Atmospherics should be added when a sound is important to the story, the setting, or tone.
  - Speaker identification must be formatted as a prefix with a semicolon to indicate which character is speaking if they are offscreen or it is visually unclear who is speaking. *Ex. THE WIZARD: Pay no attention to the man behind the curtain!*
- When subtitling films in a language different than the original, titles and important text must also be translated in the subtitles. *Ex. below:*

STYLE REQUIREMENTS:
- Maximum of 43 characters per line.
- Minimum gap of 65 milliseconds between captions.
- Caption duration must be longer than 800 ms, but shorter than 8000 ms.
- Maximum of 2 lines per caption.
- Unbreak captions must be shorter than 43 characters.
- Captions must be in sentence case (*Ex. There's no place like home.*). Do NOT provide captions in ALL CAPITAL LETTERS.

MUSIC SUBTITLING REQUIREMENTS:
- If content timing allows, songs should be introduced in subtitles by song name and artist. *Ex. ["Moonlight Sonata" by Ludwig van Beethoven plays]*
- Lyrics should have a music note (♪) at the beginning and end of each subtitle.
- If a song with no lyrics plays for a long period of time with no dialogue, you may use ♪ ♪ after about ten seconds to indicate the music continuing.

MIXED LANGUAGE TITLE REQUIREMENTS:
- If English is the **primary** audio language, burn in English subtitles for all the non-English dialogue, and provide a separate English CC file that excludes the burned-in lines.
- If English is a **secondary** audio language, provide the main video without burned-in subtitles, and have a complete English closed caption file (ALL dialogues + atmospherics). In addition to that, it's recommended that you also upload two additional English text tracks:
  - English subtitles for ONLY non-English dialogue, no atmospherics
  - English closed captions for ONLY English dialogue plus atmospherics