

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

Welcome to Burning Bulb Publishing'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.

### 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:

Please supply both formats:

- mov, mp4 H264 Max 1TB file size
- Do not over compress .mov. File size should be around 100gb for a 90 minute movie

### 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.

- Video MUST start and end on 1 second EXACTLY of silent black video
- NO Links, URLs or Promos (e.g. websites, Facebook, coming soon dates, available to download)
- 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
- NO blended frames, ghosting
- Square pixels REQUIRED (do not squash or stretch video)

### ALL FILES SHOULD HAVE:

- Width min. 640 pixels. 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.)
- Channel 1 or 2 stereo sound preferred
- Timecode track 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 all surround formats. With surround audio, discrete Lt Rt audio is required in addition.
- If the title is or was ever available in surround, we require surround plus Lt Rt tracks.

### ADDITIONAL AUDIO TRACKS:

- Add any additional audio tracks – such as commentary, M&E (Music & Effects) – as interleaved in separate streams. Embed the Primary audio must be the first stream. Also, explain the streams in the video's notes field.

### TRAILERS:

- In addition to the requirements above (Codec, Resolution, etc.):
- Burned-in English subtitles for non-English dialog required
- Max. 6 min, recommended 2:30 or less
- Only 1 trailer

### VIDEO AND ARTWORK SERVICES:

- BBP can help you with edits or creation of MP4's, artwork, minor tweaks to mov files.
- Please contact your Onboarding Specialist for more information. You can request a rate card for pricing on fixes and services needed for your VOD assets.

## ARTWORK ASSETS

### 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. **PNG's are NOT accepted.**

Please use our PhotoShop PSD template for your assets configurations.

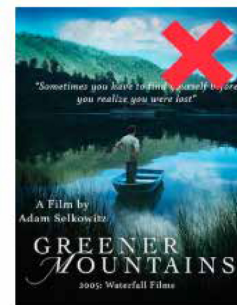
### REQUIRED VOD ART FILE SIZES:

- 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 & 2700x4050 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 & Landscape Art .PSD in layers/title separate from background.

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



## LAYOUT REQUIREMENTS



Stretched X



Padded X



Good 🍌

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 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.
- e.g. **NO actor names, NO laurels, NO billing list, NO subtitle/tagline**

## CUE POINTS FOR AD BREAKS

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

### 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. Enter only “00:00:00:00”
- 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.

### 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.

### 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

### 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

## CUE POINT & CLOSED CAPTION SERVICES:

- BBP can help you set Cue Points, fix or create CC files for your titles.
- Please contact your Onboarding Specialist for more information. You can request a rate card for pricing on fixes and services needed for your VOD assets.

## 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 atmospheric must be included.**
  - Atmospheric are 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)*
  - Atmospheric should be added when a sound is important to the story, the setting, or tone.
  - Speaker identification is usually a prefix to indicate which character is speaking if they are offscreen or it is unclear who is speaking visually. *Ex. JOHN: Lorem ipsum dolor sit amet.*
- When subtitled 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 subtitles.
- Subtitle duration must be longer than 800 ms, but shorter than 8000 ms.
- Maximum of 2 lines per subtitle.
- Unbreak subtitles must be shorter than 43 characters.
- Words **must be italicized** if they are:
  - A word or phrase that is in neither the verbal or subtitled language.
  - A work of art (e.g. sculptures, paintings), album, book, film, video games or program titles (use quotes for song titles).
  - Recited poetry or spoken song lyrics
  - Narration or a voiceover
  - Dialogue coming from a television, radio, speaker, recording, or telephone (as opposed to a character)

### 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 be italicized and have a music note (♪) at the beginning and end of each subtitle.

### 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 + atmospheric). In addition to that, it’s recommended that you also upload two additional English text tracks:
  - English subtitles for ONLY non-English dialogue, no atmospheric
  - English closed captions for ONLY English dialogue plus atmospheric