

Distribution to PBS Video App Deliverables

Share assets with <u>NETAProgramming@netaonline.org</u> via DropBox, Google Drive, WeTransfer, etc.

Graphic Assets

Option 1 - Deliver completed assets as shown below

Option 2 - Deliver images and graphics and NETA will create assets

If we design them we will need:

- 1. High resolution transparent logo (eps, ai or high res png) in full color, white and black.
- 2. Screen capture of show (high res)
- 3. Promotional images (high res)
- 4. Poster artwork if available

Show Logo 4:1 (2 versions)	 Dimensions: 680 x 170 File type: PNG Aspect ratio: 4:1 Alignment: Left-aligned horizontally, center-aligned vertically Need white (White Logo 4:1) and color (Color Logo 4:1) logos 	VICTORIA WIGNISIONS AT BIT IT! In 1912 a diministin, respected tensager rises to become a powerful mounts. Hotil If № ® evictorisPES Wignisions A Bit It! What Committee is the second of the se
Show - Poster 2:3 (1 version)	 Dimensions: 2000 x 3000 File type: JPG Aspect ratio: 2:3 	NATURE DAVE CHAPPELLE
Show Detail Background	 Dimensions: 1920 × 1080 File type: PNG Aspect ratio: 16:9 This image is used as the social image when shows are shared on social media.	VICTORIA WENIGONY AT BYN ET 177 In WITH a diminosine registered tenegare rises to become a perfort inmunicis. MORI **E My List** **If Visit ** **If Vis
Mezzanine 16:9 (1 version)	 Dimensions: 1920 x 1080 File type: JPG Aspect ratio: 16:9 	Downton Abbey Add to Favorites Add to Favorites Add to Favorites Seasons Downton Abbey Add to Favorites Seasons Buy in iTunes Fiscoes



Video Specs

Video specs for the PBS Video App are different from broadcast. Files should be re-exported with the below specs and should include:

- 1. A fade up from black directly to the program
- 2. A separate **.scc** caption file

Element	HD 1080p Mezzanine Spec
File Format	MPEG-4 (.mp4)
Total Stream BitRate	15Mbps
Video Stream	
Codec	AVC (H.264)
Frame Size 16/9	1920 x 1080
Frame Rate	30 fps
Scan Type	Progressive
Video Stream BitRate Mode	VBR
Audio Stream	
Codec	AAC
Audio Stream BitRate	192 Kbps
Number of Audio Channels	2 (stereo)
Audio Channel's Position	L.R.
Sampling Rate	48 KHz
Bit Depth	16 bits