



EMS Media Submission Video v2.6.1 (August 2012)

## **Submission of video material as file/s (FTP)**

To ensure simple and efficient processing with best possible results we request your submission of videos in strict accordance to the following requirements:

### **Changes in this Version (2.6 > 2.6.1)**

- Frame rates must be standard conform, added valid frame rates as example

### **Technical requirements**

- Video must be master copy which implies:
  - unaltered / original resolution (encoded pixels)
  - unaltered / original pixel aspect ratio
  - unaltered / standard conform frame rate, must be any of:  
25 (PAL); 23.976 (NTSC); 24 (Film); 23.976, 24, 25, 29.97, 30, 50, 59.94, 60 (HD)
- 720 px width minimum
- No conversions between standards (e.g. PAL <-> NTSC, SD <-> HD, Telecine)  
Converted videos will not be processed!

### **Video Codec Options**

- QuickTime (.mov), must be any of:
  - Apple Pro Res 422 HQ
  - Uncompressed 4:2:2 (8Bit / 10Bit)
  - PNG codec (Max. Quality)
  - Photo-JPEG (Max. Quality)
- AVI (.avi), must be any of:
  - HuffYUV
  - Uncompressed YUV 4:2:2



## **Audio requirements encompass all of the following criteria:**

- Linear PCM
- Stereo
- 48 kHz
- 16 Bit Integer (Little Endian)

## **Contentual requirements**

- Video must begin and end with at least one completely black frame (max. 2 seconds)
- No intro or outro frames or sequences (clip information, credits, promotional content etc.)

## **Supplementary requirements**

Please be sure to include with your submitted video file:

- a representative still image in JPG format (used as 'Cover' shot in store/s), matching all of these criteria:
  - frame taken from the actual video
  - JPG format (maximum quality level)
  - RGB
  - aspect ratio must match intended video output
  - dimensions must match video dimensions
  - at least 720 pixels wide
  - must not have black bars at top and bottom (letterbox) and/or vertical edge bars (pillarbox)
- a .txt- or .pdf-file containing the following information:
  1. File name of the video intended for processing
  2. Video standard (e.g. PAL,NTSC,HD 720p, HD 1080i, HD 1080p, ...)
  3. Image aspect ratio (e.g. 4:3,16:9, 2,35:1, ...)
  4. Dimensions / Encoded pixels (width x height in pixels)
  5. Crop parameters of actual visible picture area (excluding black letterbox or pillarbox bars)  
(e.g. Top: 72, Bottom: 72, Left: 0, Right: 0)



## Example:

```
File name:    [your_filename.mov]

Standard:     [your_video_standard]
(examples: PAL, NTSC, SECAM, HD 1080p, HD 1080i, HD 720p)

Image aspect: [your_image_aspect]
(examples: 4:3, 16:9, 2,35:1)

Encoded pixels:    [your_dimensions]
(width x height, examples: 1920x1080, 1440x1080, 1280x720, 720x576, 1024x576)

Crop parameters:  Top:[yourValue],Bottom:[yourValue],Left:[yourValue],Right:
[yourValue]
(actual visible picture area, excluding black letterbox or pillarbox bars,
example: "top:132,bottom:132,left:0,right:0")
```

Download this example: [http://media-ems.com/downloads/video\\_specifications.txt](http://media-ems.com/downloads/video_specifications.txt)

## Structural requirements

- Please make sure that all elements of your submission are named by EAN of the video product
- All product-related files must be contained in a folder named by EAN;  
example: /1234567891234/
- Video file must be named by EAN; example: 1234567891234.mov
- Still image must be named by EAN; example: 1234567891234.jpg
- Video information supplement file must be named by EAN; example: 1234567891234.txt

Please note that non-compliance to the above criteria will result in rejection of video from processing. Automated submission of files is possible only after clearance with our Video Team.

Thank You.