

✓ Delivery Checklist

- Progressive video
- 10 seconds in length
- 864 x 432
- 2:1 aspect ratio
- 25 frames per second
- 2GB max file size
- File format: MP4

✓ File Naming

Content files must be provided using this file naming convention.

campaign_design_tvbus_start date (ddmmyy)

Examples: *foodCo_burger_tvbus_010621*
sportsCo_trainers_tvbus_010521

✓ Need to Know

- Each advert is 10 seconds in length.
- The Global digital network is a purely visual medium with no sound.

✓ Contact Details

Completed digital files should be sent to Robert Tracey or Amy Connick.

For further information on Global digital production specifications contact:

Robert Tracey

rob.tracey@global.com

Amy Connick

amy.connick@global.com



Busaras

✓ Delivery Deadlines

Broadcast ready files must be received 1 week prior to standard in-charge date. Concept approval must be received 2 weeks prior to standard in-charge date. For dynamic campaigns a min of 3 week's prior to the incharge date is required and we must receive test ready copy no less than 2 weeks before start of campaign so as to facilitate backend testing.