

✓ Delivery Checklist

- Progressive video
- 10 seconds in length
- 1152 x 648
- 16:9 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_tvch_start date (ddmmyy)

Examples: *foodCo_burger_tvch_010621*
sportsCo_trainers_tvch_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

Niamh Lane

amy.connick@global.com



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✓ 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 notice period 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. 3D campaigns must be confirmed as such at the time of optioning. 3D campaigns exclusive access – for 3D campaigns all 4 Transvisions are booked as a package. Only one spot on all 4 screens in package will be available for 3D campaign per cycle.