

✓ Delivery Checklist

- Progressive video
- 10 seconds in length
- 1024 x 576
- 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_tvLim_start date (ddmmyy)

Examples: foodCo_burger_tvLim_010621
sportsCo_trainers_tvLim_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 the digital team.

For further information on Global digital production specifications contact:

IECopyDigital@Global.com



Kent Train Station

✓ 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.