

## ✓ 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](mailto: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.