High Definition File Deliverable Specifications
(North America)

Post Production

Picture

Native frame rate of content, matching one of the following formats:

Codec:	Apple ProRes 422 HQ	Frame Rate:	23.976		
Aspect Ratio:	16:9	Raster:	1920x1080p		
Sampling:	4:2:2	Field Order:	progressive	Data Rate:	176Mbps
Codec:	Apple ProRes 422 HQ	Frame Rate:	29.97	(SMPTE ST 274:2008)	
Aspect Ratio:	16:9	Raster:	1920x1080i		
Sampling:	4:2:2	Field Order:	top/upper first	Data Rate:	220Mbps
Codec:	Apple ProRes 422 HQ	Frame Rate:	59.94	(SMPTE ST 296:2012)	
Aspect Ratio:	16:9	Raster:	1280x720p		
Sampling:	4:2:2	Field Order:	progressive	Data Rate:	220Mbps

Layout: 5 seconds slate, followed by 2 seconds black, followed by content, NO extra frames
Slate: Include Ad-ID or other content identifier w/ "H" for high definition content
Levels: RGB signals > 0 mV and < 700mV
Title Safe: 90% within 4x3 center crop area or 90% of 16x9 area if specifically noted (SMPTE RP 2046-2)
Timecode: NDF

Audio

Codec: PCM Sample Rate: 48kHz Bit Depth: 24-bit
Loudness: -24 LKFS (Full Mix, not just dialog) per ATSC RP A/85:2013, loudness for short-form content
True Peak: < -2dB FSTP per ATSC RP A/85:2013

Stereo Channel Assignment (exported as stereo pair, unless dual mono is specifically intended):
1:left 2:right

Surround 5.1 Channel Assignment (exported as 8 mono channels with VO on Ch 3):
1:left 2:right 3:center 4:lfe 5:left surr 6:right surr 7:stereo left 8:stereo right

(First 7 seconds of slate and silence are not part of LKFS measurement)

File Naming

Ad-ID or other content identifier (no additional characters) with "H" and file extension at the end.
example: ABCD0001000H.mov

Must be a valid QuickTime Movie file.

Closed Captioning (optional)

Supplied as an embedded QuickTime closed caption track
Must have frame rate of 29.97 fps (23.98 fps currently is not supported).
Must be selected in metadata of distribution company or otherwise communicated.
First caption should either "pop-on" after one second of content or "paint-on" after four frames of content.

Embedded Metadata (optional)

Includes unique content identifier and name of registry. (i.e. Ad-ID.org)
Embedded by MOV MetaEdit (https://mediaarea.net/MOVMetaEdit). Readable by MediaInfo and/or MOV MetaEdit.

These specs have been approved and endorsed by the ANA, 4A's, NABA/DPP and IAB Tech Lab to align the industry on a common deliverable. Be advised that AICP (formerly AICE) is currently collaborating with industry leaders to define a new specification that will supersede this one.

Standard Definition File Deliverable Specifications
(North America)

Post Production

Picture

Native frame rate of content, matching one of the following formats:

Codec:	Apple ProRes 422 HQ	Frame Rate:	29.97		
Aspect Ratio:	4:3	Raster:	720x480i		
Sampling:	4:2:2	Field Order:	bottom/lower first	Data Rate:	63Mbps

Codec:	Apple ProRes 422 HQ	Frame Rate:	23.976		
Aspect Ratio:	4:3	Raster:	720x480p		
Sampling:	4:2:2	Field Order:	progressive	Data Rate:	50Mbps

Layout: 5 seconds slate, followed by 2 seconds black, followed by content, NO extra frames
Slate: Include Ad-ID or other content identifier
Levels: RGB signals > 0 mV and < 700mV
Title Safe: 90% viewing area (SMPTE RP 2046-2)
Timecode: NDF

Audio

Codec: PCM Sample Rate: 48kHz Bit Depth: 24-bit
Loudness: -24 LKFS (Full Mix, not just dialog) per ATSC RP A/85:2013, loudness for short-form content
True Peak: < -2dB FSTP per ATSC RP A/85:2013

Stereo Channel Assignment (exported as stereo pair, unless dual mono is specifically intended):
1:left 2:right

(First 7 seconds of slate and silence are not part of LKFS measurement)

File Naming

Ad-ID or other content identifier (no additional characters) with file extension at the end.
example: ABCD0001000.mov

Must be a valid QuickTime Movie file.

Closed Captioning (optional)

Supplied as an embedded QuickTime closed caption track
Must have frame rate of 29.97 fps (23.98 fps currently is not supported).
Must be selected in metadata of distribution company or otherwise communicated.
First caption should either “pop-on” after one second of content or “paint-on” after four frames of content.

Embedded Metadata (optional)

Includes unique content identifier and name of registry. (i.e. Ad-ID.org)
Embedded by MOV MetaEdit (https://mediaarea.net/MOVMetaEdit). Readable by MediaInfo and/or MOV MetaEdit.

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Social Media / Web File Deliverable Specifications
(North America)

Post Production

Picture

Native frame rate of content, matching one of the following formats:

Codec:	Apple ProRes 422 HQ	Frame Rate:	native to majority of source
Aspect Ratio:	varies per platform	Resolution:	varies per platform / min 1920x1080 source
Sampling:	4:2:2	Field Order:	progressive
PAR:	1:1	Data Rate:	varies (ex. 176Mbps for 1920x1080@23.976)

Platforms:	Aspect Ratio(s):	Url:
Facebook	9:16 to 16:9	https://www.facebook.com/business/ads-guide
Hulu	16:9 or 4:3	https://www.hulu.com/advertising/ad-product/video-commercial/
Instagram	9:16 to 16:9	https://www.facebook.com/business/ads-guide
Snapchat	9:16	https://businesshelp.snapchat.com/en-US/article/top-snap-specs
YouTube	16:9 or 4:3	https://support.google.com/displayspecs/answer/6244563?hl=en

Layout:	NO slate, NO black, followed by content, NO extra frames
Levels:	RGB signals > 0 mV and < 700mV
Title Safe:	90% within 4x3 center crop area or 90% of 16x9 area if specifically noted (SMPTE RP 2046-2)
Timecode:	NDF if applicable

Audio

Codec: PCM Sample Rate: 48kHz Bit Depth: 24-bit

Stereo Channel Assignment (exported as stereo pair, unless dual mono is specifically intended):
1:left 2:right

File Naming

Ad-ID or other content identifier (no additional characters) with "H" and file extension at the end.
example: ABCD0001000H.mov

Must be a valid QuickTime Movie file.

Closed Captioning (optional)

Supplied as an embedded QuickTime closed caption track or separately as SRT
Must be selected in metadata of distribution company or otherwise communicated.
First caption should either "pop-on" after one second of content or "paint-on" after four frames of content.

Embedded Metadata (optional)

Includes unique content identifier and name of registry. (i.e. Ad-ID.org)
Embedded by MOV MetaEdit (https://mediaarea.net/MOVMetaEdit). Readable by MediaInfo and/or MOV MetaEdit.

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