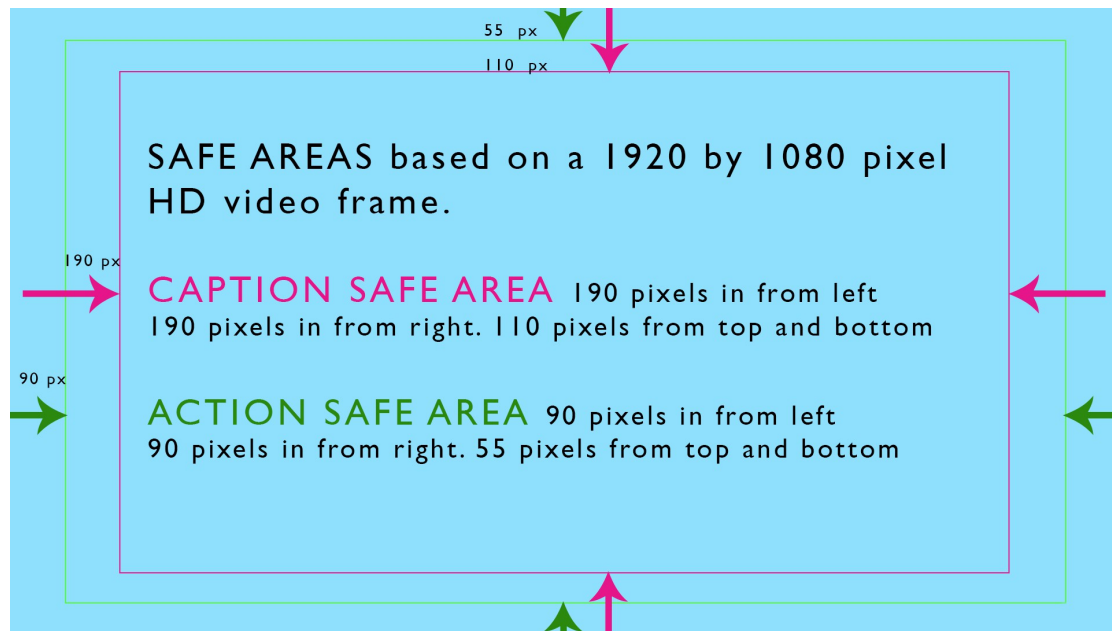


Technical Spec for the supply of edited video, stills or logos for WightlinkTV

If you supply video or stills for **WightlinkTV**, we ask that you comply as far as possible with our technical specifications below. Please ensure that you take note of **SAFE AREAS**. Editing software displays the whole image on a computer screen, but TV screens overscan the image to avoid black banding around the image. As a result, important text or logos can sometimes be cropped if placed too close to the edge of the frame. To avoid this, place text within the Caption Safe Area and important images, such as logos, within the Action Safe Area.



VIDEO:

- Please supply a high resolution HD .mp4 or uncompressed .mov video file.
- FILE NAME: Please make it clear who your ad is for and its 1st date of screening.
- Eg: GARLIC_FARM_APRIL_18.mp4
- Codec for mp4 – H.264. Data Rate 8 – 12 Mb/s
- Frame rate must be 25 fps in the PAL format.
- Frame size must be 1920 by 1080 pixels (16 by 9 widescreen).
- Logos should be placed within the ACTION SAFE AREA.
- Captions should be within the CAPTION SAFE AREA.
- Text size should be no smaller than 24 point.
- Text must be readable both in size and time shown.
- Text styles should avoid fancy serifs.
- Rollers or crawls must be timed to read easily – crawls are harder to read.
- No audio – the video must be mute.
- No fade out to black at end of video.
- No strobing effects. (Strobing can cause epileptic reaction in some viewers)

STILLS:

- Please supply stills in high resolution RGB format jpg, Photoshop or pdf files.
- Frame size should be a minimum of 1920 by 1080 pixels.
- We can reframe other frame sizes for the widescreen TV format.
- Power Point slides must be converted to individual jpg files.

LOGOS:

- Logos must be supplied in high resolution jpg, Photoshop or pdf files and ideally with transparent background so they can be superimposed over video.

FONTS:

- If you need us to use a specific font please supply a font file suitable for use on a PC, TrueType or OpenType fonts. We cannot use Mac fonts.

Please send your video/s via WeTransfer to bob@bobedetv.com or share via DropBox.
Please call Bob on 07506 834803 for any further info.