



APPLE TV+

PREFERRED SPECIFICATIONS

If there are any questions about this document, please contact your ODMedia sales representative.

CONTAINER

The recommended container type is Apple Prores 422 HQ or Prores 4444 in their original frame rate and aspect ratio, with video, audio and timecode embedded.

VIDEO

A minimum of 1 frame and a maximum of 1 second black at head and tail of the programme is recommended. We prefer to receive video **without**:

- Colour bars
- Slates
- Commercial breaks

AUDIO

Preferred audio specifications, with a clearly documented channel layout:

- 24-bit at 48kHz
- 8 discrete channels containing surround and stereo mixes
- Only a stereo mix if surround is unavailable.

TRAILERS

Please deliver trailers with the same frame rate and aspect ratio as the original programme.

- Minimum length should be 30 seconds
- Maximum length is 5 minutes
- When a trailer isn't available a clip is also allowed
- Clip must be a continuous part and can't contain opening credits

Trailers should **not** contain:

- URLs (www.odmedia.com)
- Timed events ("This Christmas" or "Coming Soon")
- Any form of nudity

SUBTITLES

- ODMedia recommends Netflix approved subtitles
- Subtitles should be delivered in .ITT format and should be in sync with feature file
- Minimum duration between subtitles should be 3 frames
- No blank lines are allowed
- No subtitling credits are allowed
- If video contains foreign languages next to the original spoken language, Forced Narratives are required
- Subtitles may not overlap any forced narratives, credits or captions and therefore must be raised to top position at those points

NOTES ON HDR MATERIALS

For HDR10(+) or DolbyVision, it is mandatory to receive a static SMPTE ST 2086 or dynamic SMPTE ST 2094 metadata file. For HDR10(+), it is also mandatory to have an SDR file supplied since HDR10(+) files are not backwards compatible.

GENERAL REMARKS

Material containing the following examples will very likely be rejected by many platforms we deliver to, repairs we perform may introduce extra costs.

- Upmixed audio, e.g. from stereo to surround
- Upscaled video, e.g. from SD to HD
- Advertisements, promotions and website callout links
- Censored materials, including mutes, bleeps and blurs
- Hardcoded subtitles. We advise to supply textless materials as a separate file. Hardcoded credits, locations and dates are acceptable.

ARTWORK SPECIFICATIONS

- **Poster art for Movies must be delivered in .JPG or .PNG 2000x3000 at 300dpi RGB**
- **Poster art for TV must be delivered in .JPG or .PNG 3000x3000 at 300dpi RGB**
- Posters may not contain nudity, festival laurels, DVD logo's, ratings, quotes etc.
- Only the title and (if preferred) cast are allowed on the poster
- The title on the poster art must match the title used in the metadata

ADDITIONAL ARTWORK

- **16:9 Cover Art, must be delivered in .PNG or .LSR, 3840x2160px at 72dpi - Color profile: Display P3 (strongly preferred) or sRGB - Bit Depth: 8 or 16 bit**
- Artwork should use the full size of the canvas.
- Avoid abrupt crops of heads or other body parts.
- Keep the entire title within the art safe area.
- If the art features talent, keep eyes and chin within the art safe area.
- Don't upscale your artwork.
- **Backdrop Wide, must be delivered in .PNG, 4320x3240px at 72dpi - Color profile: Display P3 (strongly preferred) or sRGB - Bit Depth: 8 or 16 bit**
- Artwork should use the full size of the canvas.
- Avoid abrupt crops of heads or other body parts.
- If the art features talent, keep eyes and chin within the art safe area.
- Don't upscale your artwork.
- **Backdrop Tall, must be delivered in .PNG, 1680x3636px at 72dpi - Color profile: Display P3 (strongly preferred) or sRGB - Bit Depth: 8 or 16 bit**
- Artwork should use the full size of the canvas.
- Avoid abrupt crops of heads or other body parts.
- If the art features talent, keep eyes and chin within the art safe area.
- Don't upscale your artwork.
- **Full Color Content Logo, must be delivered in .PNG, 4320x1300px at 72dpi - Color profile: Display P3 (strongly preferred) or sRGB - Bit Depth: 8 or 16 bit**
- Place your content logo top-left in the template.
- Scale the logo until it is either using full width or height of the template.
- Don't include any marketing or branding other than your logo.
- Don't include any director, cast or crew names other than your logo.
- Don't include any copyright or trademark symbols with your logo.
- **Single Color Content Logo, must be delivered in .PNG, 4320x1300px at 72dpi - Color profile: Display P3 (strongly preferred) or sRGB - Bit Depth: 8 or 16 bit**
- Content Logo has to be white on a transparent background
- Place your Content Logo top-left in the template.
- Scale the logo until it is either using full width or height of the template.
- Avoid drop shadows or any other text effects.
- Don't include any marketing or branding other than your logo.
- Don't include any director, cast or crew names other than your logo.
- Don't include any copyright or trademark symbols with your logo.

ARTWORK WILL BE REJECTED IF IT INCLUDES ANY OF THE FOLLOWING:

- Website addresses. Your artwork must not contain or display any URLs.
- The words "App Store," "iTunes," "iBooks," or "Apple Inc."
- Any visual representation of iPhone, iPad, iPod, Apple TV, or any other Apple hardware.
- References to the physical packaging (such as DVD or Blu-ray) or to any other retailers.
- References that your content is a digital product.
- References to pricing, for example "Reduced Price," "Low Price," "Available for \$9.99," or "For Promo Use."
- References to illegal drugs, profanity, or violence.
- Images or language that could be construed as racist, misogynist, or homophobic.
- Imagery depicting sex, violence, gore, drugs, explicit language, or hate themes.
- Third-party trademarks without authorization or usage rights.
- Nazi symbolism restricted by the Strafgesetzbuch section 86a, if the content is visible in Austria, Germany, or Switzerland.