



Advertisement format specifications



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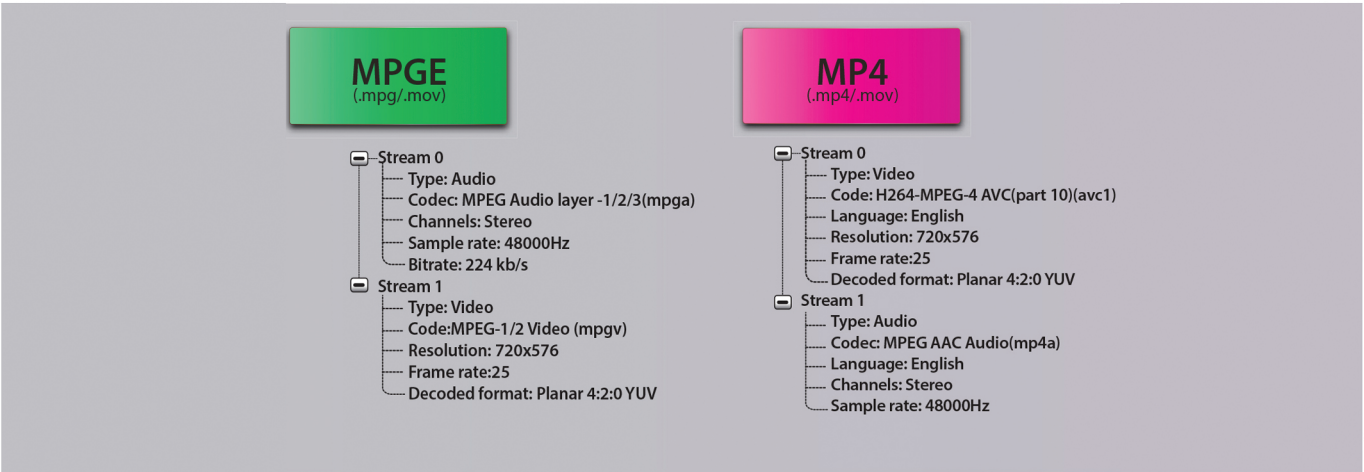


Specification for Standard Definition

TV COMMERCIAL

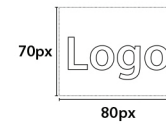
Audio and video content is acceptable with below specified parameters.

FILE			
File Container		(.mpg/.mov)	(.mp4/.mov)
VIDEO	Codec	ITU-T H.262 (ISO/IEC 13818-2- MPEG-2 Video)	ITU-T H.264 (ISO/IEC 14496-10- MPEG-4 Part 10)
	Frame Rate	25fps	25fps
	Color space	PAL	PAL
	Aspect Ratio	4:3	4:3
	Chroma sub-sampling	yuv420p	yuv420p
	Resolution px(WxH)	720x576	720x576
	Bit Rate (min variable bit rate)	> 6Mbps	> 6Mbps
AUDIO	Codec	MPEG I Layer II (MP2)	HE-AAC
	Resolution	16bit	16bit
	Sample Rate	48000Hz	48000Hz
	Bit Rate	>128Kbps	>128Kbps
	Channels	2.0	2.0



LOGO (STATIC / ANIMATED)


Template



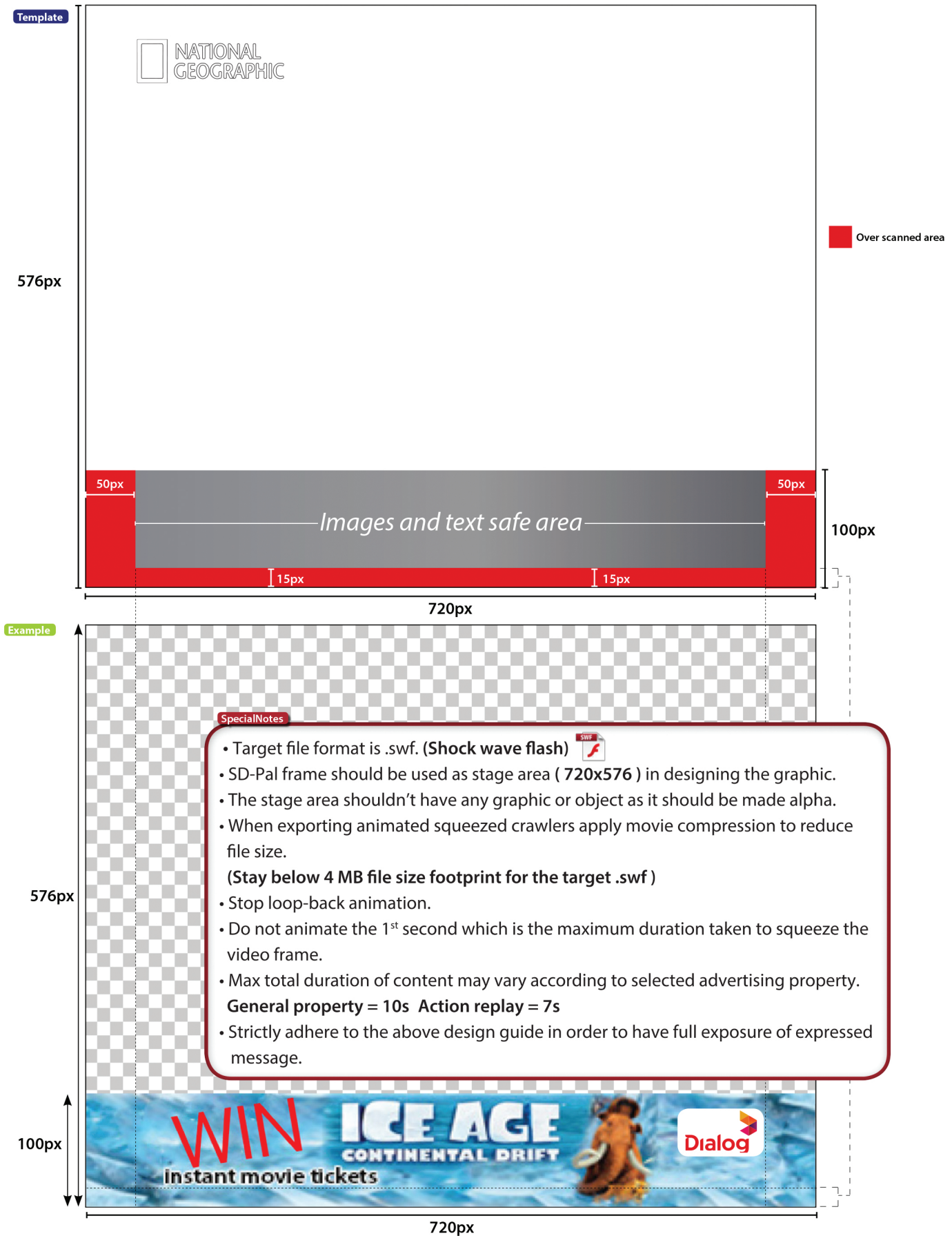
Example



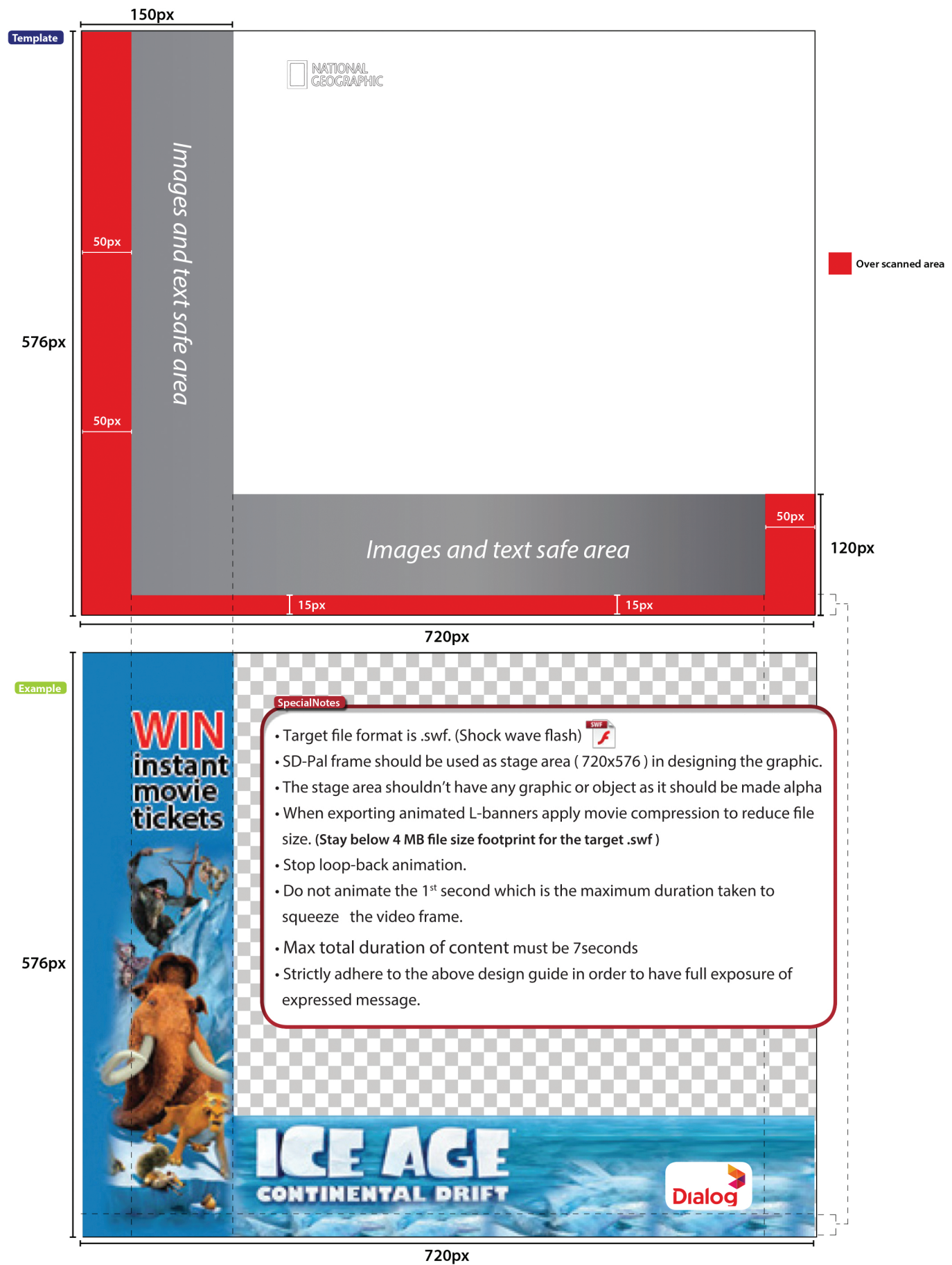
SpecialNotes

- It is highly recommended of the use of vector graphics for smaller fonts and images.
- It is recommended to also send the respective project files in addition to  .SWF target file.
- When exporting animated Logos apply movie compression to reduce file size.
(Stay below 4 MB file size footprint for the target .swf)
- Have animation loop-back.
- The exact depiction on screen may liable to modifications to be broadcast legal.

SQUEEZED VERTICAL CRAWLER



L SHAPED CRAWLER

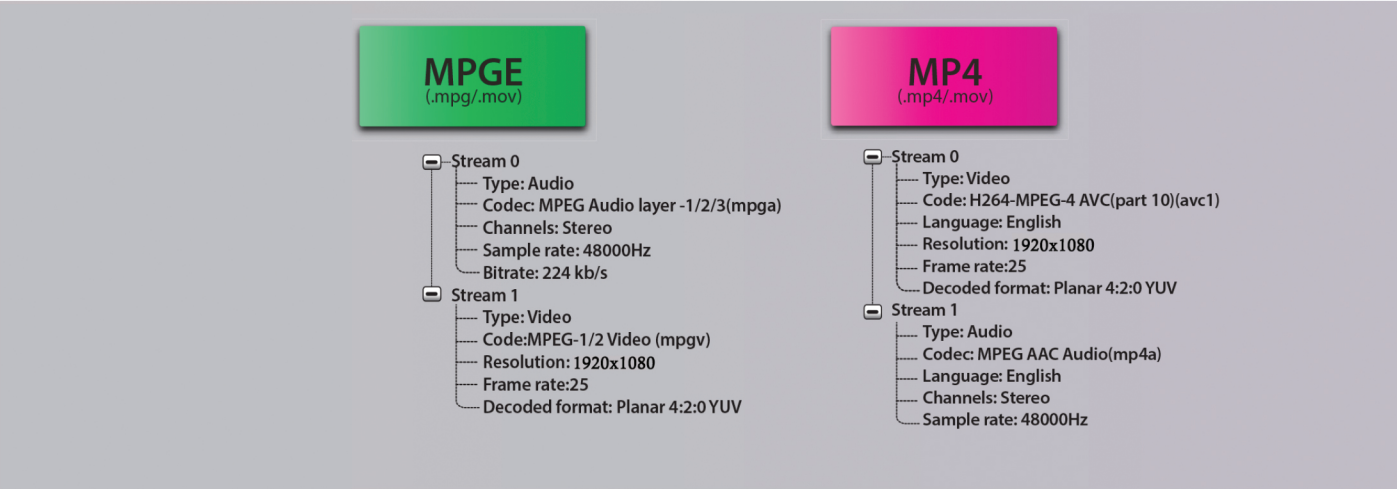


Specification for High Definition

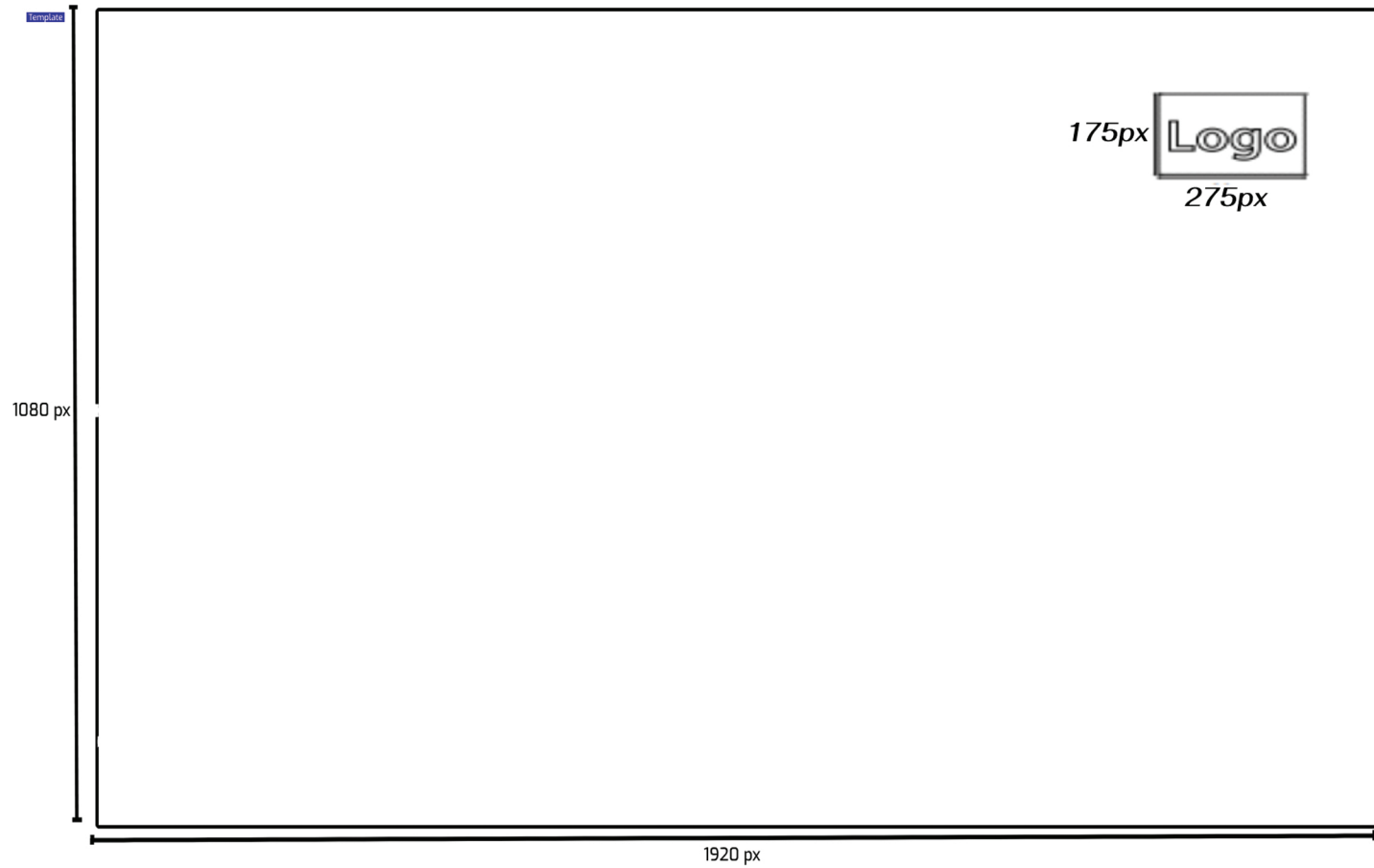
HD TV COMMERCIAL

Audio and video content is acceptable formats with below specified parameters.

FILE			
File Container	(.mpg/.mov)	(.mp4/.mov)	
Codec	ITU-T H.262 (ISO/IEC 13818-2- MPEG-2 Video)	ITU-T H.264 (ISO/IEC 14496-10- MPEG-4 Part 10)	VIDEO
Frame Rate	25fps	25fps	
Color space	PAL	PAL	
Aspect Ratio	16:9	16:9	
Chroma sub-sampling	yuv420p	yuv420p	
Resolution px(WxH)	1920 x 1080	1920 x 1080	
Bit Rate (min variable bit rate)	> 6Mbps	> 6Mbps	
Codec	MPEG I Layer II (MP2)	HE-AAC	AUDIO
Resolution	16bit	16bit	
Sample Rate	48000Hz	48000Hz	
Bit Rate	>128Kbps	>128Kbps	
Channels	2.0	2.0	




LOGO (STATIC / ANIMATED)



Example

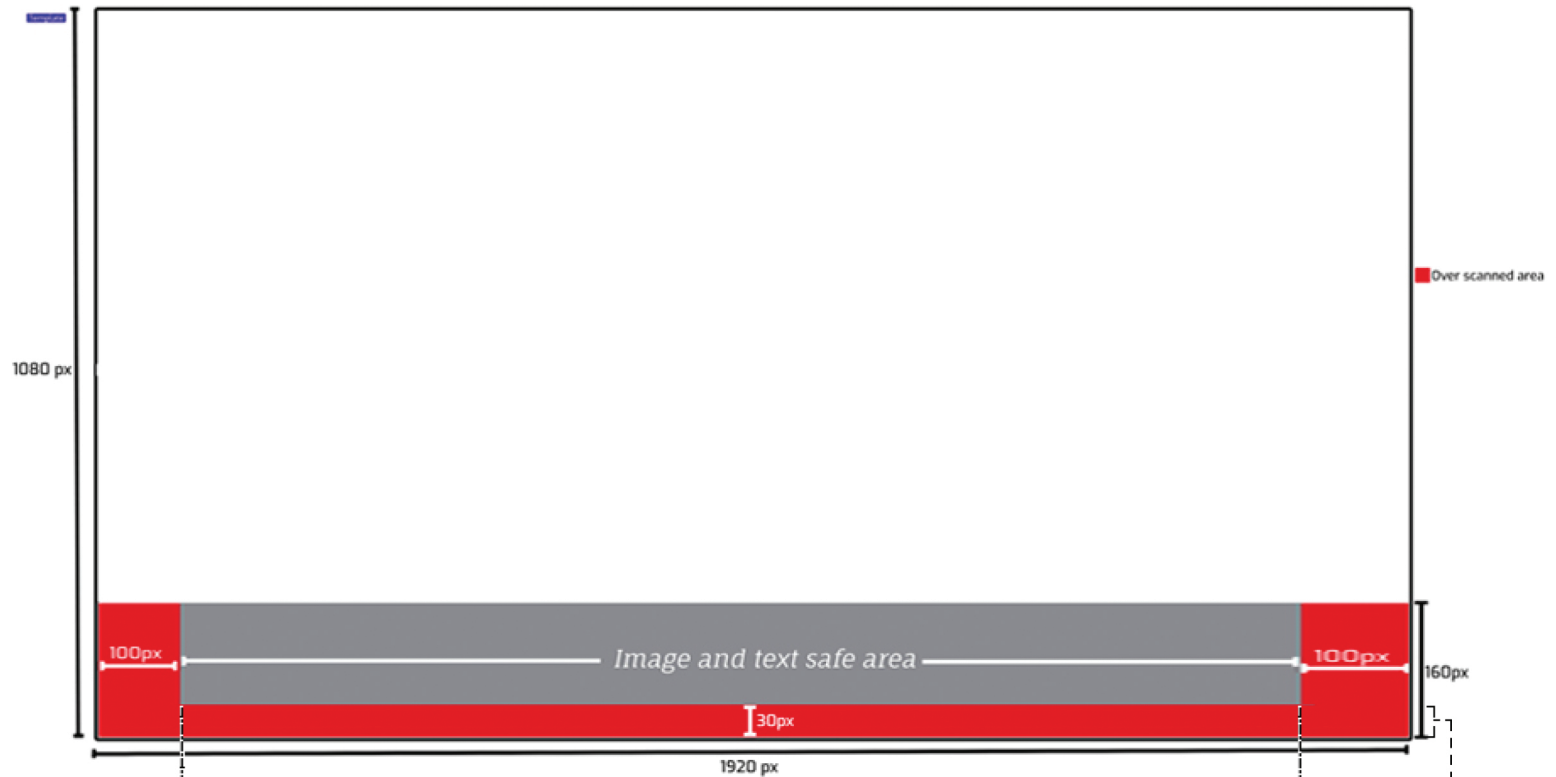


Special Notes

- It is highly recommended of the use of vector graphics for smaller fonts and images.
- It is recommended to also send the respective project files in addition to  .SWF target file.
- When exporting animated Logos apply movie compression to reduce file size.
(Stay below 4 MB file size footprint for the target .swf)
- Have animation loop-back.
- The exact depiction on screen may liable to modifications to be broadcast legal.

SQUEEZED VERTICAL CRAWLER

Template



Sample

The sample shows a crawler for 'ICE AGE CONTINENTAL DRIFT'. The crawler bar is 1920 px wide and 160 px high. It features a blue background with the movie title 'ICE AGE CONTINENTAL DRIFT' in white, a mammoth character, and the 'Dialog' logo. The text 'WIN instant movie tickets' is displayed in red and white. A 'SpecialNotes' box is overlaid on the sample, providing additional guidelines.

SpecialNotes

- Target file format is .swf. (Shock wave flash)
- HD-Pal frame should be used as stage area (1920x1080) in designing the graphic.
- The stage area shouldn't have any graphic or object as it should be made alpha.
- When exporting animated crawlers apply movie compression to reduce file size. (Stay below 4 MB file size footprint for the target .swf)
- Stop loop-back animation.
- Do not animate the 1st second which is the maximum duration taken to squeeze the video frame.
- Max total duration of content may vary according to selected advertising property. General property = 10s Action replay = 7s
- Strictly adhere to the above design guide in order to have full exposure of expressed message.

L SHAPED CRAWLER



The example shows an L-shaped crawler for 'ICE AGE CONTINENTAL DRIFT'. The vertical bar features the text 'WIN instant movie tickets' and an image of a mammoth. The horizontal bar features the movie title 'ICE AGE CONTINENTAL DRIFT' and the 'Dialog' logo. A 'Special Notes' box provides additional guidelines.

Special Notes

- Target file format is .swf. (Shock wave flash)
- HD-Pal frame should be used as stage area (1920x1080) in designing the graphic.
- The stage area shouldn't have any graphic or object as it should be made alpha
- When exporting animated crawlers apply movie compression to reduce file size. (Stay below 4 MB file size footprint for the target .swf)
- Stop loop-back animation.
- Do not animate the 1st second which is the maximum duration taken to squeeze the video frame.
- Max total duration of content must be 7seconds
- Strictly adhere to the above design guide in order to have full exposure of expressed message.