

X Track TV note

Spec sheet is applicable for:
X Track TV screens in Sydney,
Melbourne, Brisbane, Adelaide & Perth.

Accepted formats for ingested files

Please check with your chosen file transfer service.

- ProRes 422 (HQ) (mov)
- ProRes 422 (mov)
- ProRes (LT) (mov)
- MPEG-2 at 25Mbps (SD) (mpeg)
- Quicktime Movie H.264 (SD) (mov)
- MPEG-2 50i 4:2:2 (HD) (mpeg)
- ProRes 4444 (HD) (mov)

File transfer

Final artwork must be uploaded to either Adstream or Dubsat via MediaPro or IMD.

Adstream – Register here:
<http://visit.adstream.com.au/au/new-account-enquires>
Please contact helptv@adstream.com.au or 1300 423 787

OR

Dubsat – Register here:
<https://register.dubsat.com/>
Please contact bookings@dubsat.com or 1300 366 156

OR

IMD – Register here:
<http://www.groupimd.com>
Please contact info@imdaustralia.com or 1300 664 882

Third party charges will apply.

Artwork

Please provide either a Standard Definition (SD) or a High Definition (HD) media file. All media must have sound.

SD File - 720px x 576px (4:3 Anamorphic)
HD File - 1920px x 1080px (16:9)

File names

Submitted files must have a file name that matches the key number. Do not include spaces or punctuation (i.e. dots or dashes etc.) in key numbers. Maximum 13 alphanumeric characters only.

Creative approval guidelines:

Creative must abide by Outdoor Media Association regulations. Please refer to:

<http://www.oma.org.au/regulation-and-community>

No political references.
No religious references.
No tobacco references.
No demeaning of public transport or its users.
No M, MA, or R rated advertising for film, television or video/computer games.

Animated display

Aspect Ratio: 16:9
Display Length: 15 Seconds
Frame Rate: 25fps
Minimum bitrate: 15mbps
Audio: OP 59 Compliant

Clapper specifications

A clapper is a .jpg file with the same filename as the media. No need for bars or countdown. JPEG image – 720 x 576 for SD / 1920 x 1080 for HD. Information should include Client, Product, Key Number, Date, Aspect Ratio, Duration, compliant with OP 59 Audio Loudness. Clappers are not required for X Track TV Files delivered via IMD. CAD NUMBER IS NOT REQUIRED.

Deadlines

Artwork due to Adstream or Dubsat or IMD 7 days prior to live date.