



discoverychannel.ca

## **Digital Delivery – File Format Specifications**

### **Naming convention:**

In the filename be sure to note:

- the show name or ad product
- Episode name and/or number
- Other identifier info (ie. Webisode, revised, agency, campaign, etc)
- No spaces, underscores\_only

### **Content Considerations**

- Digital delivery is suitable for short form content only (clips under 5 mins). Content longer than this should be delivered on tape.
- Quality of file should be considered “broadcast quality” as we may need to export or backup to tape from time to time.
- Please package up the digital delivery clips with accurate in and out points. Fade up from Black recommended. No Bars/Tone, slates etc are required.
- If content is to be used in MOBILE delivery format, please avoid small graphics or text information.
- Because Safe Area/Safe Title are not valid in digital delivery platforms (entire picture is shown), titles/graphics can be pushed closer to edge of frame if necessary. (But if content “may” hit broadcast, avoid the use of this strategy)

### **AVI option**

Codec: NTSC DV codec  
Frame Size: 720x480 (DV format)  
Frame Rate: 29.97  
Audio: at least 128kb @ 44.1khz, stereo mix  
Audio Normalized prior to output

### **Quicktime option**

Codec: NTSC DV stream  
Frame Size: 720x480 (DV format)  
Frame Rate: 29.97  
Audio: at least 128kb @ 44.1khz, stereo mix  
Audio Normalized prior to output

Questions, comments: Contact Rob Adams - CTV Digital Media – radams@ctv.ca