

EMA's Best Practices & Specs for the Delivery of Image Artwork for Digital Audio-Visual Distribution

Movies

Sizes Required

Box Art - 3:4 - Minimum of 1000 pixels wide

Horizontal Image - 4:3 and 16:9 - Minimum of 2000 pixels wide

File Format

Both a layered PSD file and either a png or jpeg need to be available.

PSD files should contain any titles, branding, or text in a separate layer. (Key art with title treatment layers removed should not show major gaps in design.)

Color

RGB

TV Safe Colors

Image Guidelines

No Tag lines

No Ratings

No Critic Quotes

No Dates

No Cast/Credits

Image must be recognizable from 10ft away on an SD TV that is 38-40 inches

If key artwork alternative, image provided must have one focal point (i.e., not too crowded/busy - 1 - 2 people max.)

Naming

Use EIDR if available

If no EIDR available, please refer to the naming conventions agreed upon by the Studio/Network and Digital Distributor

Foreign Releases

Need the localized name

Would prefer art used in the local territories

No key art available

Choose an image to be consistent across platforms such as a still frame or images from other promotional materials

Additional Images

Minimum of two stills in each of above sizes that are relevant to the audience (i.e., violent vs. conservative image.)

TV Shows

Sizes Required

Box Art - 3:4 - Minimum of 1000 pixels wide

Horizontal Image - 4:3 or 16:9 - Minimum of 2000 pixels wide

Square Image - 1:1- 800x800 pixels

File Format

Both a layered PSD file and either a png or jpeg need to be available.

PSD files should contain any titles, branding, or text in a separate layer. (Key art with title treatment layers removed should not show major gaps in design.)

Series/Season/Episode Requirements

Required: Series and Season artwork

Option: Episode artwork

Color

RGB

TV Safe Colors

Image Guidelines

No Tag lines

No Ratings

No Critic Quotes

No Dates

No Cast/Credits

Image must be recognizable from 10ft away on an SD TV that is 38-40 inches

If key artwork alternative, image provided must have one focal point (i.e., not too crowded/busy - 1 - 2 people max).

Lower 1/8 of portrait art is clear of important details

Naming

Use EIDR if available

If no EIDR available, please refer to the naming conventions agreed upon by the Studio/Network and Digital Distributor

Foreign Releases

Need the localized name

Would prefer art used in the local territories

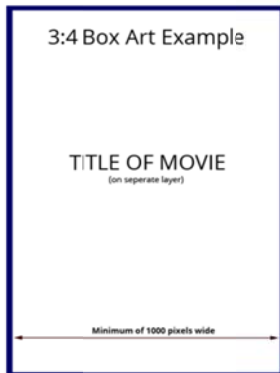
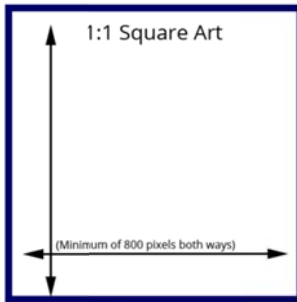
Use "series" instead of "season" when applicable.

No key art available

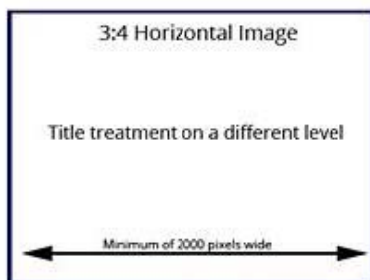
Choose an image to be consistent across platforms such as a still frame or images from other promotional materials

Additional Images

Minimum of two stills in each of above sizes that are relevant to the audience (i.e., violent vs. conservative image.)



HORIZONTAL (16:9 and 3:4) IMAGES



The EMA Digital Supply Chain Image File Work Group

Meg Campbell, Google/YouTube – Work Group Chair

Best Buy – Randy Pierce

Google/YouTube – Matt Darby and Mark Fleming

Microsoft – Ellen Kim

Netflix – Patrick McGowan and Nick Nelson

Vudu – Adam Simpson and Heather Carrie

EMA Staff – Mark Fisher, Jen Lane Burnell, Steve Apple

For further information, please contact Mark Fisher, EMA, mfisher@entmerch.org
or Jennifer Lane Burnell, EMA, jlane@entmerch.org.