



entertainment merchants association

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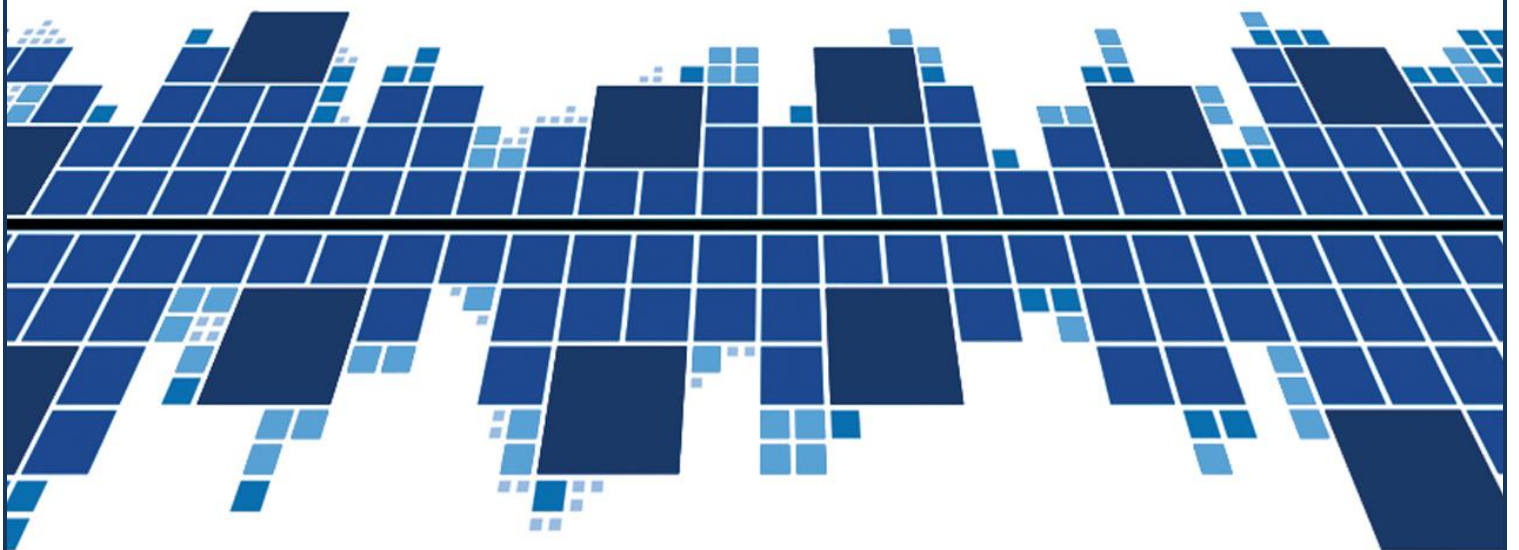
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**Best Practices & Specifications
For the Delivery of
Image Artwork
for
Digital Audio-Visual Distribution**

January 7, 2014





EMA'S SPECIFICATIONS AND BEST PRACTICES FOR THE DELIVERY OF IMAGE ARTWORK FOR DIGITAL AUDIO-VISUAL DISTRIBUTION

The Image File Working Group of EMA's Digital Supply Chain Steering Committee developed the attached Specifications and Best Practices for the Delivery of Image Artwork for Digital Audio-Visual Distribution. The document provides a recommended standard set of image artwork files for digital audiovisual content. It is anticipated that all participating retailers/distributors will be able to fulfill their normal needs within this set of image files.

Why is the Specification and Best Practices document needed?

- At the request of their customers, content providers are creating image files unique to each of their retail partners. This causes unnecessary costs in the supply chain and often delays the availability of new products to the consumer.
- Often times, individual retailers/distributors will edit and adapt studio-supplied image files to meet their merchandising needs. This is usually followed by a lengthy manual chain of re-edits and approvals for each piece of artwork, wasting a great amount of staff time and often delaying the proper merchandising of content.
- Today's ecosystem is too manual. Standardization will facilitate automation, reducing costs and increasing speed.
- Quality control issues slow down today's processes. Creating a standard set of image files instead of many alternative files should reduce the quantity of errors. And, when an error does occur and is caught by a single customer, it can be corrected for all retailers/distributors.

Image File Working Group

Participants in the Image File Working Group were:

Amazon – Scott Johnson

Best Buy – Randy Pierce

Google – Bill Kotzman, Meg Campbell, Mark Fleming

Hulu – Elena Kim, Justin Rutsky

MGO – Marc Beckwitt

Microsoft – Alison Pember, Paul Davidson, David Pankowski, Ellen Kim

Netflix – Nick Nelson

Redbox Instant – Joe Ambeault

Target – Peter Ukovich

Toys R Us Movies – Alex Goldeman, Philip Paynel

Verizon –Douglas Marrone

Vudu – Adam Simpson, Aaron Martin, Heather Carrie

EMA Staff – Sean Bersell, Jennifer Lane Burnell, Mark Fisher

(Names and employers of Working Group Participants are for information only and do not signify endorsement.)

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

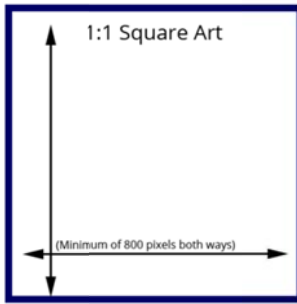
Use "series" instead of "season" when applicable.

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.)



SQUARE (1:1) IMAGE



BOX ART (3:4) IMAGE

HORIZONTAL (16:9 and 3:4) IMAGES

