

Content Material Specifications (acceptable and preferred file formats)

MPEG-1, MPEG-2, MPEG-4, .MPG

Format:	For MPEG-4, DivX encoded, .AVI extension
Acceptable Size:	720 x 480 pixels (NTSC) or 720 x 576 (PAL) (This content will be stretched or squashed to fit 870 x 580, so file may have some distortion as a result).
Frame Rate:	25 fps for 870x580 and 720x576; 29.97 fps for 720x480
Max Bit Rate:	5,500 kbps (kilobytes per second); must be constant, not variable
Audio:	SILENT audio with embedded BLANK audio track (required)
Length:	Depends on script and creative direction

MacroMedia Flash

File Format:	Flash Player Version 6 (later versions should be saved back to version 6)
Acceptable Size:	720x480 pixels (NTSC) or 720x576 (PAL) (This content will be stretched or squashed to fit 870 x 580, file may have some distortion as a result).
Frame Rate:	25-30 fps (frames per second)
Audio:	Do not include audio
Background Layer:	Pre-matted background MUST be included, background colors are not sufficient.
Programming:	A STOP command must be placed at the end of the file
Programming:	Files to be created with the command "fscommand ("complete")" in file structure
Length:	Depends on script and creative direction