

DELIVERABLES OVERVIEW

Note: Any assets that do not follow the exact format requirements in this document will fail quality control and delay your release. These specifications are designed around our retail partners' very strict quality and format requirements.

FILMS/DOCUMENTARIES/CONCERTS

1. **Obtain approval** from your Orchard representative to submit the video
2. **Send the metadata**, including chapter information, credits and any ratings to your Orchard representative in Orchard's Microsoft Excel metadata template
3. **Send the assets** via one of the delivery options on page 4, and the assets should include:
 - The video master (see page 2);
 - The trailer (format and quality requirements are the same as the master, and it should not contain a release date); and
 - The artwork (see page 3)

MUSIC VIDEOS

1. **Send the metadata** to your Orchard representative in Orchard's Microsoft Excel metadata template
2. **Send the video** in one of the format options on page 2, via one of the delivery options on page 4

TV SHOWS

1. **Obtain approval** from your Orchard rep to submit the videos
2. **Send the metadata** to your Orchard representative in Orchard's Microsoft Excel metadata template
3. **Send the assets** via one of the delivery options on page 4, and the assets should include:
 - The video masters (see page 2); and
 - The artwork (see page 3)

VIDEO FORMAT OPTIONS

- 8/10-BIT UNCOMPRESSED video file in .MOV container; or
- APPLE PRO RES 422 (HQ) video file in .MOV container; or
- AVID DNxHD video file in .MOV container; or
- DIGITAL BETA tape

REQUIRED SPECIFICATIONS FOR ALL SUBMISSIONS:

- Original/master resolution, frame rate and interlacing cadence
- Cannot be up-converted from compressed media (e.g. H.264, MP4, DV, MPG, WMV)
- Cannot derive from DVD's, miniDV's or other consumer-grade masters
- Must have "frame independence" – no frame blending or duplicate frames, often caused by NTSC-PAL or PAL-NTSC conversions, editing 24 fps video in a 30 fps edit timeline, de-interlacing 24P footage containing a telecine cadence, or by mixing frame rates
- Audio uncompressed, in stereo or surround sound, and not up-converted from a compressed format like MP3
- No watermarks, bugs, DVD logos, promotional intros, release dates, or websites
- If music video, no credits, titles and/or chyron (these should be supplied separately in metadata)
- If subtitled movie or TV show, subtitles should be delivered separately (not burned in) in valid SRT format with correct timing

FOR VIDEO FILES ONLY:

- Exported from edit timeline or captured directly to this format from the uncompressed master (cannot do through Firewire)
- Audio should be in PCM (uncompressed) format, 48.000 kHz, 16-bit
- If shot in 24P, video should arrive in 23.98 or 24 fps progressive (no interlaced frames)
- Clearly labeled (e.g. Company_MovieTitle.mov, Label_Artist_Song.mov, Company_Show_Season_Episode.mov)
- For reference, typical file sizes for music videos range from about 1.2GB to 10GB and movies range from about 30GB to 150GB

FOR TAPES ONLY:

- If edited in HD, must be delivered as video file
- Beta SP (analog) is acceptable only if it is a master and not a duplicate, and if no Digital Beta version is available
- Clearly labeled with the contents of the video, on the tape and the tape's hard case
- More than one video per tape is acceptable only if the tape's case is clearly labeled with each video's details and start time

COMMON REASONS FOR QUALITY CONTROL REJECTION:

- The video is de-interlaced, and therefore pixels are visible on diagonals
- The video has duplicate or merged frames
- The video is cropped, less than 720 pixels wide or contains black pillars (curtains)
- The video has artifacts, glitches, dropped frames or audio clicks, pops or outages
- The video shows signs of compression, arrives on video DVD or in a compressed codec like DV, MP4 or H.264
- The audio is mono



ARTWORK SPECIFICATIONS:

FILMS/DOCUMENTARIES/CONCERTS

- a poster or DVD cover in **2:3 vertical** aspect ratio
- **only key artwork and title**; no credits block, tiny print, DVD logos, release dates, websites, promotional tagging or watermarks
- at least **800 (W) X 1200 (H)** pixels
- 300 dpi
- RGB color
- **layered** PSD (Photoshop) or TIFF format (certain elements may need to be pulled and used for promotional use – in certain cases we may be able to accept single layer artwork if no layered artwork is available, however this will eliminate certain promotional opportunities)
- When available, please also send magazine quality, high resolution (over 2,000 pixels wide) stills and photos and the title logo in vector format (EPS) for retail features and promotional opportunities

TV SHOWS

- **1 square** cover art **per season**
- **Only key artwork and title**; no credits, tiny print, DVD logos, company logos, network logos, release dates, websites, promotional tagging or watermarks
- At least **1500 (W) X 1500 (H)** pixels
- 300 dpi
- RGB color
- **Layered** PSD (Photoshop) or TIFF format (certain elements may need to be pulled and used for promotional use – in certain cases we may be able to accept single layer artwork if no layered artwork is available, however this will eliminate certain promotional opportunities)
- When available, please also send magazine quality, high resolution (over 2,000 pixels wide, TIFF, PSD or JPG) stills/photos and the title logo in vector format (EPS) for retail features and promotional opportunities

Note: Artwork for music videos and individual TV episodes is a representative still frame pulled by The Orchard's operations team.



DELIVERY OPTIONS

PHYSICAL DELIVERY

- Send to: The Orchard, Attn: Video Operations, 23 East 4th Street, 3rd Floor, New York, NY 10003 (and notify your Orchard representative)
- Use signature confirmation
- If digital file delivery, deliver the file on data DVD, USB thumb drive or USB/Firewire bus-powered hard drive
- Videos can be zipped to reduce file size if necessary (recommended for 8/10-bit Uncompressed music videos)
- Your physical delivery will not be returned unless: (a) you clear the return of your assets with your Orchard representative before sending; and (b) your return request, address and instructions are labeled clearly on the video tape, data DVD, hard drive, etc.

ONLINE DELIVERY

- Only for videos under 10 minutes (e.g. music videos or movie trailers)
- Post the video to your FTP/SFTP and send login credentials to vidops@theorchard.com (and notify your Orchard representative)
- Be sure your video file is clearly labeled (e.g. Company_MovieTitle.mov, Label_Artist_Song.mov)
- For music videos, you can alternatively use a third party large file delivery service with a premium account enabling you to send over 1 GB files (e.g. Zshare, SendThisFile.com, Drop.io, MobileMe) and send vidops@theorchard.com the download instructions
- Since clients typically have trouble delivering such large files over the internet, we do not currently supply an FTP drop

