

MUSIC VIDEO DELIVERY REQUIREMENTS

VIDEO FORMAT OPTIONS (all in a .MOV container)

- Apple Pro Res 422 (HQ)
- Apple Pro Res 422
- Apple Pro Res 422 (LT)
- Apple Pro Res 4444
- Avid DNxHD
- Uncompressed 8 or 10bit
- H.264

CONTENT REQUIREMENTS

- Audio must be delivered in stereo, either PCM 48.000 kHz 16-bit audio or AAC audio
- Release names must be labeled accurately, e.g. Lyric Video, Audio-Only, Live, Behind-The-Scenes, etc.
- Exported from edit timeline or captured directly to this format from the uncompressed master
- Original format (i.e. NTSC or PAL) and original/master resolution, frame rate and interlacing cadence
- Cannot be up-converted from compressed media (e.g. H.264, MP4, DV, MPG, WMV) and cannot derive from DVDs, miniDVDs 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 a telecine cadence, or by mixing frame rates
- Titles originally shot on film or on 24P cameras should arrive in 23.98 FPS
- Must contain at least one frame of black at the beginning and end, but no more than 1 second
- No chyrons, URLs, social media handles (e.g. Twitter or Instagram), watermarks, bugs, DVD logos, promotional intros, release dates, websites, color bars, slates, countdowns, advertisements
- No artifacts, glitches, compression gradients, color shifting, or other imperfections
- For reference, typical file sizes for music videos range from about 1GB to 10GB COMMON

REASONS FOR QUALITY CONTROL REJECTION

- Mono audio
- Video is up-res'd from a standard definition source
- The video is de-interlaced, and therefore pixels are visible on diagonals
- The video has duplicate or merged frames
- The video's resolution width is smaller than 720 pixels
- 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 other than H.264
- Chyrons
- Release date information
- URLs (this includes Twitter or Instagram handles)

* If the music video's quality or content does not reach the standards to be sold on Download-To-Own retailers, it will be processed for Streaming-Only stores and the client will be notified by an automatic email notification.

* Download-To-Own stores do not accept pseudo music videos, e.g. Audio-Only, BehindThe-Scenes, Promos, etc.