



## Triple Play Specs

Video Production											Trafficking		
Video Type	Video Size	Video Length	Format Accepted	Video Frame Rate	Bit Rate	Video Compression	Key Frame Interval	Audio Codec	Recommended File Size	3rd Party Serving	3rd Party Tracking	Tags	Delivery Deadline
Pre-roll	640 x 480 or higher (4:3 aspect ratio) 640 x 360 or higher (16:9 aspect ratio)	Prefer :15s max. Also accept :30s max.	Prefer QuickTime (MOV). Also accept WMV.	Min 23.97, Max 30	1200 kbps or better	Any native QuickTime, AVID or Media 100 including MPEG-2, H.264, Animation	Every 24 Frames	AAC, 128 kbps, 44kHz, Stereo	100 MB or less	No	Yes	Standard tag (href and img source) + Clicktag is optional	5 Days

Menu Slate										Trafficking	
Dimensions	Format	Call to Action	Max Initial Load File Size *	Audio Initiation	Looping	Flash Frame Rate (FPS)	Maximum Animation Length	Tags	Delivery Deadline		
640 x 480 or max (4:3 aspect ratio) 640 x 360 or max (16:9 aspect ratio)	Layered PSD files preferred. Also accept PSD, PNG, TIF, JPG or GIF	3 or less buttons/images/links as part of the PSD or rendered image	100k for non-PSD files	No	No	Maximum 30	Duration of pre-roll video	Standard tag (href and img source) + Clicktag is optional	5 Days		

Additional External Call to Action Buttons			
Dimensions	Call to Action	Call to Action Name	Format
Maximum 175x25 px		1 Continue to content >	Transparent PSD or PNG
Maximum 175x25 px		2 Back to menu >	Transparent PSD or PNG