**Weekend Content Standards**

**May 2022**

**Roll-out: Week of June 13**

**Input: Brandon, Sara – send when “final” for their review**

Bottom line: We want to insure the quality of the guest experience with video and graphic elements during the weekend service.

This is what our systems can deliver and also honors the artist’s work because it’s what looks best.

**Video Production Standards:**Video 16x9:  
Video Codec - Prores LT  
Resolution - 1920x1080  
Frame Rate - 29.97

File Type - .mov

Transparency Video 16x9:  
Video Codec - Prores 4444 w/ alpha  
Resolution - 1920x1080  
Frame Rate - 29.97

File Type - .mov

Video LED Wall:  
Video Codec - Prores LT  
Resolution - 3072x768  
Frame Rate - 29.97

File Type - .mov

Audio:  
Sample Rate - 48kHz  
Channel Format – Stereo  
Bit Depth - 24bit Levels – Normalized to -12dB peak

Graphics:  
File Type – PNG  
Resolutions - 1920x1080 & 3072x768  
Color Profile – sRGB  
Color Space - RGB

**Content File Naming**

Production Template/Needs:  
• Aspect ratio  
◦ 16x9, 4x1  
  
Video Template:  
• Project title\_builder initials\_aspect ratio\_cut (includes version # when needed)  
  
Cuts  
• Assembly Cut - description  
• Content (Cut)  
• Rough (Cut)  
• then version cuts  
◦ v1  
◦ v2  
◦ v3  
◦ rename to final when approved  
  
Audio Files to send to video:  
• project title\_category\_builder initials\_version #  
◦ category = score, VO, reference, temp track, need to add more?  
\*teamwork task should be the same as the project title   
REF pkg (pertains more towards lyric videos)  
• wav ref file  
• lyrics

**RACI:**

R – Video and graphics team; Contract work

A – Brandon

C – Arts Team

I – Leadership Team

**FAQ:**

*Why are we doing this?*

Having all the teams on the same page about how the weekend video and graphic content needs to be delivered will help insure we are all working in the same way and limit the guest experience with glitchy videos, pixelated graphics, or anything visually that takes away from the created video or graphic content.

It will also help bridge the gap between created video and graphic content and the production team that is insuring it’s ready for execution.

*Will this impact content beyond the weekend?*

Once we see how this works for the weekend, we would also like to look at other created video and graphic content to see how it could apply.