

JULY 2021

Digital Assets

CONTENT CREATION GUIDELINES



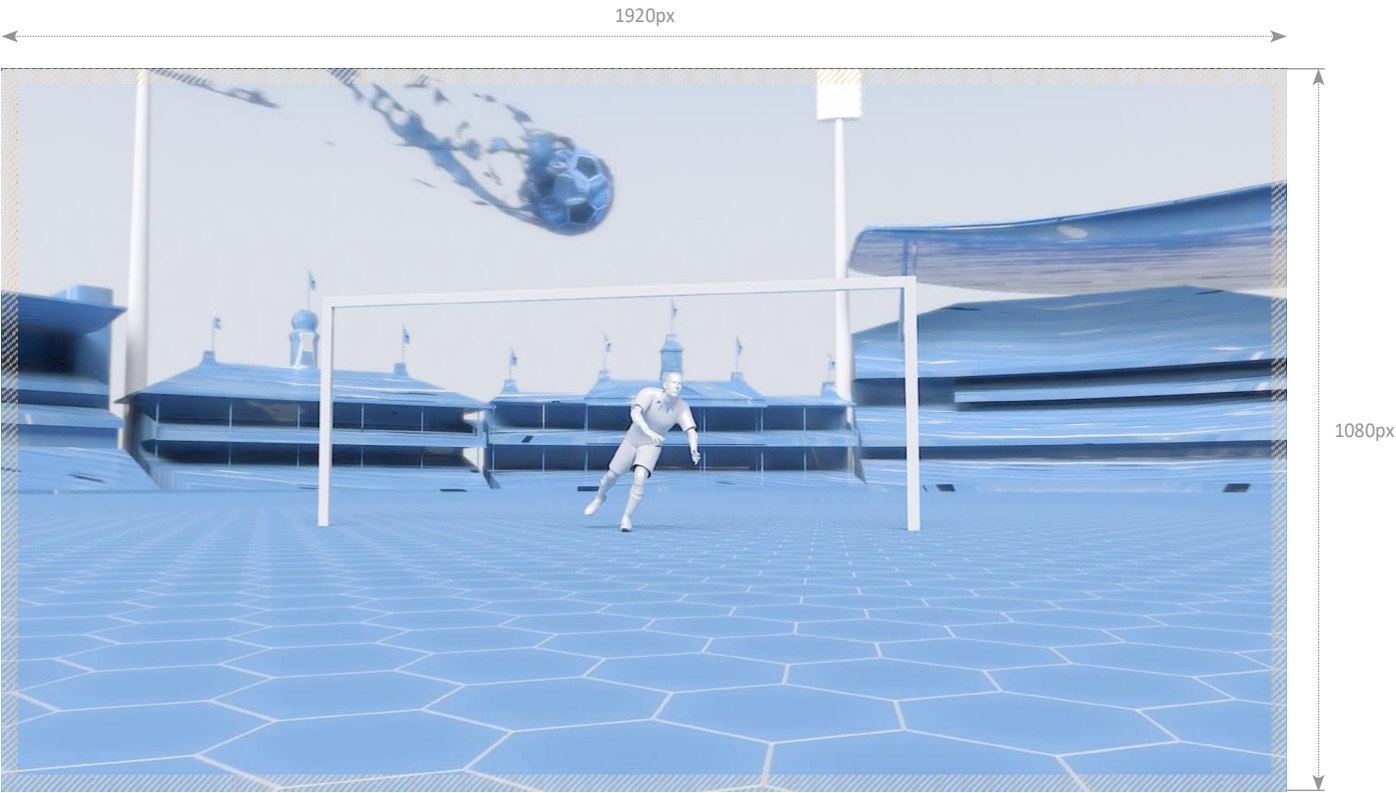
BASIC



SPECIFICATIONS

IPTV

Fullscreen Video



 Denotes 20px exclusion area. Text and other important information should not be placed within this area.

BASIC	
Frame size	1920x1080px
Safe area	allow 20pxborder
Aspect ratio	16:9 (Square Pixels 1.0)
Duration	15 seconds / 375 frames
Frame rate	25fps
Format.	H.264/MP4
ADVANCED	
Field order	Progressive
TV Standard	PAL
Level	4.1
Bitrate	CBR (Constant Bit Rate)
Target bitrate	50Mbps
Audio	Unavailable

SPECIFICATIONS

IPTV

Fullscreen Static



BASIC	
Frame size	1920x1080px
Safe area	allow 20pxborder
Resolution	72ppi
Colour mode	RGB
Format	PNG /JPG
File restrictions	Under 3MB
	Do not interlace
	Do not embed colourprofile

 Denotes 20px exclusion area. Text and other important information should not be placed within this area.

SPECIFICATIONS

Video Wall - 2x2



 Denotes 60px exclusion area. Text and other important information should not be placed within this area.

 The 2x2 video wall is builded in 4 pieces of 1920x1080 px. The layout must be divided as shown.

BASIC	
Total size	3840x2160px
Frame 1	1920x1080px
Frame 2	1920x1080px
Frame 3	1920x1080px
Frame 4	1920x1080px
Files size	1920x1080px
Resolution	72ppi
Colour mode	RGB
Format	PNG /JPG

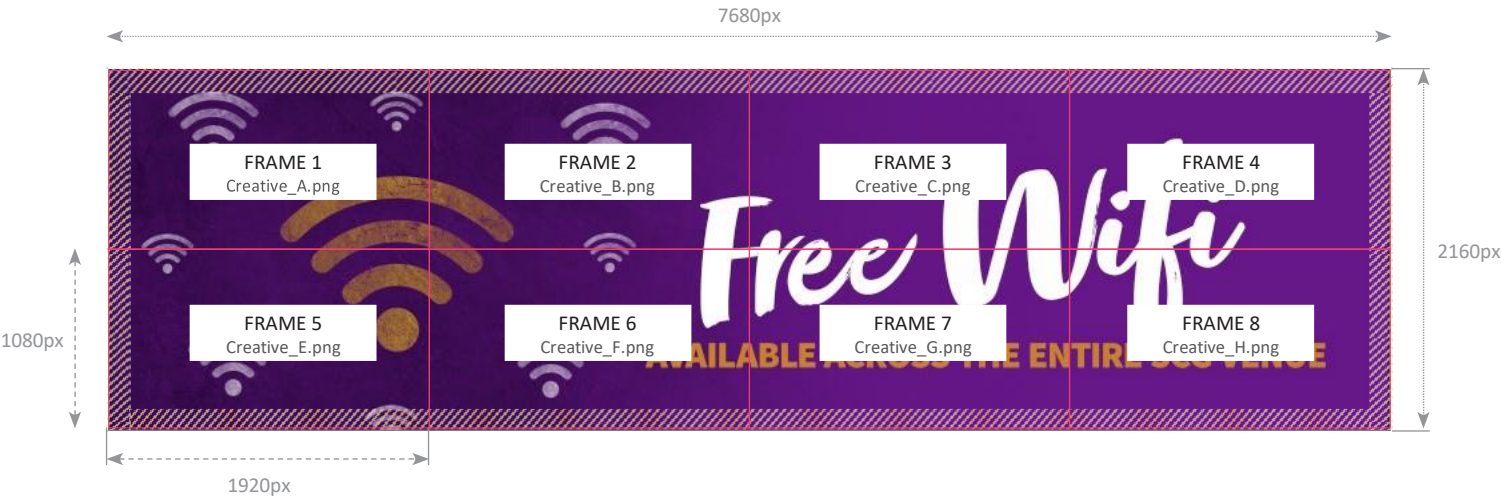
Please note: Ensure files are named with alphabetical identifier at the end:

For example:

1st row: Creative_A.png | Creative_B.png

2nd row: Creative_C.png | Creative_D.png

Video Wall - 4x2



 Denotes 60px exclusion area. Text and other important information should not be placed within this area.

 The 4x2 video wall is built in 8 pieces of 1920x1080 px. The layout must be divided as shown.

BASIC	
Total size	7680x2160px
Frame 1	1920x1080px
Frame 2	1920x1080px
Frame 3	1920x1080px
Frame 4	1920x1080px
Frame 5	1920x1080px
Frame 6	1920x1080px
Frame 7	1920x1080px
Frame 8	1920x1080px
Resolution	72ppi
Colour mode	RGB
Format	PNG / JPG

Please note: Ensure files are named with alphabetical identifier at the end:

For example:

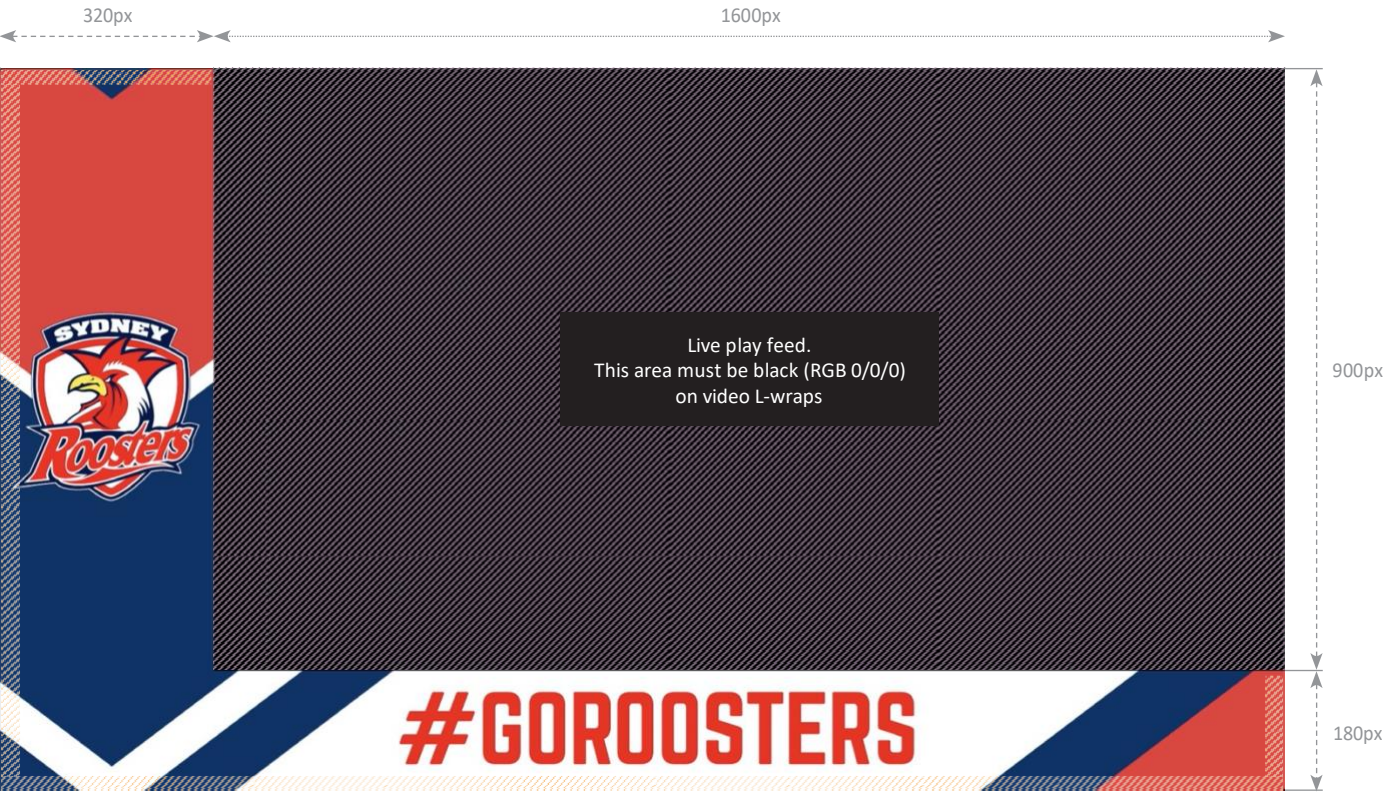
1st row: Creative_A.png | Creative_B.png |
Creative_C.png | Creative_D.png

2nd row: Creative_E.png | Creative_F.png |
Creative_G.png | Creative_H.png

SPECIFICATIONS

IPTV

L-wrap Video



BASIC	
Frame size	1920x1080px
Video area	As shown
Safe area	1890x1050px
Aspect Ratio	16:9 (Square Pixels 1.0)
Duration	15 seconds / 375 frames
Frame rate	25fps
Format	MP4
ADVANCED	
Field order	Progressive
TV Standard	PAL
Level	4.1
Bitrate	CBR (Constant Bit Rate)
Target bitrate	50Mbps
Audio	Unavailable

- Denotes 15px exclusion area. Text and other important information should not be placed within this area.
- Denotes live play feed. This area must be black (RGB /0/0/0) on video L-wraps.

SPECIFICATIONS

IPTV

L-wrap Static



Denotes 15px exclusion area. Text and other important information should not be placed within this area.

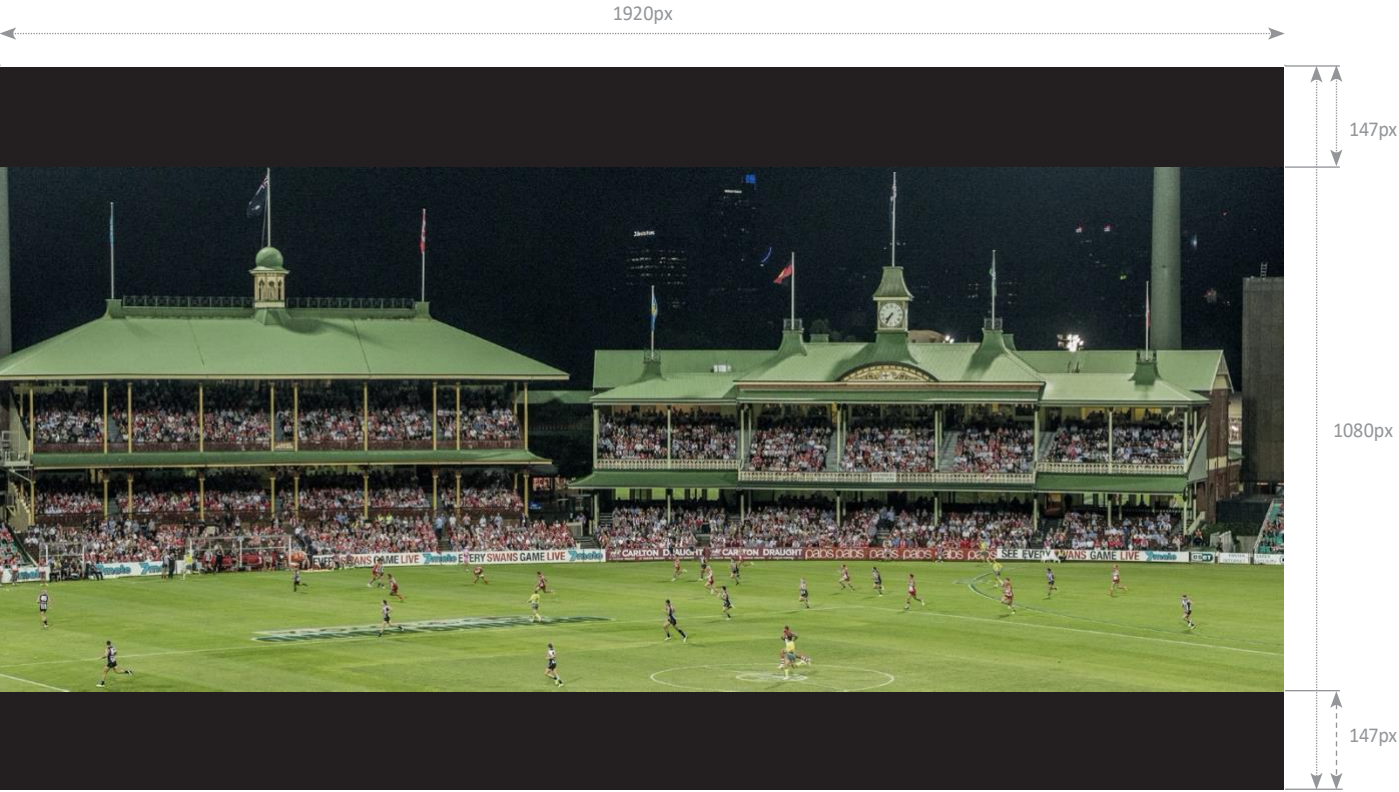
Denotes live play feed. This area must be transparent on static L-wraps.

BASIC	
Frame size	1920x1080px
Image area	As shown
Safe area	1890x1050px
Resolution	72ppi
Colour mode	RGB
Format	PNG
File restrictions	Under 3MB
Transparent background	
Do not interlace	
Do not embed colour profile	

SPECIFICATIONS

SUPERSCREENS

SCG Churchill Screen - Fullscreen



BASIC	
Frame size	1920x1080px
Screen Ratio	924x392 pixels (22:9)
STILL	
Format	PNG / JPG / TGA
Colour mode	RGB
VIDEO	
Codec / Format	H264/MP4
Aspect ratio	--
Frame rate	50fps
Field order	Progressive
TV Standard	PAL
Level	4.1
Bitrate	CBR 50Mbps
Audio	Uncompressed Stereo 48kHz, 256kbps

 Insert a 147px black bar on the top and bottom of the file.

SPECIFICATIONS

SUPERSCREENS

SCG Churchill – Sidebar

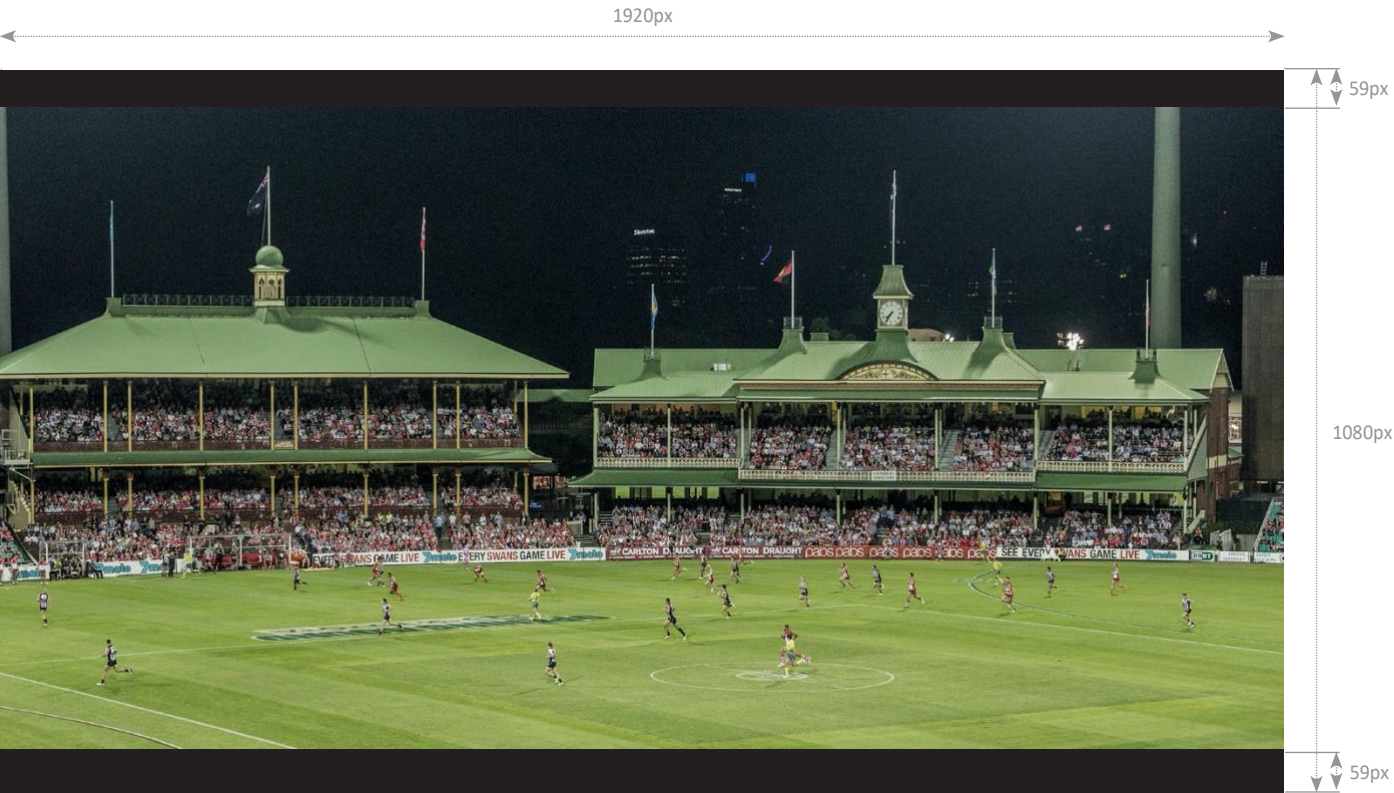


BASIC	
Sidebar size	227x392px
STILL	
Format	PNG / JPG / TGA
Colour mode	RGB
VIDEO	
Codec / Format.	Ross Xpression AVI
Aspect ratio	6:9 (Square Pixels 1.0)
Frame rate	50fps
Field order	Progressive
TV Standard	PAL
Level	4.1
Bitrate	CBR 50Mbps
Audio	Unavailable
Video Codec can be provided on request	

SPECIFICATIONS

SUPERSCREENS

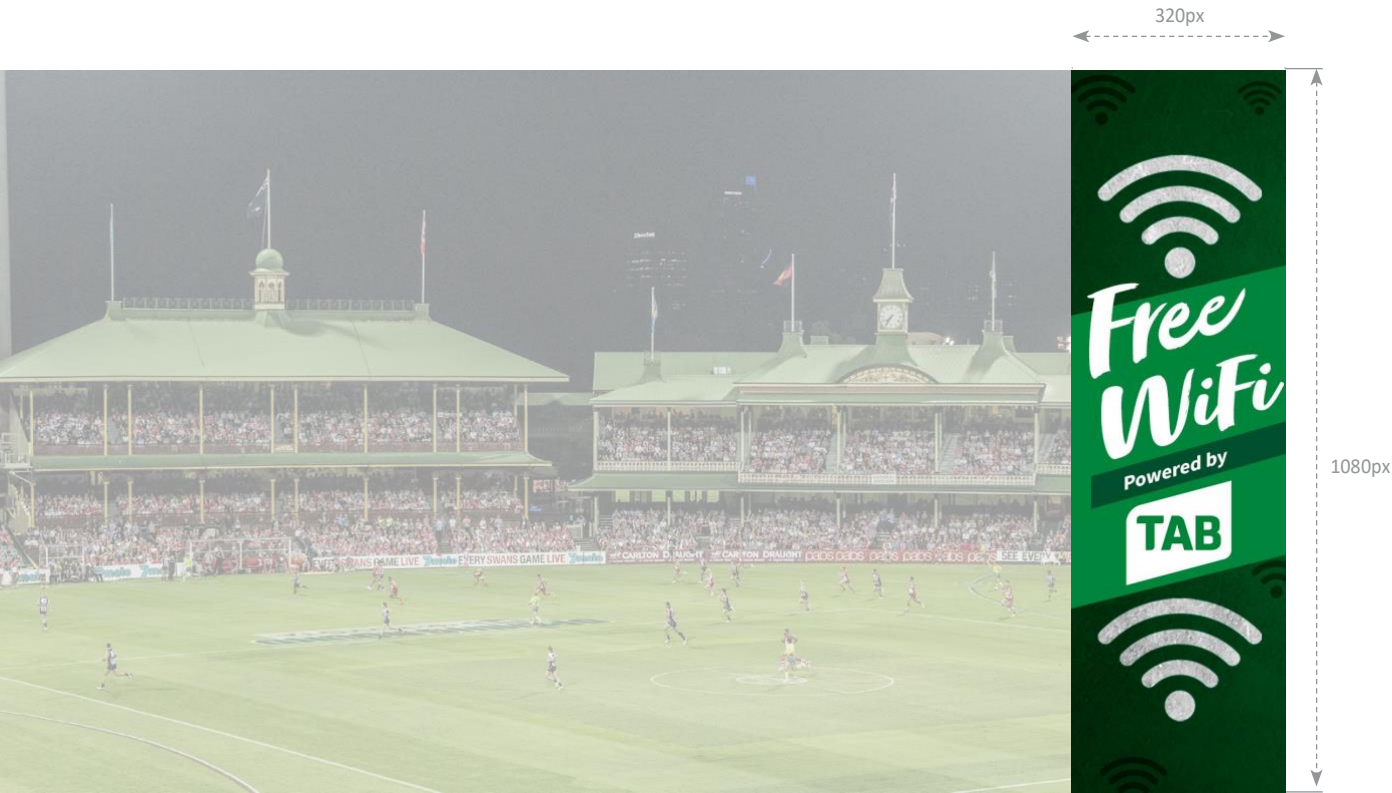
SCG Dally Messenger



Insert a 59px black bar on the top and bottom of the file.

BASIC	
Frame size	1920x1080px
Screen Ratio	2212x1064 pixels(18:9)
STILL	
Format	PNG / JPG / TGA
Colour mode	RGB
VIDEO	
Codec / Format	H264/MP4
Frame rate	50fps
Field order	Progressive
TV Standard	PAL
Level	--
Bitrate	--
Audio	Uncompressed Stereo 48kHz, 256kbps

SCG Dally Messenger – Sidebar

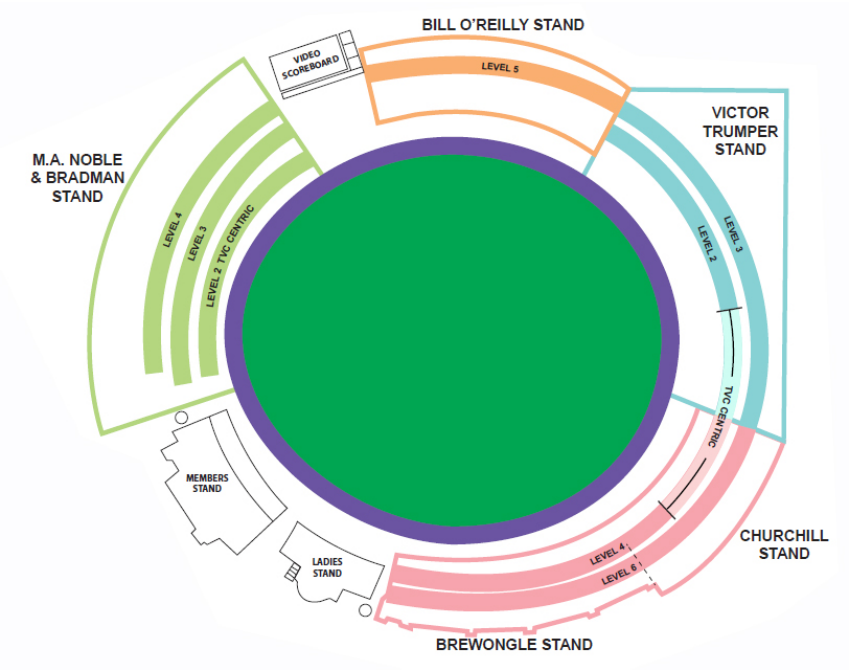


BASIC	
Sidebar size	320x1064px
STILL	
Format	PNG / JPG
Colour mode	RGB
VIDEO	
Codec / Format	Ross Xpression
Aspect ratio	6:9 (Square Pixels 1.0)
Frame rate	50fps
Field order	Progressive
TV Standard	PAL
Level	4.1
Bitrate	CBR 50Mbps
Audio	Unavailable
Video Codec can be provided on request	

Ribbon Boards



For a complete take over piece, please contact SCG for specifications.



BASIC

Total dimensions	1532 x 90px
Safe area	no safe area
Aspect ratio	(Square Pixels 1.0)
Duration	15 Seconds
File format	AVI

ADVANCED

Frame rate	50p
Codec	Ross video Xpression
Target bitrate	--

SCG Lettering



BASIC

Total dimensions	620x32px
Safe area	no safe area
Aspect ratio	(Square Pixels 1.0)
Duration	15 Seconds
File format	mp4

ADVANCED

Frame rate	50p
Codec	H.264

Please note: Audio is not available for video content on the lettering.