

# Marketing Delivery Specs

## Hard deadline:

- If delivered by Aspera, final files must be delivered to YTO Media Operations team no later than 2 business days before launch.
- If delivered to Faspex link, it should be delivered no later than 3 - 4 business days before launch.

## General notes:

- All marketing assets must be delivered with a CC (closed caption) file.
- Content in a language other than English must deliver a CC file in both spoken language of video and in English.
  - *Do not include slates, title cards, countdowns, pre-rolls in final deliverables.*
- File Formatting:
  - Insert 01 second of black at head before content begins and at tail; the captions and subtitles must also include the 01 second of black at head
- Timecode:
  - Both video and captions must start with 0 hour timecode (00:00:00:00)
- Updated YTO Logos can be found [here](#).
- **PLEASE NOTE:** When delivering a **Premise trailer** (and only a premise trailer), an additional proxy file is required for localization. Downloadable Proxy can be emailed to your YouTube Marketing contact. Please see [Deliver Proxy for YTO Premise Trailer Localization](#).

## Video Specifications

Format	Container	Video/Codec	Audio*
HD 1920 x 1080	Quicktime.mov	Apple ProRes422 HQ Color Space ITU-R BT.709	Linear PCM, 24-bit, 48kHz
4K / UHD / SDR 3840x2160	Quicktime.mov	Apple ProRes422 HQ Color Space ITU-R BT.709	Linear PCM, 24-bit, 48kHz
4K / UHD / HDR 3840x2160	Matroska .MKV	Apple ProRes4444 Color Space ITU-R BT.2020	Linear PCM, 24-bit, 48kHz

**\*Important: Do not create ProRes files out of Avid**

### **Audio Specifications**

- These specifications apply for all marketing video asset deliverables including trailers.
- Audio can be delivered with 5.1 surround or 2.0 stereo.
- All assets that deliver with surround sound (5.1 audio) must include 2.0 stereo mix.
- Audio must be embedded on all master video files in uncompressed 24 bit / 48 KHz formats.

<b>Video Master</b>	<b>Audio Format</b>	<b>5.1 Surround + Stereo</b>	<b>Stereo Only</b>
HD / 4K / UHD / HDR	Linear PCM, 24-bit, 48kHz	<ul style="list-style-type: none"><li>• Ch. 1 - Left (L)</li><li>• Ch. 2 - Right (R)</li><li>• Ch. 3 - Center (C)</li><li>• Ch. 4 - LFE</li><li>• Ch. 5 - Left Surround (Ls)</li><li>• Ch. 6 - Right Surround (Rs)</li><li>• Ch. 7 - Left Total (Lt)</li><li>• Ch. 8 - Right Total (Rt)</li></ul>	<ul style="list-style-type: none"><li>• Track 1: Lt</li><li>• Track 2: Rt</li></ul> Or <ul style="list-style-type: none"><li>• Track 1: Lt, Rt</li></ul>
HD / 4K / UHD / SDR	Linear PCM, 24-bit, 48kHz	<ul style="list-style-type: none"><li>• Track 1: L, R, C, LFE, Ls, Rs</li><li>• Track 2: Lt, Rt</li></ul>	<ul style="list-style-type: none"><li>• Track 1: Lt, R</li></ul>

### **Audio Format Note**

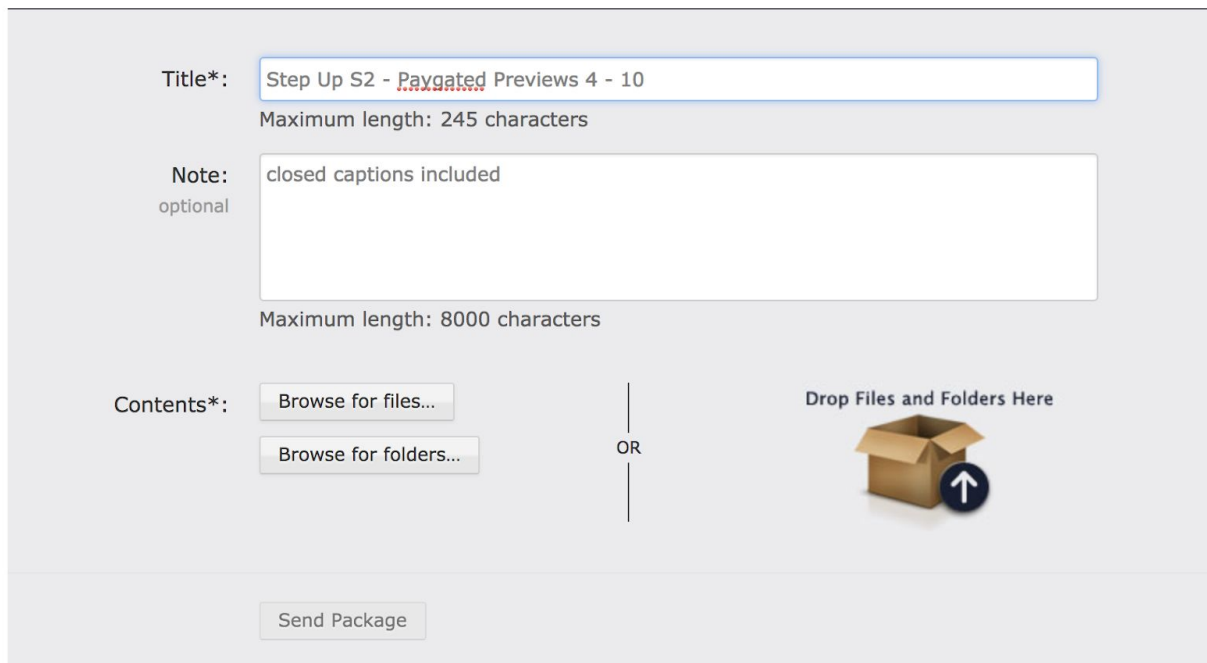
- Channel assignments must be set in the file metadata. Channel assignments in ProRes .mov files can easily be set after export/transcode using QuickTime 7 Pro. "Mono" is not an acceptable channel assignment. For content that is truly 2-channel mono, please assign channels as "Left" and "Right." Channels that are not assigned correctly may result in delays in publishing or in your asset being rejected. Assignments of "Left" (L) and "Right" (R) can be used instead of "Left Total" (LT) and "Right Total" (RT) in stereo tracks.

## **Delivery**

- Files must be delivered to YouTube using Aspera Transfer Server. If the sender is not set up with Aspera or will not be delivering to YouTube on a long-term basis, then the following upload link can be used to deliver files: [Aspera Submissions](#)
- *Note that when you click on this link you will see the below message. Click 'Advanced' to bypass/accept.*

1. All uploaded packages need to clearly identify in the Title and Notes fields stating which show and assets are being delivered:

Send to Dropbox: \*YouTube\_Marketing



The screenshot shows the Aspera Transfer Server upload interface. It features a 'Title\*' field with the text 'Step Up S2 - Paygated Previews 4 - 10' and a note 'Maximum length: 245 characters'. Below this is a 'Note:' field with the text 'closed captions included' and a note 'optional' and 'Maximum length: 8000 characters'. To the left of the 'Contents\*' section are two buttons: 'Browse for files...' and 'Browse for folders...'. To the right is a large area labeled 'Drop Files and Folders Here' with a cardboard box icon and an upward arrow. A vertical line with the word 'OR' separates the file selection options from the drop area. At the bottom is a 'Send Package' button.

2. In addition, a delivery notice must be sent to the following recipients indicating which assets have just been uploaded:
  - yto-delivery@google.com
  - yto-mediaops@google.com
  - your YTO Marketing POC

## Deliver Proxy for YTO Premise Trailer Localization

The YTO Media Operations team requires the following items in order to obtain localization:

### 1. Video proxy file (.mov)

#### a. Specifications

- i. **Resolution:** 1920x1080
- ii. **Codec/Container:** H.264 / .mp4 or .mov
- iii. **Data Rate:** 10 mb/s
- iv. **Audio:** 2 Channel Stereo AAC
- v. **Timecode Start:** 00:00:00:00
- vi. **Additional:** 01 second of black at head before content starts

### 2. English CC file (.scc)

### A/V file naming conventions

- File naming conventions for A/V marketing assets delivered to YTO Media Operations via Aspera.

### Naming Template:

#### **ShowName\_s0#\_e0#\_AssetType\_DescriptiveTitle\_Version.FileType**

- **Show Name** = Title of Show
- **Season and Episode Number** = should be notated as “s01”, “s02” etc.
  - Episode should only be notated for episodic A/V assets, notated as “e01”, “e02” etc.
- **Asset Type** = naming convention used only for marketing assets, not show episodes.
  - Four possible assets:
    - Premise Trailer (the official trailer)
    - Teaser Trailer
    - Paygated Preview
    - Ancillary (all other A/V marketing assets)
- **Descriptive Title** = Helps differentiate between multiple teasers or trailers for the same show.
  - Example: “Japanese”, “LoganCharacterTease”
- **Version** = v1, v2, v3, etc.

- **File Type** = .jpg, .mov, .scc
  - YTO Media Operations team requires that CC be delivered for any video they upload. All CC files should match the naming convention of the associated file. The file type will be the differentiator for YTO Media Operations (.mov vs .scc).

**Examples:**

- Impulse\_s01\_TeaserTrailer\_v1.mov
- Origin\_s03\_PaygatedPreview\_v2.scc
- ChampaigneIII\_s04\_Ancillary\_JayCharacterTeaser\_v1.mov
- PlanetSloMo\_s02\_TeaserTrailer\_EndScreen\_v2.jpg