Distribution to PBS Video App Deliverables
Share assets with NETAProgramming@netaonline.org via DropBox, Google Drive, WeTransfer, etc.

Graphic Assets
Option 1 - Deliver completed assets as shown below
Option 2 - Deliver images and graphics and NETA will create assets
If we design them we will need:

1. High resolution transparent logo (eps, ai or high res png) in full color, white and black.
2. Screen capture of show (high res)
3. Promotional images (high res)
4. Poster artwork if available

Show Logo 4:1 (2 versions)	• Dimensions: 680 x 170 • File type: PNG • Aspect ratio: 4:1 • Alignment: Left-aligned horizontally, center-aligned vertically • Need white (White Logo 4:1) and color (Color Logo 4:1) logos	
Show - Poster 2:3 (1 version)	• Dimensions: 2000 x 3000 • File type: JPG • Aspect ratio: 2:3	
Show Detail Background	• Dimensions: 1920 × 1080 • File type: PNG • Aspect ratio: 16:9 This image is used as the social image when shows are shared on social media.	
Mezzanine 16:9 (1 version)	• Dimensions: 1920 x 1080 • File type: JPG • Aspect ratio: 16:9	

Video Specs

Video specs for the PBS Video App are different from broadcast.
Files should be re-exported with the below specs and should include:

1. A fade up from black directly to the program
2. A separate **.SCC** caption file

Element	HD 1080p Mezzanine Spec
File Format	MPEG-4 (.mp4)
Total Stream BitRate	15Mbps
Video Stream	
Codec	AVC (H.264)
Frame Size 16/9	1920 x 1080
Frame Rate	30 fps
Scan Type	Progressive
Video Stream BitRate Mode	VBR
Audio Stream	
Codec	AAC
Audio Stream BitRate	192 Kbps
Number of Audio Channels	2 (stereo)
Audio Channel's Position	L.R.
Sampling Rate	48 KHz
Bit Depth	16 bits