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## HD VIDEO SPECIFICATIONS

### OVERVIEW

Empower advertisers to deliver their brand messaging with the utmost quality it deserves. Unicast now supports High-Definition Video allowing advertisers to leverage the latest video technology from Adobe to serve HD quality video experiences across Unicast Formats. Captivate your audience with eye-catching HD video to provide an optimal end user experience. Take your HD video to the ultimate potential by coupling it with a Fullscreen viewing option.

### GENERAL SUBMISSION GUIDELINES:

#### Delivery

All questions pertaining to the HD Video submission guidelines may be directed to [clientservices@unicast.com](mailto:clientservices@unicast.com) with a copy sent to [creative@unicast.com](mailto:creative@unicast.com)

#### Tracking

If you would like the HD Video to be tracked using a specific tracking label, (i.e. TrailerDirectorsCut-HD) please specify all tracking requests upon submission of the HD Video.

### ASSET REQUIREMENTS:

#### 1) HD VIDEO ASSET

Agencies have the option of delivering video asset(s) in two formats; digital or hard copy. Digital HD Video assets can be submitted to the Unicast FTP site. All tapes can be delivered to the address listed below so they can be digitized for online use. Please refer to the Video Asset Submission Guidelines below.

#### Digital:

- 1920x1080 h.264, de-interlaced Video preferred
- 1920x1080 un-compressed .avi or .mov also accepted. Minimum resolution accepted is 720x405

Hard copy: DigiBeta preferred; Beta or BetaSP also accepted

Note: If the submitted video asset is not any of the formats listed above, the quality of the video may be slightly compromised due to the nature of the source. If your format is encoded digitally, please be sure that the file is encoded at a minimum of 720x405. The aspect ratio (16:9 or 4:3) of the source video will be maintained to prevent any distortion.

## **VIDEO ASSET SUBMISSION GUIDELINES:**

All digital video assets or tapes can be delivered using the information listed below:

1. For Digital Asset FTP Upload

**FTP Upload For Digital Assets:**

FTP: <ftp://ftp.unicast.com/>

Username: creative\_drop1

Password: nonplussed

Directory: please create a new folder and name appropriately

**IMPORTANT:** When you have completed uploading the file(s), please send an email notification to [clientservices@unicast.com](mailto:clientservices@unicast.com) and [creative@unicast.com](mailto:creative@unicast.com) with the name and directory of the file(s) to download.

2. Ship Tapes to address listed below

- Clearly identify the starting and end time codes for the video(s) that need to be converted.
- If you would like your tape returned, please include a message with your account number.

Metro Encoding, Inc  
Attn: Unicast Project  
4425 Riverside Dr., Suite 202  
Burbank, CA 91505  
Phone Number: (818) 558-7800