



Media Content File Types

We want to help your message to **REACH** your audience. As content is being developed, keeping the following best practices will assist us in managing our files in an orderly manner as well as ensuring trouble free playback.

When naming audio and video files for a corporate live event production, **use descriptive and consistent filenames** that include relevant details such as the event name, date, and content type. Additionally, **avoid special characters and spaces** to ensure compatibility across different platforms and systems. For example, Dinner1.mp4, Dinner2.mp4, Dinner3.wav, etc. Any subsequent revisions should have a v1, v2, appended to the end of the filename before the ending filetype (Dinner1v1.mp4).

AUDIO:	IMAGE:	VIDEO:
<ul style="list-style-type: none"> • mp3 48k 24bit or better • aac 48k 24 bit or better • WAV 48k 24 bit or better <p>While we can transcode many different formats, using these standards will help us ensure a quality end product in a timely fashion.</p>	<p>Resolution:</p> <p>HD (1920w x 1080h) 4K (3840w x 2160h)</p> <p>Formats:</p> <ul style="list-style-type: none"> • JPEG • PNG 	<p>Resolution and framerate:</p> <p>HD (1920x1080p 59.94 fps); 4K (3840 x 2160 at 60 fps, 59.94 also works)</p> <p>We generally prefer H.264 compression as a best balance of file size to video display quality.</p> <p>Codecs:</p> <ul style="list-style-type: none"> • H.264 • H.265 (HEVC) • ProRes 442 • ProRes 422 LT • ProRes 422 HQ • ProRes 4444 (videos with Alpha) • ProRes 4444 HQ

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