



Media i  
Informing Media

# Media I Production Specs

# Production Overview



**Formats:** Media I screens are capable of playing both **.SWF** and **VIDEO** files.

**Dimensions:**

<b>Flash/Powerpoint/Video Execution:</b>	1280 x 720
<b>Content Sponsorship:</b>	1280 x 768

**Artwork Due Date:** Production Ready Artwork must be supplied to Media i on the **Wednesday before the start date (Monday)**. Any copy changes needs to be sent **48 hours prior to the start day for file testing**. We cannot schedule files to the playlist until they have been thoroughly tested, to ensure that it displays correctly on all screens across the network.  
**Please note:** If artwork is delivered after the deadline, we **cannot** ensure that your execution will start as per scheduled.

**Delivery:** Please emailed file or links directly to [traffic@mediai.com.au](mailto:traffic@mediai.com.au) and [nicolas@mediai.com.au](mailto:nicolas@mediai.com.au) for testing and approval.

# Production Specs (Flash/Powerpoint)

## Flash:

All SWF files must have the below actionscript at the end of the file:  
`fscommand("exec", "stopped");` see last page for details

## Powerpoint:

If you wish to build your ad using powerpoint, please contact Nicolas for a PowerPoint template which is formatted to fit our screens. The completed file needs to be supplied in a PPS format with all timings and animations complete. Once created Media i will convert the PPS files to the appropriate video format.

## Visuals :

Landscape Flash 1280 x 720 (16:9 ratio)

## Play Length:

15 seconds, 30 seconds, 60 seconds

## Audio:

Please Deactivate – Audio is not available on the media i network.



# Important note on Flash

Media i currently runs in such a way that standard `stop()` command does not function properly. If a standard stop command is scheduled into our network, it halts all news and ads from running and freezes the screens in the agencies.

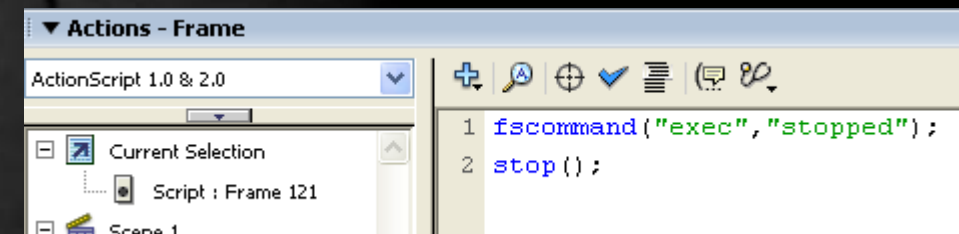
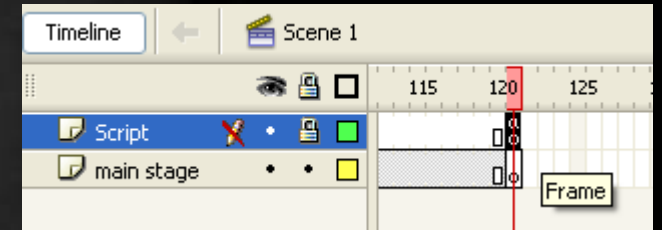
In order to allow content and ad pages to loop one after the other, a special `fscommand` is needed:

```
fscommand("exec", "stopped");  
stop();
```

Insert the code in the last frame of your artwork, on a separate layer, as illustrated below. Please also make sure that there is no other `stop()` command on any other layers in the current scene.

Publish the SWF file in a **Flash 8** format.

If you require a pre-coded flash template, please email [nicolas@mediai.com.au](mailto:nicolas@mediai.com.au)



# Production Specs (Video Format)

## Types of video formats supported:

MPEG1 .mpg or .mpeg  
Windows Media .wmv  
Quicktime .mov

Video .avi  
Video .mpv  
Shockwave Flash 8 .swf

## Visuals:

Standard HD Format 16:9  
1280 x 720

## Video:

Encoding Guide STD Def - Mpeg1  
Estimated file size: 20-30Mb for a 30 second video

Larger files can be uploaded to an FTP server for us to download, or an online storage website such as [www.Transferbigfiles.com](http://www.Transferbigfiles.com)

For any further queries please do not hesitate to contact **Nicolas Mesker on (02) 8020 3812**

# Production Specs (Content Sponsorship)

Content Sponsorship campaigns allow for a complete re-skin of existing Media I news content.

The background must be designed around the following locked elements:

Time

Date

Weather

News Story Content (headline and body)

Types of still image formats supported:

.JPEG

.PSD

.TIFF

.PNG

Visuals : 1280 x 768 pixel (minimum 72 dpi)

A Photoshop template (PSD) will be provided to help you design your Content Sponsorship background.

**NOTE:** Please design the background around the locked Photoshop Layers. The final background file to be supplied needs to be completely blank (i.e. does not include the time/date/weather/news story).