

PRODUCTION SPECS

MEDIA I

PRODUCTION OVERVIEW

Formats

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

Dimensions

Flash/Powerpoint/Video Execution: 1280 x 720

Content Sponsorship: 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 need 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 on all screens across the network.

Delivery

Please email file or links directly to khyati@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 Khyati@mediai.com.au 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

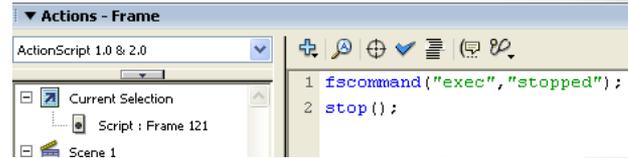
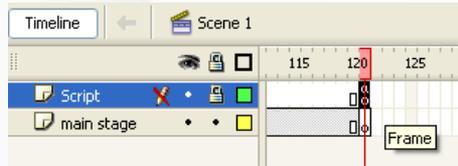
Audio

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. 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.



Additionally, the following action script must be included in the first key frame of your FLA file. It will ensure that playback is optimised across the network where there are slight variations in screen types.

1. Open your FLA File
2. Create a new layer, and name it Actions
3. Create a key frame on the first frame (F6)
4. Open the Actions Panel (F9)
5. Paste the following into the Actions Panel:
//Scale to Exact Fit
import flash.display.StageScaleMode;
stage.scaleMode = StageScaleMode.EXACT_FIT;
6. Save (Ctrl + S) then publish (shift + alt + F12)

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

PRODUCTION SPECS (VIDEO FORMAT)

Types of Video formats supported

MPEG1 .mpg or .mpeg Video .avi

Windows Media .wmv Video .mpv

Quicktime .mov 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

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).