Digital Video Specifications ANZ

Extreme Reach have a variety of widely used formats available for upload

Supplying us your highest quality file ensures best results across shared TV and digital campaigns - For digital video only campaigns including catch-up (BVOD), a smaller MP4 file meets all digital requirements and due to size and efficiency is the commonly preferred format.

File Specifications

	H.264 (.mp4)	MXF	ProRes (.mov)
Steam Type	MPEG-4 AVC	XDCAM HD 422	Apple ProRes 422 HQ
Video Bit Rate	20 Mbps	50 Mbps	Default
GOP	N/A	Long GOP	Default
Frame Rate	**25fps** - 23.98fpd - 29.97fps or 59.94fps		
Aspect Ratio	16:9		
Pixel Aspect Ratio	Square		
Width/Height	1920×1080 or 1280×720		
Chroma	4:2:0	4:2:2	
Scan Type	1080p or 720p	1080p - 1080i (upper field first) or 720p	
Audio Type	AAC	PCM	
Audio Sample Rate	N/A	48kHz	
Audio Bit Depth	N/A	16 bits or 24 bits	
Audio Bit Rate	224 Kbps	Uncompressed	
*Interlaced Uploads will be made Progressive Scan Type			

Audio Channel Configurations

The audio type can be MPEG-1 Layer 2 (2 channels), AAC (2 channels).

Stereo	MPEG-1 Layer 2, AAC or PCM
Steam Type	Stereo Left
Video Bit Rate	Stereo Right

Any questions? Get in touch at support@extremereach.com