



Action/Title Safety Standards

Adstream follows the latest SMPTE standards regarding Action and Title Safety. The guidelines have changed over the years to reflect the growing predominance of widescreen technology, as well as the move from CRT to fixed-pixel-matrix displays, while keeping important title information and action in a viewable area on older 4x3 screens. The safe areas have grown from 80% to 90% to 93% as widescreen hardware further permeates the market.

A safe area, in the context of television production, is the area of the image that is certain to be seen by the vast majority of viewers in the home. Historically, two types of safe areas are specified, the Safe Action Area

and the Safe Title Area. The Safe Action and Title Area is the maximum image area within which all significant action and title information shall be contained.

The latest SMPTE standard defines the Safe Action Area as a rectangle that is 93% of the width and 93% of the height of the Production Aperture (or 720 x 480 in the case of 480-line formats) and concentric with it. The Safe Title Area is defined as a rectangle that is 90% of the width and 90% of the height of the Production Aperture (or 720 x 480 in the case of 480-line formats) and concentric with it.



Support

Los Angeles
Email: NA.AccountServicesLA@adstream.com
Phone: (818) 860-0410

New York
Email: ClientServicesNY@adstream.com
Phone: (212) 804-8498