



June 15, 2011

### **ImageOntario.com Video Specifications**

The ImageOntario.com asset platform is used to share Ontario Tourism related assets to various media and agency organizations. This document outlines the file type specifications for supplying video clips to the OTMPC ImageOntario website. EVERY video clip to be ingested into the ImageOntario.com system should be provided in ALL FOUR file formats below.

***File names typically use a sequential ID convention with prefixes and suffixes according to the specifications. Sequential ID's will be assigned by OTMPC prior to file submission.***

#### Thumbnail JPG

Static image used for representing the content of the video in a basic search.

- Width="160" Height="90"
- Naming: video thumbnails should start with the lowercase letter 'vt'
- Example: vt0001.jpg (sequential ID's to be assigned by OTMPC prior to file submission)

#### Thumbnail Video (Thumb)

Small Flash Video file used for quick preview of video content prior to clicking through to detail view.

- Flash Video Only (no audio)
- Width="160" Height="90"
- Naming: thumbnail videos should start with the lowercase letter 't'
- Example: t0001.flv (sequential ID's to be assigned by OTMPC prior to file submission)

#### Composite Video (Comps)

Medium sized Flash Video file used for screening video content prior to user submitting order.

- Flash Video Only
- Width="480" Height="270"
- The naming convention for all composite videos should start with just the number (no letter).
- Example 0001.flv (sequential ID's to be assigned by OTMPC prior to file submission)

#### High Definition (HD)

There will be two scenarios for HD footage.

1) Individual video clips to be used to create a larger edited piece. These clips should be the highest possible raw HD format available for the specific video being supplied.

- QuickTime MOV - H264, AAC Audio, Width="1920" Height="1080"
- The naming convention for all HD videos should start with just the assigned sequence number (no letter).
- Example 0001.MOV (sequential ID's to be assigned by OTMPC prior to file submission)

2) Pre-edited videos compiled in a montage or 'storyboarded' message. These will be longer videos typically already in use in market in their entirety and will be used for reference only. Likely created for a purpose.

- QuickTime MPEG4 - H264, AAC Audio, Width="1920" Height="1080"
- The naming convention for all HD videos should start with just the assigned sequence number (no letter).
- Example 0001.mp4 (sequential ID's to be assigned by OTMPC prior to file submission)

Should you have any questions or concerns regarding the specifications please email: [derek.kopet.ontario.ca](mailto:derek.kopet.ontario.ca)