

# VIDEO TECHNICAL BRIEF

Checklist



## DELIVERY SPECS

File Type - such as 1920x1080 (1080p) common for web delivery, 3840 x 2160 (4K) for big screen or broadcast, ProRes for higher-end delivery and backup master files

Aspect Ratio - 16:9 is standard unless going to Instagram, which is 9:16

Container - such as H.264 mp4 (common for web)

## ACQUISITION SPECS

File Type - 3840 x 2160 (4K) common for most flexibility & quality

Frame Rate - 29.97 fps is common

Audio - 44.1kHz is standard

## QUESTIONS TO ASK

Before you shoot...

Be sure you or your video vendor know your **primary platform for consumption** (big room, mobile phone, desktop, etc.) This will inform your acquisition and delivery spec decisions.

