Academy of Motion Picture Arts and Sciences
Preferred Media Specifications

ARTWORK:

DISPLAY ARTWORK:

Display Artwork is the image used to represent your film. Display Artwork includes two orientations of the original key image (cover or title art) with title treatment: One (1) Vertical image and one (1) Horizontal image. Display Artwork will also be used to represent your film on the Academy's streaming platforms.

Display Artwork should not include text such as quotes, taglines, credits, copyrights, or billing blocks. Display Artwork should not include logos such as award achievements or studio logos.

Artwork Asset	Image Specifications	File Formats	Title Placement
Horizontal Display Artwork	4096 (w) x 2160 (h) 300 ppi RGB (8-bits/channel)	High-Resolution JPG, PNG, or TIFFs	Not Applicable. Can be top, center, or bottom aligned.
Vertical Display Artwork	2160 (w) x 4096 (h) 300 ppi RGB (8-bits/channel)	High-Resolution JPG, PNG, or TIFFs	Not Applicable. Can be top, center, or bottom aligned.
Horizontal Display Artwork (Apple TV)	480 (w) x 270 (h) 96 ppi RGB(8-bits/channel)	High-Resolution JPG, PNG, or TIFFs	Must be top or center aligned.
Vertical Display Artwork (Web Streaming)	270 (w) x 400 (h) 96 ppi RGB(8-bits/channel)	High-Resolution JPG, PNG, or TIFFs	Not Applicable. Can be top, center, or bottom aligned.

KEY FRAMES

KEY STILL FRAMES:

Key Still Frames are textless, high resolution images taken from a film. Key Still Frames may also be used to represent a film if Display Artwork is not available. A total of 5 key stills should be included, with at least 1 meeting the Apple TV specifications.

Artwork Asset	Image Specifications	File Formats
Key Still Frame	4096 (w) x 2160 (h) 300 ppi RGB (8-bits/channel)	High-Resolution JPG, PNG, or TIFFs
Key Still Frame (Apple TV)	2850 (w) x 1610 (h) 96 ppi RGB (8-bits/channel)	High-Resolution JPG, PNG, or TIFFs

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KEY CAST FRAMES:

Key Cast Frames are textless, high resolution images of the main character(s) in a scene. Provide one (1) to ten (10) high resolution gallery images for each main cast member. The same key cast frames can also be submitted as Key Still Frames.

Artwork Asset	Image Specifications	File Formats
Key Cast Frame	4096 (w) x 2160 (h) 300 ppi RGB (8-bits/channel)	High-Resolution JPG, PNG, or TIFFs

PROMOTIONAL IMAGES

Promotional Images are high resolution images used to promote a film.

Artwork Asset	Image Specifications	File Formats
Promotional Image	1700 (w) x 2200 (h) 300 dpi	High-Resolution JPG, PNG, or TIFFs

VIDEOS/CLIPS

FILM TRAILERS:

Film Trailer is defined as a short preview of a film which is composed of clips demonstrating the highlights, general plot, and mood of a film. Film Trailer video frame rate and codec should match the original film. Please refer to the film's uploaded source file and the Academy's acceptable delivery format specifications (listed below).

- Film Trailers should not have any auditory or visual call-to-action messaging (e.g. "Now on DVD"), website/social media call outs (e.g. "#myfilm" or "@myfilm"), or date mentions (e.g. "Coming Soon", "This September", "This Summer").
- Film Trailers should not have any watermarks and all language (dialogue, graphic cards) should be in the same language as the film's source file

PROMOTIONAL VIDEOS/CLIPS:

Promotional Videos and Clips are supplemental videos that are not trailers. Promotional Videos and Clips may include interviews with key people involved in the making of a film, behind the scenes footage, teasers, featurettes, etc.

Promotional Video and Clips frame rates and codecs should match the original film. Please refer to the film's uploaded source file and the Academy's acceptable delivery format specifications (listed below).

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ACCEPTABLE DELIVERY FORMATS (STREAMING ASSETS):

VIDEO CODEC	AVC/H.264 (RECOMMENDED)	PRORES 422 HQ (ALTERNATE)
Container	MP4	MOV
Profile	High	HQ
Video Resolutions (HD)	1920 x 1080 (16:9 aspect ratio) 1280 x 720 (16:9 aspect ratio)	1920 x 1080 (16:9 aspect ratio) 1280 x 720 (16:9 aspect ratio)
Video Resolutions (HD)	640 x 360 (16:9 aspect ratio)	640 x 360 (16:9 aspect ratio)
Recommended Bitrate (HD)	CBR 50Mbps or Higher	220Mbps or Higher
Minimum Bitrate (SD)	30Mbps	110Mbps
Scan Type	Progressive (23.976fps, 24fps, 25fps)/Interlaced (25fps, 29.976fps)	Progressive (23.976fps, 24fps, 25fps)/Interlaced (25fps, 29.976fps)

AUDIO CODEC	AAC (for AVC/H.264)	PCM (for PRORES 422 HQ)
Minimum Bitrate	320K 16 bit 48kHz Embedded. Single 5.1 or 2.0 track	Lossless 16 or 24 bit 48kHz Embedded. Multiple mono tracks
Expected Channels (required in this order)	5.1 (surround): - Ch 1 – Left - Ch 2 – Right - Ch 3 – Center - Ch 4 – LFE - Ch 5 – LS - Ch 6 – RS or 2.0 (stereo): - Ch 1 – LT - Ch 2 – RT	5.1 (surround) +2.0 (stereo): - Ch 1 – Left - Ch 2 – Right - Ch 3 – Center - Ch 4 – LFE - Ch 5 – LS - Ch 6 – RS - Ch 7 – LST - Ch 8 – RST or 5.1 (surround): - Ch 1 – Left - Ch 2 – Right - Ch 3 – Center - Ch 4 – LFE - Ch 5 – LS - Ch 6 – RS or 2.0 (stereo): - Ch 1 – LT - Ch 2 – RT

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4K Delivery

VIDEO CODEC	H.264 (RECOMMENDED)	PRORES 422 HQ (ALTERNATE)
Container	MP4	MOV
Profile	High	HQ
Preferred Bitrate	CBR 30 Mbps	600 Mbps or Higher
Minimum Bitrate	30 Mbps	120 Mbps
Scan Type	Progressive	Progressive
Video Resolution	3840x2160 (matted if necessary)	3840x2160 (matted if necessary)

AUDIO CODEC	AAC (FOR VC/H.264)	PCM (FOR PRORES 422 HQ)
Minimum Bitrate	320K 16 bit 48 kHz	Lossless 16 or 24 bit 48kHz
Expected channel and embedded track configuration (required in this order)	2.0 (stereo) = Single Track • Ch 1 – LT • Ch 2 – RT	5.1 (surround): • Ch 1 – Left • Ch 2 – Right • Ch 3 – Center • Ch 4 – LFE • Ch 5 – LS • Ch 6 – RS 2.0 (stereo) = Single Track • Ch 1 – LT • Ch 2 – RT

GENERAL VIDEO NOTES:
- ITU-R BT.709 color space, file tagged correctly as 709
- 1920x1080 square pixel aspect ratio material (NO UPCONVERTS)
- Native frame rate of original source- 23.976/24/25/29.976
- Telecine material or 29.97 progressive content is very difficult to convert to other frame rates and is NOT preferred, will incur additional processing cost
- One second of black at head and tail of program is required. Video must not contain more than 3 seconds of black at head and tail and must not include head build (i.e. countdown, slates, bars and tone, etc.)
- If your video is interlaced, deinterlace it before uploading to avoid jagged lines during playback. If the video was recorded as progressive, upload it as is.
- Original Song clips must be no longer than 3 minutes, including any non-song material preceding or following the song.
- Original Song clips should not have any watermarks ("Property of" messages, film title, song title, songwriter names, etc.) superimposed on the clip.

FORENSIC WATERMARKING NOTES:
- Films purchasing forensic watermarking must submit source files with the following frame rates: 23.976 or 29.97

4K VIDEO NOTES:
- File container must have embedded audio. We will not accept separate audio sources.
- Video will only be accepted at 3840x2160 resolution. Larger or smaller videos will be rejected.

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- Video can be delivered in native framerate
- Visual watermarks are not allowed

SUBTITLES:

If the film is in a language other than English, English subtitles need to be burned into picture, typically in the lower third of the screen. Subtitles need to be properly aliased so they NEVER disappear into the video background through the entire length of the film.

QUALITY CONTROL:

- Source files will undergo a QC process to ensure they meet the required specifications
- Source files will not be reviewed in their entirety and will be limited to a spot check
- Source files that fail QC must be redelivered in a timely manner
- Requests to replace "live" content must be submitted to the appropriate Academy Awards Associate Director
- Replacement of "live" content with a new source file will take up to 5 business days