



**CONTENT CREATION GUIDE**

**anc**

Last Update: 8/13/2025

# Video Displays Creation Guide

## // GUIDELINES FOR PROPER IPTV DISPLAY

All videos must have the same codec, H.264, with a resolution of 3840x2160 (or 2160x3840 for Spectaculars). The Canyon, Aramark and Team Shop screens and video walls are the exception as we are not attempting to sync these in a group.

All videos need to include a sample aspect ratio (SAR=1:1). Note that in premiere you will need to manually set the SAR 1:1 setting. If we mix videos that do not include one it will cause the playlist to crash. All the videos we currently have use the same sample aspect ratio (SAR) and color space. These are nearly universal for HD television content. The issue is that some videos don't explicitly state their use and so it's implied, while others explicitly state them, and that trips up the decoder. The issue may be that we are rendering videos in different software (i.e. Premiere vs. Final Cut). We need to make sure that this is stated in each video.

The first video in a playlist needs to specify use of the BT709 color space or none of the videos specify one. Mixing is OK but the first must specify this.

We should aim to have all specify this as I can't always guarantee which video will run first in a playlist.

## N. TOTEM

### //CONTENT CREATION SPECIFICATIONS

Content must be designed at the below:

Top Totem: 480 px wide by 1000 px high.

**\*TOP TOTEM MUST BE PROVIDED AS A STILL**

Middle Totem: 768 px wide by 1024 px high.

Bottom Totem: 512 px wide by 768 px high.

Pixel aspect ratio is 1:1 square pixels.

Use RGB color mode when designing.

### //PREFERED DELIVERY FORMATS

STILLS: PNG, Millions of Colors

ANIMATIONS: h.264 MP4 format, 30fps, Millions of Colors

480 px

TOP

1000 px

768 px

MIDDLE

1024 px

512 px

BOTTOM

768 px

## O. CANYON

### //CONTENT CREATION SPECIFICATIONS

Content must be designed at the below:

1680 px wide 3040 px high.

Panels have a curved areas on right and left sides where content will not be displayed.

The top portion (former 1440x1440) of the canvas should be horizontally-centered at the top portion of the full video, leaving a 120-pixel wide border on the left and right sides

For the bottom portion (former 1680x1520) should take up the full width of the bottom portion of the full video.

This also leaves an 80-pixel tall vertical gap between the two videos.

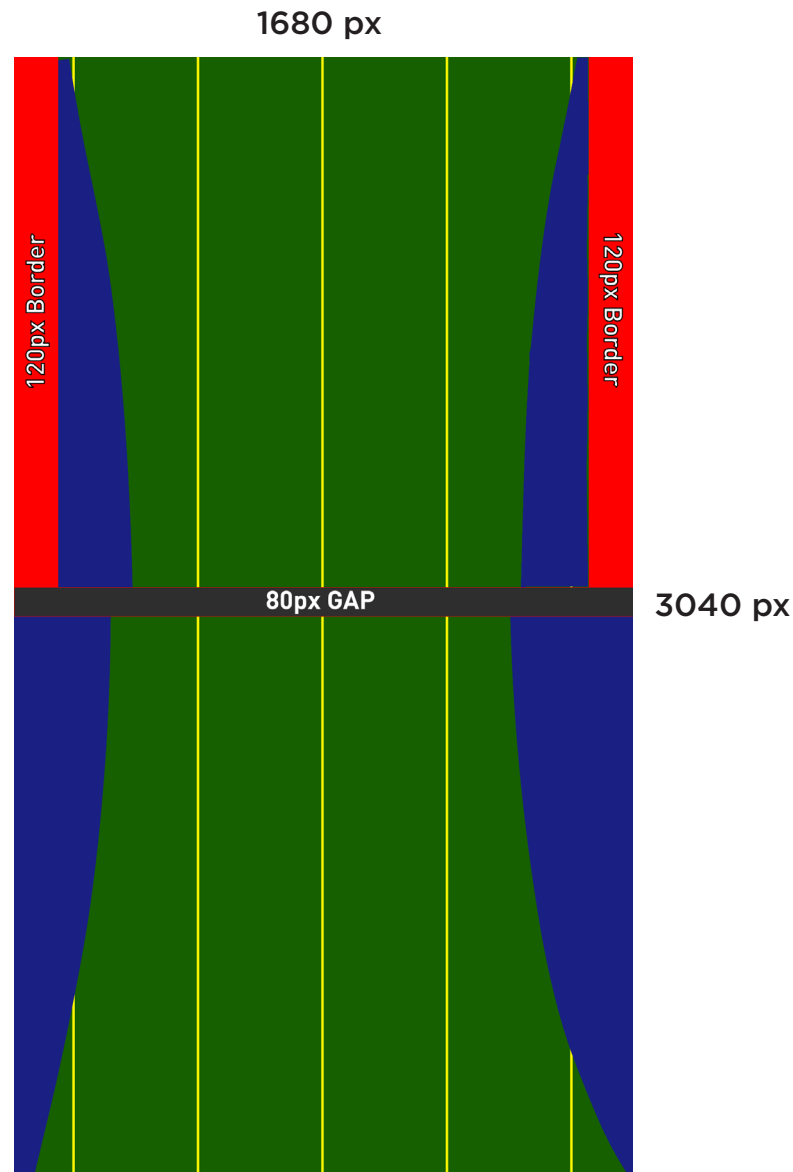
Pixel aspect ratio is 1:1 square pixels.

Use RGB color mode when designing.

### //PREFERED DELIVERY FORMATS

STILLS: PNG, Millions of Colors

ANIMATIONS: h.264 MP4 format, 30fps, Millions of Colors



## P. CONCOURSE SPECTACULARS

### //CONTENT CREATION SPECIFICATIONS

Content must be designed at the below:

2160 px wide by 3840 px high.

\*Please create content in 4K

All content will have a 12 second run time.

Pixel aspect ratio is 1:1 square pixels.

Use RGB color mode when designing.

### //PREFERED DELIVERY FORMATS

ANIMATIONS: 12 Second h.264 MP4 format, 30 fps,  
Millions of Colors

2160 px



3840 px

## Q. COLUMN & CEILING MOUNTS

### //CONTENT CREATION SPECIFICATIONS

Content must be designed at the below:

3840 px wide by 2160 px high.

\*Please create content in 4K and as one full piece. The background should fill the space.

Title Safes for Left and Right L-Bars are as followed:

\*There is a 5 pixel safe area from the left, right, top, and bottom. This is marked in black to the right.

#### LEFT:

Side: Title safe line at 768 pixels from the left

Bottom: Title safe line at 1728 from the top

#### RIGHT:

Side: Title safe line at 3072 pixels from the left

Bottom: Title safe line at 1728 from the top

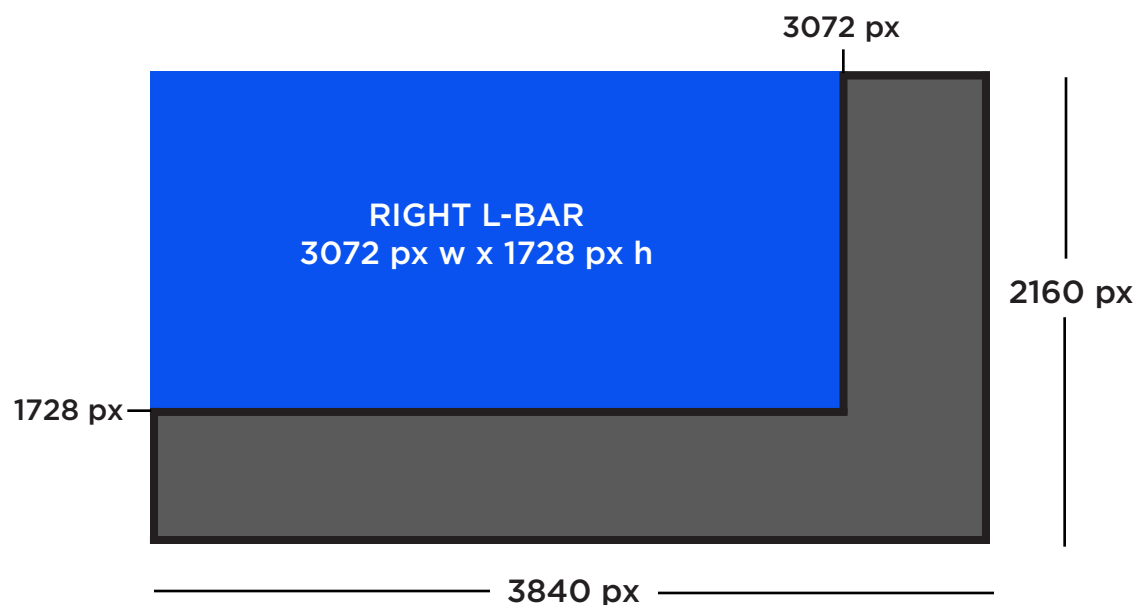
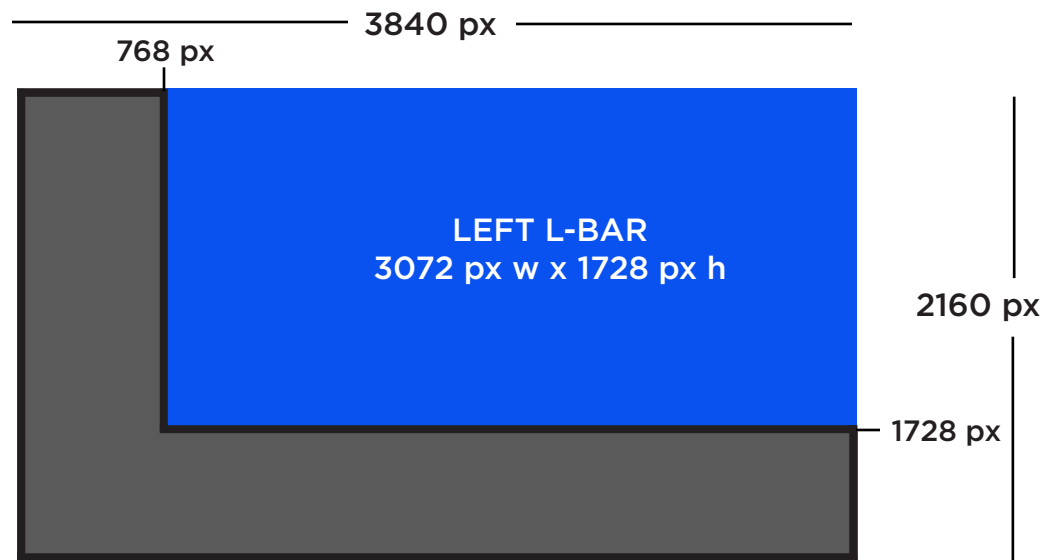
All content will have a 12 second run time.

Pixel aspect ratio is 1:1 square pixels.

Use RGB color mode when designing.

### //PREFERED DELIVERY FORMATS

ANIMATIONS: 12 Second h.264 MP4 format, 30 fps,  
Millions of Colors



## R. CONCOURSE BLADES

### //CONTENT CREATION SPECIFICATIONS

Content must be designed at the below:

3840 px wide by 2160 px high.

\*Please create content in 4K. All content must be within title-safe.

All content will have a 12 second run time.

Pixel aspect ratio is 1:1 square pixels.

Use RGB color mode when designing.

### //PREFERED DELIVERY FORMATS

ANIMATIONS: 12 Second h.264 MP4 format,  
30 fps, Millions of Colors

3840 px



2160 px

## R. CONCOURSE BLADES

### //CONTENT CREATION SPECIFICATIONS

Content must be designed at the below:

#### 2x1 DISPLAY

1920 px wide by 150 px high.

1920 px

2x1 DISPLAY

150 px

#### 5x1 DISPLAY

4800 px wide by 150 px high.

Pixel aspect ratio is 1:1 square pixels.

Use RGB color mode when designing.

### //PREFERED DELIVERY FORMATS

Video Settings:

H.264

NTSC

30 fps

\*\*4800 supply file as MOV.

4800 px

5x1 DISPLAY

150 px

Encoding Settings:

Profile: Main

Level: 6.2

Bitrate Settings:

Bitrate Encoding: VBR. 1 pass

Target Bitrate(Mbps): 10

Max Bitrate (Mbps): 12



## S. POWER PORTAL

### //CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

4416 px wide by 5988 px high.

Pixel aspect ratio is 1:1 square pixels.

Use RGB color mode when designing.

\*Important Notes specified on image to the right.

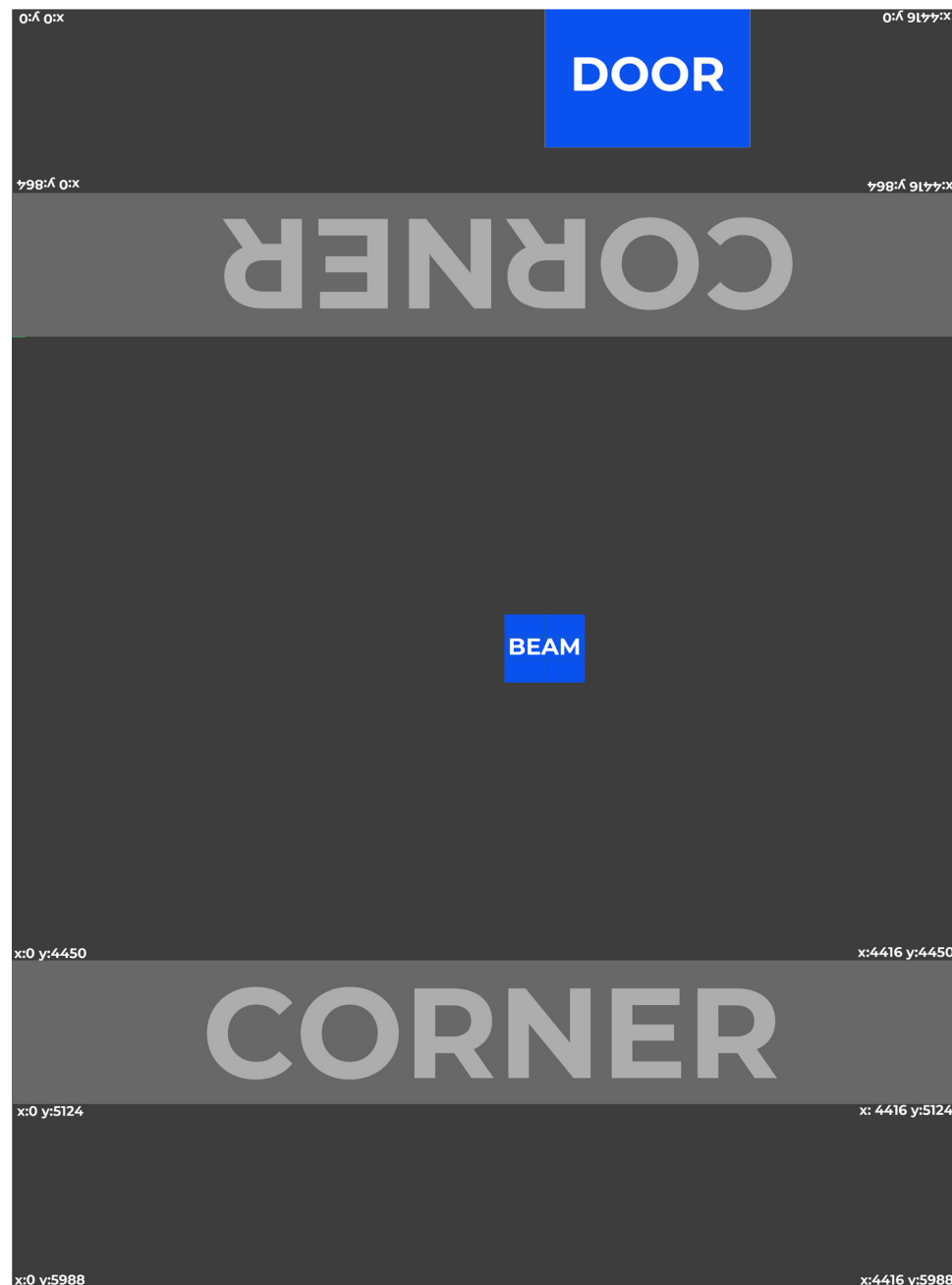
### //PREFERED DELIVERY FORMATS

STILLS: PNG, BMP, Millions of Colors

ANIMATIONS: AVI Uncompressed format, 30 fps,  
Millions of Colors

Audio files matching the piece needs to be supplied in  
.WAV format at 0db

\*Licensing of the audio is up to the supplier of the  
content not the venue.





## ANC LOCATIONS & CONTACT INFORMATION

**HEADQUARTERS**  
 2 Manhattanville Rd,  
 Suite 402  
 Purchase, New York 10577  
 Phone: (914) 696-2100  
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**24-HOUR TECH SUPPORT**  
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