

BRIGHTSIGN:
Screen Content Formatting

**MEDIA
CITY**



**Badger
& Combes**

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	Media City UK

Content Dimensions

Compared to your normal sized videos that go onto platforms like YouTube or Instagram certain MCKUK screens have their own frame size and format/codec that you need to export your videos and photos to, so they work properly. There are three different dimensions that the screens adhere to – depending on the screen the content that is going on it will need to be exported to the correct dimensions to ensure it is supported. The following dimensions are best for each of the named screens.

These dimensions are for both video and stills.

Piazza Screen	1008 px X 576 px
Orange Tower Reception Screen	1155 px X 639
All Other Reception Screens	1920 px X 1080 px

If you have any problems with exporting content to these sizes, we can re-export in house to the correct sizes – please email prodcutions@bcombes.com for any help.

Naming Conventions

The following naming convention for content is for the clear use of the screen operators and allows for clear communication between clients and operators. Please use the following to name your content before uploading it onto the Screen Form.

Ratio_Date of upload_Content name_date of removal

An example of this for the piazza screen is: **1008_160626_Badger Showreel_210626**

If your content is going to be permanent on the screen, please follow the below naming convention:

Ratio_Date of upload_Content name_Permanent

An example of this is: **1008_160626_Badger Showreel_Permanent**

Ratio types

1008	Piazza Screen	1008 x 576
1155	Orange Screen	1155 x 639
1920	All Other Screens	1920 x 1080

Time Sensitive Uploads

If you have content that you need adding to the screen and its urgent or time sensitive, please still fill out the form but follow up with a call to the office to alert the operators that there is an urgent request. This will allow the request to be expedited and will be able to bypass the 24-hour upload policy. The office number is as follows: **0161 713 3700**

Content Codec

The following codecs are best supported by the software used. On average .MP4 and .Mov for videos are best and .JPEG and .PNG are best for stills.

If you need any help with figuring out the properties of you content, please email production@bcombes.com.

1080p content

Container	.mp4 or .mov
Video codec	H.264
Profile	High
Bitrate	10–20 Mbps
Frame rate	25, 30, or 60 fps
Audio	AAC stereo, 48 kHz

4K content

Container	.mp4 or .mov
Video codec	H.264
Profile	Main (8-bit) for standard playback Main10 (10-bit) for HDR workflows
Recommended Bitrate	30–40 Mbps CBR
Max resolution	3840×2160@60p 4096×2160@24p
Audio	Audio AAC stereo or AC3 passthrough

Stills

BMP	BMP 8, 16, 24, and 32-bit
PNG	8, 16, and 24-bit
JPEG/JPG	RGB colour and grey-scale

Max Resolution	4096×2160
Frame rate	25, 30, or 60 fps
Audio	AAC stereo, 48 kHz

Files to Avoid

The following files are best avoided as they can distort, black screen or glitch on the screens as the software used and the codecs are not compatible.

- Apple ProRes
- Cineform
- DNxHD / DNxHR
- AV1
- VP9
- Very high bitrate H.264 4K files
- Exotic MOV codecs