

This document outlines the process and standards for delivering video content for the McDonald's Channel.

## Video and Audio Specifications

Video clips must conform to the following specifications:

- **Video codec:** .wmv
- **Field handling:** Progressive
- **Bit rate:** 8,000 kb/s (8 Mb/s)
- **Frame aspect ratio:** 1280 x 720 pixels (16:9)
- **Pixel aspect ratio:** square
- **Introduction:** All content must start with an introduction for the show.
- **Logos:** Branding logos must be rendered into the clip.
- **Source video:** Videos should be rendered from uncompressed HD source video. If HD source video is unavailable, SD video must be up-converted to 1280x720 using black pillar boxes. This SD source video must be as close as possible to uncompressed to avoid degradation of the final video's quality.
- **No borders or edges:** Remove any solid color borders or edges from video clips. Clips up-converted from SD source material can have black pillar boxes, but there should be no other black around the clips.
- **Audio sample rate:** 48 Khz
- **Audio sample size:** 16 bits
- **Audio channels:** mono or stereo (Note: additional channels will be mixed down into stereo.)
- **Audio volume:** Volume levels should be kept as consistent as possible across all WMV video clips so that clips do not vary in volume too much.

## Supporting Documents

For each batch of video clips, content providers must provide a spreadsheet outlining the following for each clip:

- Show name
- Episode title
- Length
- File name

## First Draft Upload Process

The first draft includes all clips that the content provider initially submits for the current content update cycle. Video clips must be uploaded by the deadline for the content update cycle. Any clip not uploaded by this time will not be considered for the current content update cycle.

The content provider can upload the content to the Harris ftp site or to their own ftp site.

To upload to the content provider ftp site:

1. Upload all video clips into a folder with the following naming convention:  
*Harris-yy-mm-dd*
2. When uploading is complete send an email to [harris.creative@harris.com](mailto:harris.creative@harris.com) outlining the ftp address, username, password, and folder name. The email must also include all supporting documents (please see the Supporting Documents section).

To upload to the Harris ftp:

1. Copy all video clips into a folder with the following naming convention:  
*Name-yy-mm-dd*  
Where *Name* is the name Harris Creative has assigned to the content provider.
2. Upload the folder to [ftp.inscriber.com/incoming](ftp:inscriber.com/incoming).  
User: "anonymous"  
Password: no password  
Note: The ftp site will hide the file from view once uploading starts.
3. Once uploading starts, send an email to [harris.creative@harris.com](mailto:harris.creative@harris.com) outlining the folder name and including all supporting documents (please see the Supporting Documents section).

## Edit Upload Process

Harris Creative will review all clips for quality the following Monday morning. If any flaws are found in the files, Harris Creative will contact the content provider outlining the nature of the flaw and requesting a new version. Harris Creative will review each new version for quality control and request subsequent versions until all the flaws have been resolved.

The content provider has a limited time to provide an acceptable version. If an acceptable version is not received by then, the clip will not be included in the current content update cycle.

The content provider should use the same upload procedures outlined in the First Draft Upload Process section. If the folder will have the same date, the content provider must attach "-a" to the end of the folder name, where *a* is replaced with incrementing characters in the alphabet as necessary.

## Appendix A: Content Update Process

