






# STANDARD IMAGE SIZES & DEFINITIONS






May 2019




# DEFINITIONS

Type	Sub-Type	Short Code		Definition	Primary Orientation	Example
Series	Showcard	PR	SC	The graphics used by content providers to promote TV programs and movies, generally including a background image with overlaid title. Program logos are slightly different in composition but serve the same purpose. AKA "Poster"	Landscape	
Season	Showcard	PR	SC	Key art with title treatment that is specific to a season of a show. AKA "Season Poster"	Landscape	
Series	Key Art	PC	KA	A stylized promotional image for the series without any overlaid title treatment or text. The image may consist of cast, episodic or promotional content, is generally derived from a frame in the program or from a set photo taken during shooting and used in the background of poster and showcard images.	Landscape	



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Type	Sub-Type	Short Code		Definition	Primary Orientation	Example
Season	Key Art	PC	KA	A stylized promotional image for the series without any overlaid title treatment or text. The image may consist of cast, episodic or promotional content, is generally derived from a frame in the program or from a set photo taken during shooting and used in the background of poster and showcard images.	Landscape	
Program	Episodic	PR	EP	Image specific to an episode within a show/season or a movie. Generally derived from a frame in the video asset or from a set photo taken during shooting. AKA "Still" The "key" episode image will be indicated by the priority data field.	Landscape	
Program	Background Image	PR	BG	A promotional image for a program, consisting of a selected image (Still, Key Art, Program Cast or Group Cast) without any overlaid titles or logos and with the focal point of the image on the top right-hand side. Ideally, the image should not have a white background.	Landscape	




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Type	Sub-Type	Short Code		Definition	Primary Orientation	Example
Series	Box Art	PR	BA	Image used on packaging of a physical product e.g. DVD/Blu-ray to represent the series.	Portrait	
Season	Box Art	PR	BA	Image used on packaging of a physical product e.g. DVD/Blu-ray to represent the season.	Portrait	
Program	Box Art	PR	BA	Image used on packaging of a physical product e.g. DVD/Blu-ray to represent the program.	Portrait	

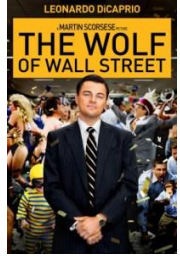
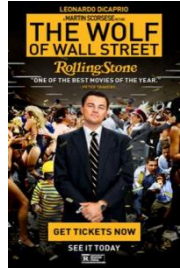

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Type	Sub-Type	Short Code		Definition	Primary Orientation	Example
Program	Showcard	PC	SC	The graphics used by content providers to promote a promotional package of TV shows and movies, generally including a background image with overlaid title.	Custom	 <p>A vertical promotional graphic for a sci-fi bundle. It features a central figure in a blue and black suit standing in a futuristic, metallic environment. The text 'SCI-FI BUNDLE' is prominently displayed in white, with '3 MOVIES' below it. The background is a collage of sci-fi imagery, including a close-up of a person's face and a futuristic structure.</p>
Program	Key Art	PC	KA	A stylized promotional image for the program without any overlaid title treatment or text. The image may consist of cast, episodic or promotional content, is generally derived from a frame in the program or from a set photo taken during shooting and used in the background of poster and showcard images.	Custom	 <p>A horizontal promotional image for a sci-fi bundle. It features a central figure in a blue and black suit standing in a futuristic, metallic environment. The background is a collage of sci-fi imagery, including a close-up of a person's face and a futuristic structure.</p>


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Type	Sub-Type	Short Code		Definition	Primary Orientation	Example
Contributor	Contributor Head Shot/Red Carpet	CR	HS	Out of character portrait style image of an actor, director or other contributor	Portrait	
Contributor	Cast - Single	CR	CS	A promotional image representing a single member of the cast for a program, in character. Typically these are headshots.	Portrait	
Contributor	Cast - Group	CR	CG	A promotional image representing two or more members of the cast for a program, in character.	Landscape	

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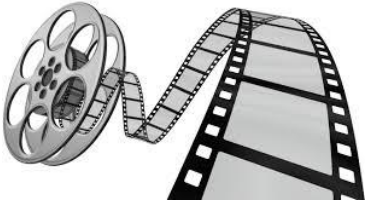

Type	Sub-Type	Short Code		Definition	Primary Orientation	Example
Program	Movie Poster - Promotional	PR	MP	A Movie Poster without movie credits and release information.	Portrait	
Program	Movie Poster - Theatrical	PR	MT	A Movie Poster that includes movie credits and release information.	Portrait	
Program	Movie Key Art	PC	KA	A stylized promotional image for the movie without any overlaid title treatment or text. The image may consist of cast, episodic or promotional content, is generally derived from a frame in the program or from a set photo taken during shooting and used in the background of poster and showcard images.	Portrait	

# DEFINITIONS

Type	Sub-Type / Short Code	Definition	Primary Orientation	Example
Source Logo	Full Colour Negative	Image to represent a specific TV channel or VOD (including SVoD/TVoD/AVoD) service.	Landscape	
	SOLN			
	Mono			
	SOLM			
	Full Colour Positive			
SOLP				



# DEFINITIONS

Type	Sub-Type	Short Code		Definition	Primary Orientation	Example
Series / Season / Program	Stock	PR	ST	Image that represents a theme of programming or a set of events. E.g. the trophy or logo of a sports competition. Placeholder image – additionally overlays program title.	Landscape	
Series / Season / Program	Genre	PR	GN	Image that represents a genre of programs.  Note – there is a separate slide deck listing all genre images.	Landscape	
Series / Season / Program / Contributor / Source	Title Treatment	PR	UN	Official title treatment for a given program with transparent background.	Landscape	

# IMAGE METADATA – PHYSICAL ATTRIBUTES

<b>Attribute Name</b>	<b>Description</b>	<b>Mandatory</b>
Image ID	Unique identifier for the image content	✓
Image URI	Reference to the physical image file	✓
File Size	Size of image file in bytes	✓
Height	Dimension height of image in pixels	✓
Width	Dimension width of image in pixels	✓
Media Type	Format of the image (e.g. JPEG and PNG.)	✓
Orientation	The orientation of an image expressed as Portrait, Landscape.	✓

# IMAGE METADATA – PHYSICAL ATTRIBUTES

Attribute Name	Description	Mandatory
DPI	Dots per inch	✓
Shape	L1, P1 etc. See available dimensions slide.	✓
Short Code	"PCSC" , "PCKA" , "PREP" , etc – see Definitions slides	✓
Aspect Ratio	Aspect ratio of an image describing the proportional relationship between its width and its height.	✓
Date	Date the image was taken, if available from the embedded image metadata.	

# IMAGE METADATA – CONTENT DESCRIPTION

Attribute Name	Description	Mandatory
Image Type	High-level image categorisation: Source, Series, Season, Program or Contributor	✓
Sub Type	Type of image e.g. Showcard, Movie Poster etc.	✓
Priority	A positive integer number that places an image within a priority sequence amongst images of the same Type/Subtype. Usage – where there are multiple program episodic images, this gives the order in which to present them. The first in the list should be the default for display.	
Copyright	The copyright information related to a photo. Usually extracted from the metadata of an image.	
Credit	The author or photographer of the image. To whom the image is credited. Usually extracted from the metadata of an image.	
Source	Represents the originator of the image	
Language	Language code for text within the image. If more than one text language then primary or intended audience language code used.	
Depicts	Description of what is in the image	

# AVAILABLE IMAGE DIMENSIONS

Coverage will meet KPI for image coverage of Premium channels. Shaded – variable coverage

Aspect Ratio	Orientation	Mobile	Tablet	PC	TV	HDTV (1080P) 1920 x 1080	“Retina” 2048 x 1536	UHDTV (DCI – 4K) 4096 x 2160
16:9	Landscape	L1 240 x 135	L2 480 x 270	L3 960 x 540	L4 1280 x 720	L5 1920 x 1080	L6	L7 3641 x 2048*
4:3	Landscape	L21 180 x 135	L22 360 x 270	L23 720 x 540	L24 1200 x 900	L25 1440 x 1080	L26 2048 x 1536	L27
2:3	Portrait	P1 120 x 180	P2 240 x 360	P3 480 x 720	P4 800 x 1200	P5 960 x 1440	P6 1280x1920	P7 1440 x 2160
3:4	Portrait	P21 135 x 180	P22 270 x 360	P23 540 x 720	P24 900 x 1200	P25 1080 x 1440	P26 1536 x 2048	P27

\* Nearest available size  
L1 etc – Arbitrary label for each image shape