My5 Image Delivery Spec.

Episodic, Season and Show Images

The Channel 5 metadata service provides a mechanism to ingest, manage and deliver images in various aspect ratios and sizes to the Channel 5 VoD platforms.

Content Providers must supply two sets of images:

- **Original hi-res** JPG images
- A set of **processed images**

The metadata service ingests the set of **processed images** and automatically generates additional image sizes based upon these pre-defined processed images.

The processed images should be delivered in the sizes below for shows and episodes, in the following quality:

- Clean (no logo or title treatments overlaid)
- High resolution
- Saved as Web and Devices in RGB JPEG Format.
- A Layered PSD version of the Key Art (4K minimum)

Shows

Content Providers must supply the set of six show processed images as detailed below.
From this set, Channel 5's systems automatically generate additional sizes. 16x9 images should be Right-Aligned where possible. Often the promotional key art will be the best option for the Show Image on My5, but you may find a generic shot may be more suitable.

Images	Dimensions	Naming Convention	Example
UHD(4K) HD 16:9	3840 x 2160 px (if available) 1920 x 1080 px	sh-ar16x9-ver1-desc_programme_name_seriesno.jpg sh-ar16x9-ver1-desc_programme_name_seriesno.jpg	sh-ar16x9-ver1-descBloom_S1.jpg sh-ar16x9-ver1-descBloom_S1.jpg
1:1	1400 x 1400px	sh-ar1x1-desc_programme_name_seriesno.jpg	sh-ar1x1-descBloom_S1.jpg
APPLE	3000 x 3000px	sh-arAPPLE-desc_programme_name_seriesno.jpg	sh-arAPPLE-descBloom_S1.jpg
4:3	2560 x 1920 px	sh-ar4x3-desc_programme_name_seriesno.jpg	sh-ar4x3-descBloom_S1.jpg
Carousel 3:1	1920 x 640 px	sh-ar3x1-desc_programme_name_seriesno.jpg	sh-ar3x1-descBloom_S1.jpg
VM 3:4	1080 x 1440	sh-ar3x4-desc_programme_name_seriesno.jpg	sh-ar3x4-descBloom_S1.jpg

Please see the following example (note: not actual size)

Fig.1: 4K - ***sh-ar16x9-ver1-descBloom_S1.jpg***

Or...

Fig.2: HD - *sh-ar16x9-ver1-descBloom_S1.jpg*

Fig.3: APPLE - *sh-arAPPLE-descBloom_S1.jpg*

Fig.4: 4x3 - *sh-ar4x3-descBloom_S1.jpg*

Fig.5: 1x1 - *sh-ar1x1-descBloom_S1.jpg*

Fig.6: 3x4 - *sh-ar3x4-descBloom_S1.jpg*

Fig.7: Carousel - *sh-ar3x1-descBloom_S1.jpg*

Episodes

Content Providers must supply a set of two episode master images as detailed below, for each episode.

Images	Dimensions	Naming Convention	Example
HD 16:9	1920 x 1080 px	ep-ar16x9-programme_name_seriesno_epno.jpg	ep-ar16x9-descMichael_Palin_In_North_Korea_S1_Ep1.jpg
4:3	2560 x 1920 px	ep-ar4x3_programme_name_seriesno_epno.jpg	ep-ar4x3-idC5242130036-descMichael_Palin_In_North_Korea_S1_Ep1.jpg
1:1	1400 x 1400	ep-ar1x1_programme_name_seriesno_epno.jpg	ep-ar1x1-descMichael_Palin_In_North_Korea_S1_Ep1.jpg

Figure 6: ep-ar16x9-descMichael_Palin_In_North_Korea_S1_Ep1.jpg

Figure 7: ep-ar4x3-idC5242130036- descMichael_Palin_In_North_Korea_S1_Ep1.jpg

Figure 8: ep-ar1x1- descMichael_Palin_In_North_Korea_S1_Ep1.jpg

Key Art | Title Treatment

If programme artwork or title treatments are available, please provide this as the original PSD or Vector (Preferred) or PNG (PNG-24 transparent background). Title treatments should have a minimum width of 3840px.

Editorial considerations

My5 images are used content across a wide range of apps, platforms and social media pages. Viewers expect to see the same level of editorial and technical quality they recognise from broadcasted content. They expect each platform to keep consistent tone of voice, pictures must complement this whenever possible.

In addition, when selecting images for use on My5 Channel Providers should be aware that many platforms will not allow the following depicted in any images used on their platforms:

- Nudity
- Violence
- Sexual activity
- Visual swearing
- Emotional distress
- Scenes showing smoking and alcohol.

Channel 5's pre-school content Milkshake! is available alongside My5 content aimed at an adult audience, so please be aware young eyes can view all imagery on the site.

If you are unsure of selecting images, please check with Dualtagh Kerrigan, Picture Editor.

Promotional use

Please note that images may be used on platforms and social media pages i.e. outside of the My5 apps and websites. For example, Apple TV have a content aggregator to showcase the programmes available from all the broadcasters and they may choose to promote a show featured on My5 in this area.

Content Providers should ensure that images or artwork supplied is cleared for promotional use.

Delivery of images

The Content Provider must deliver the images to the Signiant Media Shuttle to their channel folder. Within the channel folder is an Originals folder (for Originals) and a Processed folder for processed images. Please create sub-folders for each show and episode where relevant.