



ASSET QUALITY CHECKLIST

Getting your film onto the iTunes store and other platforms is largely dependent on the quality and nature of the assets that make up your content. Making sure that your content conforms to the following rules will help to make sure that you get onto the storefront quickly and without issue. Before sending your content to Juice please go through this checklist and ensure your title meets these standards. If your title does not meet all of these standards please notify us as soon as possible.

Your film must not be pornographic in nature

Generally speaking, if your content has or would typically require an MPAA rating higher than R you will have difficulty in getting your content sold on major platforms. In many cases titles will be refused for any scene involving any form of sexual penetration.

Your film must be of interest to an actual audience

If your film is basically a home movie, or a film you made about the ski trip you went on with your friends it is likely not going to be of interest to anybody. This sort of content will be rejected.

All music and clips in your film that require clearance must be properly cleared

If you are using music in your film that you do not own the rights to it must be properly cleared. If you do not have clearance you must get it prior to sending us your content.

Your film must be in HD if an HD version exists

If your film was created in standard definition (anything less than 1280 by 720) you can submit it in standard definition. If it was created in HD and an HD version exists (Bluray etc) you must provide the HD version or some platforms will reject your content.

Upconversions are not allowed

If you only have access to an SD version of your film, converting it to HD is not a solution. If your film was shot in HD you must supply the HD version. If your film was created in SD you must supply the SD version.

If 5.1 surround sound exists for your film you must supply it

Many platforms want to make sure that the version on their storefront is never inferior to another version. For this reason, if the DVD or any other version of the film has 5.1 it must be supplied.



□ Your film MUST be provided at its native frame rate

Your film should be provided at the frame rate in which it was produced. If your film was shot and edited at 25 fps, provide the 25 fps version. Do NOT convert it in anyway. If your film was shot at 29.97 interlaced, provide that version. When stepping through the feature frame by frame you should not see any duplicated, skipped or blended frames.

□ All video assets should maintain a consistent aspect ratio throughout

The aspect ratio for films and trailers should be consistent. The only exceptions are opening and end credits and archival footage.

□ All video assets must have proper black at the head and tail

Make sure your film and all trailers have a minimum of 0.5 seconds and a maximum of 1 second of black and silence at both the head and tail.

□ All video assets must not have FBI, Interpol, MPAA or any other slates

Any titles with these elements will be rejected.

□ All video assets must be free of any network bugs or other watermarks

Any titles with these elements will be rejected.

□ All assets with audio must have properly labelled audio channels

Simple stereo channels should be labelled as L and R, Stereo Dolby Pro Logic channels should be labelled as Lt, Rt. 5.1 should be labelled as L, R, C, LFE, Ls, Rs.

□ All supplied audio channels must actually contain signal

Any titles with blank audio will be rejected.

□ All HD video assets must have square pixels

HD content with non-square pixels will be rejected.

□ Stereo audio tracks must actually be stereo

Stereo tracks where the left and right channels are identical are referred to as dual mono and will be rejected. The only exception that can be made is for legacy content that was not produced in stereo.



❑ Trailers for your film must be of the same aspect ratio and overall quality as the feature

If your trailer is of a different aspect ratio or is of noticeably different quality, this is likely to generate customer complaints from customers. For this reason trailers that are not representative of the film will be rejected.

❑ Trailers must be dateless and not reference any other product

Any tags that have any sort of date reference (including "Coming Soon", "Now Available") must have the reference removed. References to specific products (images of the dvd case, logo for iTunes etc) also need to be removed.

❑ Trailers must be suitable for a general audience

Trailers should not contain nudity or swearing. Trailers that are not suitable for a general audience will likely be rejected.

❑ Poster art should be at least 1400 by 2100 pixels with a 2:3 aspect ratio

Posters that are too small or are the wrong aspect ratio will be rejected.

❑ Posters must be dateless and not reference any other product

Any tags that have any sort of date reference (including "Coming Soon", "Now Available") must have the reference removed. References to specific products (images of the dvd case, logo for iTunes etc) also need to be removed.

❑ Poster must not contain ratings, laurels or billing blocks

Any posters containing these items will be rejected.

❑ All subtitle and caption files must sync to the video file

Files that drift or are offset will be rejected or subject to additional charges.

❑ Subtitle and caption files must be properly positioned on screen

Subtitles and captions should not cover up other on-screen text or step on important elements. Files that are not properly positioned will be rejected or subject to additional charges.



□ Caption files must contain descriptors for the deaf and hard of hearing and conform to standard conventions for captions.

Captions differ from subtitles in that they are intended to allow those who are deaf or hard of hearing to enjoy the film. Subtitles are intended to translate content in the film so it can be understood by viewers who do not understand the language being spoken. When captions are created simply by converting subtitles they are often unusable as they do not convey off-screen or non-dialog audio such as a creaking floorboard or the cocking of a weapon.

□ All films that will be available for sale in the USA MUST have closed captions

Films that do not have closed captions will not be made available for sale in the USA. Furthermore, films without captions that are made available for sale in other countries may risk being removed in the future if the captioning requirement is extended to other territories.