

Content

You may consider two scenarios:

1. You produce a content ready to be aired
2. Brainsonic Live integrates your assets into a master program

You produce a content ready to be aired

In this case we expect video files, respecting the format that are ready to play.

This should not contain pre not post video loops as explained in the page [Program schedule](#).

Brainsonic Live integrates your assets into a master program

Brainsonic Live might send you graphic assets to use during post-production, that might includes:

- Customizable lower third template in a convenient format ([.mogtr files Adobe CC compatible](#))
- Background slate for multi frame or PiP compositions

Your video should not contain any intro, outro animation nor general watermark (i.e. event logo) as those will be added downstream by Brainsonic Live.

Format

Our operators are expecting two file exports:

- A full edit that includes lower thirds
- A clean edit that does not include lower third. We might have to use this and add lower thirds ourselves in case of a sudden change in frame organisation.

Container	MP4
File extension	.mp4
Video codec	H264 (Profil High, Level 4.2)

Video resolution	1920x1080 (1080x1920 for 9:16 ratio)
Video interlacing	Progressive
Video frame rate	25 or 30 fps
Video bitrate	10 to 17 Mbps - Constant Bitrate (CBR)
Audio codec	AAC
Audio tracks / Channels	1 track / 1 or 2 channels
Audio sampling rate	44,1 - 48kHz
Audio bitrate	128 - 256 kbps

Delivery timeline

- We recommend third parties to provide their asset a week before the event.
- In case of an unpredictable change, the final version pre-recorded files need to be provided within a minimum of 4 days before airing.