

Content Operations

Global Content Delivery Guide

Version 3.0

Introduction



This delivery guide serves as an outline for the submission of content to Pluto TV. All requirements are built upon established workflows with the purpose of ensuring content is exhibited in the highest quality state to delight our users. Any deviation from these requirements must be approved by Pluto TV's Content Operations department prior to delivery, else overages may apply.

About Pluto TV



Well let's see. We could pen a historical essay about our 2013 origins. We could toss around numbers like 100s of channels, 200+ content partners, and 26+ million viewers. We could even drone on about our huge library of on-demand content which spans across all genres of movies, news, TV shows, sports, documentaries, and blah blah blahhh...

But why complicate things when Pluto TV is, at its core, really simple?

All you really need to know is... it's free of passwords, it's free of payments, and it's free of all those Friday night spats about what to watch.

So just lean back. Drop in and enjoy the show. It's free.

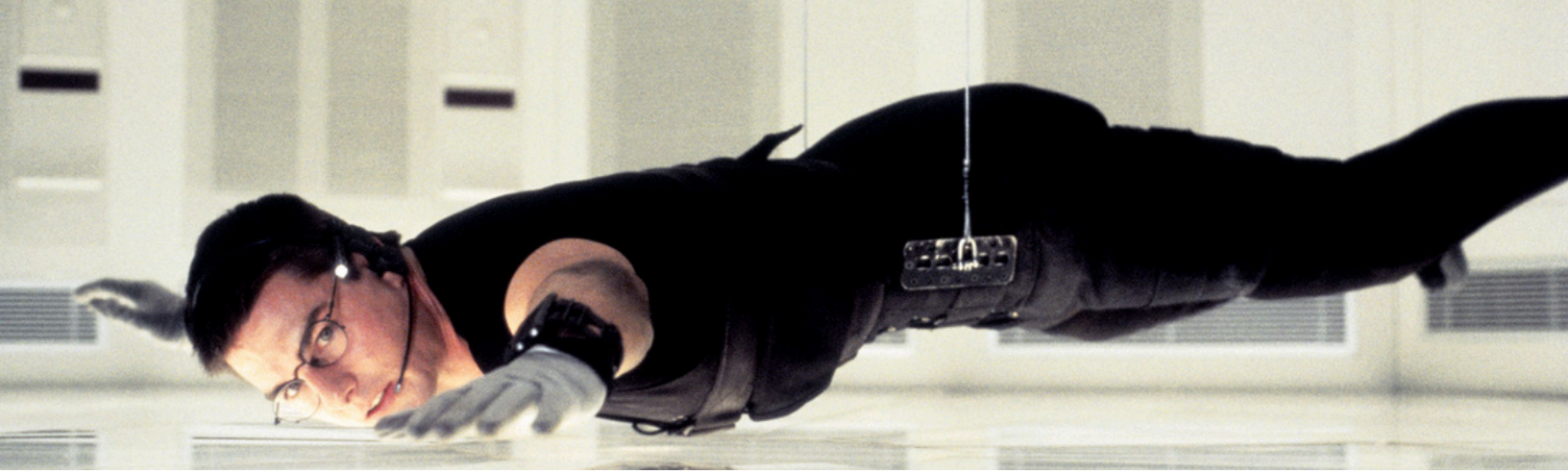


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CONTACTS



United States

- **VOD Deliveries**
  - asalazar@pluto.tv
  - content-deliveries-us@pluto.tv
- **MRSS Feeds**
  - brian.lamb@pluto.tv





Europe + Australia

- christoph.tittler@pluto.tv



LATAM / Brazil / Canada

- majo.girondo@pluto.tv





VIDEO SPECIFICATIONS

Video files that are delivered to Pluto TV must be compliant with the Video and Audio specifications as detailed below. Additionally, **all video files must be submitted seamlessly; picture to picture, without bars / tone / slate and/or textless materials.**

Apple ProRes 422HQ is Pluto TV's preferred media codec for all asset deliveries.

All **logos and watermarking are subject to approval** from Pluto TV's Content Operations team, Partnerships team, and additional stakeholders. Below is a checklist of general requirements:

General Technical & Content Guidelines

General Technical Guidelines	• Window-Boxed material is not acceptable • All files should be delivered as native frame rate of the original source ◦ Pillar boxing subject upon approval • Content must not be up-scaled / upconverted from SD to HD • Anamorphic Widescreen (2:35 ratios) is acceptable • Videos should be delivered seamlessly. The video should run picture to picture with no bars & tone; slate; and/or textless materials at the beginning or end • Preferred timecode should start at the zero-hour mark (e.g. 00:00:00;00) • Television Ad Blacks must be limited to no more than 2 seconds in length Content should be delivered progressive over interlaced. Please flag to Pluto Content Operations if not possible. • Videos should not contain branding for other video platforms or websites (i.e. Amazon Prime; YouTube; etc.) • Videos with paid sponsorships; product promotions; etc., should be communicated to Pluto TV Content Partnerships prior to delivery • Video must not contain any pixelation; tape hits; aliasing, or audio/video sync issues. Any anomalies found are subject to approval from Pluto.

General Technical & Content Guidelines

HD Resolution	• Square pixel aspect ratio (1:1) • Original Aspect Ratio: • Content must be delivered in its original production aspect ratio • Displayed image must be Active Pixel Only for all ratios • Letterboxed or pillarboxed 16:9 materials must be communicated to Pluto TV Content operations prior to submitting • Video Resolution • 1920x1080 Preferred • 1280x720 Minimum • Bitrate ◦ 50-150 Mbps ◦ MP4 Deliveries Only: 50Mbps Max
SD Resolution	• NTSC Resolution: ◦ 640 x 480 with square pixel aspect ratio • PAL Resolution: ◦ 768 x 576 with square pixel aspect ratio • Bitrate ◦ 25 Mbps minimum • Original aspect ratio considerations for SD features and 16:9 SD material: ◦ Content must be presented in its original production aspect ratio ◦ Displayed image must be Active Pixel Only for all aspect ratios. ◦ Window-boxed SD material will not be accepted

General Technical & Content Guidelines

Frame Rates	• All files should be delivered to the native frame rate of the original source. This includes, but is not limited to the following: ◦ 23.98 fps ◦ 24 fps ◦ 25 fps ◦ 29.97 fps ◦ 30 fps ◦ 59.94 fps

	Recommended Deliverable	**Alternate Deliverable**
Payload Track Profile	• Apple ProRes 422 (HQ) • Variable Bit Rate Mode • Format profile: High • File container must be delivered as .MOV • Chroma sub sampling: 10bit 4:2:2 (Add) • Color space: YUV (Add) • Video is expected in Track # 1 within the MOV container	• H.264 codec • MP4 container • Variable Bit Rate Mode • Format profile: High • Chroma sub sampling: 10bit 4:2:2 (Add) • Color space: YUV (Add)

General Technical & Content Guidelines

Audio Specifications	• Acceptable format: ◦ Uncompressed Linear PCM ◦ AAC (MP4 Only) • Bit Depth ◦ 16 bit / 24 bit • Sampling Rate ◦ 48kHz minimum • MP4 ◦ Stereo, Mono, LT/RT tracks - single interleaved pair, L/R • ProRes ◦ Discrete tracks on all channels ◦ 5.1 Surround (Required if Available, 10 and 12 channel configs acceptable): ▪ Ch.1 Left (Front) - discrete ▪ Ch.2 Right (Front) - discrete ▪ Ch.3 Center - discrete ▪ Ch.4 LFE - discrete ▪ Ch.5 Left Surround - discrete ▪ Ch.6 Right Surround - discrete ▪ Ch.7 LT - discrete ▪ Ch.8 RT - discrete ◦ Stereo/Mono (2ch and 4ch acceptable) ▪ Ch.1 Stereo/Mono Left - discrete ▪ Ch.2 Stereo/Mono Right - discrete • Audio levels ◦ Levels should be adjusted to playback from -12db to -6db ◦ All audio loudness levels should approximate -24 LKFS/LUFS (based on ITU-R BS.1770-4 loudness measurement methods) and audio peak level of -2 dBFS

General Technical & Content Guidelines

Multi-Language File Delivery

Pluto TV may request that additional audio element deliveries, either descriptive or localized dubbed language tracks be delivered as discreet audio files. Each audio file must conform to the video mezzanine file that is to be delivered.

Dub Materials Available	• Conforming to Master: Tracks must sync with the video master deliverable • File Format: .WAV File • Codec: PCM Audio • Sampling Rate: 48 kHz or higher • Bit Depth: 16 bit or 24 bit in alignment with the video mezzanine file that is to be provided • Stereo Mix Mapping: L-R or Dual Mono
Subs Material Available	• If dubs are not available for a particular language, please confirm with your Pluto Partnerships Contact • For direct delivery to Pluto TV, please deliver subtitle files in a .VTT format • Delivery to vendors will support more robust formats (.SCC; .TTML; STL; etc). Please check with your Content Operations team prior to sending • Subtitle file must be synced with native language video file • Please contact Pluto TV Content Operations if the new availed language, has been previously delivered as a native language only file

General Technical & Content Guidelines

Descriptive Audio

Pluto TV is committed to making content accessible to all consumers. As such, we request that our content partners deliver Descriptive Audio also known as narrative tracks as a part of asset delivery packages when available. We will inquire about availability as a part of our content avails process.

Dubbed Language & Descriptive Audio Specifications	• Conforming to Master: Tracks must sync with the video master deliverable • File Format: .WAV File • Codec: PCM Audio • Sampling Rate: 48 kHz or higher • Bit Depth: 16 bit or 24 bit in alignment with the video mezzanine file that is to be provided • Stereo Mix Mapping: L-R or Dual Mono

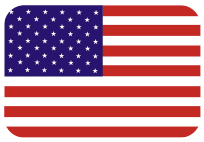


AD BREAKPOINTS & PLACEMENT RULES

Please follow the rules below to ensure proper ad break structure per each region. Please note that each region has specific rulesets that need to be met to ensure proper delivery to Pluto TV.

General Ad Placement Rules

United States



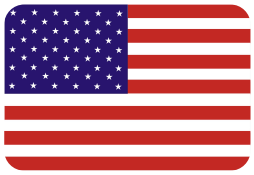
LATAM / Brazil



Canada

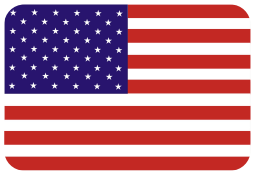


- Ad Breakpoint timings restricted to SMPTE format - HH:MM:SS;FF
  - Please indicate **dropped frame (;)** vs. **non-dropped frame (:)** when filling out in the metadata sheet
- If content includes ad blacks, please place breakpoint in the middle of the black segment
- Placement of Ad Breakpoints should NEVER be directly at the END of a show. All Ad Breakpoints should be placed within the content.
- For Television content:
  - Please include original broadcast Ad Breakpoints if available
- For Films
  - Please provide DVD Chapter stops if available



United States Specific Rules

- **General Rules**
  - First Ad Breakpoint can be placed after the first 12-16 minutes of content
  - Content Below 12 minutes does not require Ad Breakpoints
- **Unique TV Rules**
  - If no Ad Breakpoints exist, please follow the following formula
    - 30 Minute Shows
      - Beginning (After Show Intro)
      - Middle
      - End (Pre Credit Roll)
  - 60 Minute Shows
    - Beginning (After Show Intro)
    - Between minutes 10 - 12
    - Between minutes 19 - 22
    - Between minutes 29 - 32
    - End (Pre Credit Roll)
- **Unique Film Rules**
  - 1 Ad Breakpoint placed every 10 - 12 minutes worth of content
    - Please insert in best space available (Natural cut; fade; transition; etc.)
  - Ad Breakpoints must be spaced a minimum of 7 minutes apart

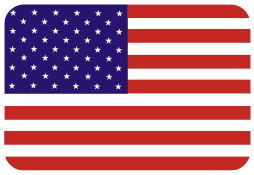


United States Specific Rules

Ad Breakpoint Creation Guidelines

If Ad Breakpoints are being created, please follow our chart below for requirements. If your content duration falls outside the perimeters, please round to the next tier (e.x. If your content runs 50 minutes long, please consider it in the 54-60 minute tier, which requires 6 Ad Breakpoints).

Content Duration (min)	Min. # of Ad Breakpoints Required	Target Allotment Time (min)
22-24	3	30
33-36	4	45
44-48	5	60
54-60	6	75
65-72	7	90
76-84	8	105
87-96	9	120
98-107	10	135
108-119	11	150



United States Specific Rules

Content Duration (min)	Min. # of Ad Breakpoints Required	Target Allotment Time (min)
120-131	12	165
132-144	13	180
152-168	15	210
169-180	16	225
181-192	17	240



LATAM & Brazil Rules

Latam & Brazil Ad Breakpoint Structure

- First segment of the content should be the longest one (recommending a minimum of 7 min.)
- Ad breakpoint durations need to ALWAYS be in multiples of 15 sec and should not exceed 2 min each

Content Duration (min)	Min. # of Ad Breakpoints Required	Total Duration of Ad Breaks (min)
0-5	0	0
6-12	1	1
13-15	1	2
16-21	2	4
22-30	3	5
31-45	4	8
46-60	5	10
61-75	6	12
76-90	8	16



LATAM & Brazil Rules

Content Duration (min)	Min. # of Ad Breakpoints Required	Total Duration of Ad Breaks (min)
91-105	9	18
106-120	10	20
121-135	11	22
136-150	12	24
151-165	13	26
166-180	14	28
181-195	15	30
196-210	16	32



Canada Specific Rules

		Non-Kids	Kids Content
Content Duration (min)	Min. # of Ad Breakpoints Required	Total Duration of Ad Breaks (min)	Total Duration of Ad Breaks (min)
0-5	0	0	0
6-12	1	1	1
13-15	1	2	2
16-21	2	4	2
22-30	3	5	4
31-45	4	8	6
46-60	5	10	8
61-75	6	12	9
76-90	8	16	12
91-105	9	18	14
106-120	10	20	16
121-135	11	22	18

Canada Specific Rules

		Non-Kids	Kids Content
Content Duration (min)	Min. # of Ad Breakpoints Required	Target Allotment Time (min)	Total Duration of Ad Breaks (min)
136-150	12	24	20
151-165	13	26	22
166-180	14	28	24
181-195	15	30	26
196-210	16	32	28

General Europe Rules

General Rules

- Ad Breaks should be set at naturally occurring scene breaks and/or fades to black within the avg. program segment length (-/+ 1-2 minutes). As a rule, natural breaks must not damage the integrity or value of the program in which they occur. E.g. when there is a clearly marked and dramatically significant lapse of time in the action or there is a complete change of scene, with a significant break in the continuity of action.
- EU is divided into 2 clusters with 9 territories in total
  - South
    - Spain, France and Italy (ES-FR-IT)
  - North
    - Denmark, Finland, Norway, Sweden and Finland + Germany/Austria/Switzerland (DK-FI-NO-SE-GSA)
      - United Kingdom (UK)
- Other than territories there are differences in ad break structure depending on the Content type such as:
  - Kids content (movies & series)
  - Non-kids content
    - TV series that are not kids content
    - Documentaries (even when they are categorized as “Films”)
    - Concerts
    - Sports content
    - Stand-up Comedy
  - Feature Films
  - News content
- By "film" we refer to features/cinema movies/TV movies and such, not the "type:film" that can be found on the JSON structure. The genre/subgenre and category/subcategory fields on the MO might help to differentiate the content format.
- Av. program segment length, e.g. 10-15 minutes: 1st ad break should be after 10-15 minutes from the start of the video, next ad break 10-15 minutes after the 1st ad break
  - If the last segment is below program segment length the last ad break should be placed right before the end credits.
- Ad breaks should never be placed after the credits or within the last 15 seconds of a clip.

Ad Breakpoint Rules

Spain 

France 

Italy 

Series

Content Duration (min)	# of Breaks	Total Ad Break Duration (min)	Avg. Program Segment Length (min)
<15	0	0	0
16 - 24	1	3	10 - 15
25 - 44	2	6	10 - 22
45 - 64	3	9	13 - 22
65 - 84	4	12	13 - 22
85 - 104	5	15	15 - 22
105 - 124	6	18	17 - 22
125 - 144	7	21	17 - 22
145 - 164	8	24	18 - 22

Ad Breakpoint Rules

Spain 

France 

Italy 

Films & News Content

Content Duration (min)	# of Breaks	Total Ad Break Duration (min)	Avg. Program Segment Length (min)
-	1 per 30 min of runtime	3	30 - 33
ALL FEATURE FILMS & NEWS CONTENTS should have 1 ad break every 30 - 33min of content			

Kids Content

Content Duration (min)	# of Breaks	Total Ad Break Duration (min)	Avg. Program Segment Length (min)
-	1	3	-
ALL KIDS CONTENT (series & films) should have only 1 ad break placed right before the end credits			

Ad Breakpoint Rules

Denmark 
Finland 
Norway 
Sweden 
Germany 
Switzerland 
Austria 

Series

Content Duration (min)	# of Breaks	Total Ad Break Duration (min)	Avg. Program Segment Length (min)
<16	0	0	0
16 - 19	1	4	8 - 10
20 - 23	1	5	10 - 12
24 - 27	1	5:30	12 - 14
28 - 31	2	7	9 - 10
32 - 35	2	8	9 - 10
36 - 38	2	9	11 - 12
39 - 43	2	10	13 - 14
44 - 51	2	11	15 - 17

Ad Breakpoint Rules

Denmark 
Finland 
Norway 
Sweden 
Germany 
Switzerland 
Austria 

Series Cotd.

Content Duration (min)	# of Breaks	Total Ad Break Duration (min)	Avg. Program Segment Length (min)
52 - 59	3	12	13 - 15
60 - 74	3	15	15 - 19
75 - 85	4	18	16 - 17
86 - 95	4	20	17-19
96 - 104	4	22	19 - 21
105 - 123	5	25	18 - 21
124 - 149	6	30	18 - 21
150 - 179	7	35	19 - 22
180 - 200	8	40	20 - 22
> 200	1x 5min ad pod every 20min worth of content		

Ad Breakpoint Rules

Denmark 

Finland 

Norway 

Sweden 

Germany 

Switzerland 

Austria 

Kid's Content

Content Duration (min)	# of Breaks	Total Ad Break Duration (min)	Avg. Program Segment Length (min)
-	1	3	-
ALL KIDS CONTENT (Series & Film) should have only 1 ad break placed right before the end credits.			

Ad Breakpoint Rules

Denmark  Finland  Norway  Sweden 

Feature Films / News

Content Duration (min)	# of Breaks	Total Ad Break Duration (min)
<24	0	0
25 - 49	1	5
50 - 74	2	10
75 - 99	3	15
100 - 124	4	20
125 - 149	5	25
150 - 174	6	30
175 - 199	7	35
200 - 224	8	40
> 225 add 1x 5min break every 25min worth of content		
** Ad breaks should be evenly spread across the length of content. Av. Program segment length can vary depending on content duration but should ideally not be under 15 minutes and not be placed less than 10 min from the end of a Movie.		

Ad Breakpoint Rules

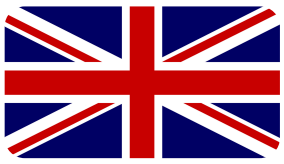
Germany Switzerland Austria



Feature Films / News

Content Duration (min)	# of Breaks	Total Ad Break Duration (min)	Avg. Program Segment Length (min)
-	1x per 30min of runtime	6	30 - 33
All feature films & news content should have 1 Ad Break every 30 - 33min of content			

Ad Breakpoint Rules

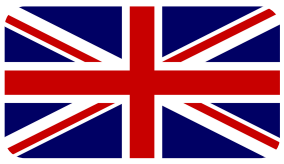


United Kingdom

Series

Content Duration (min)	# of Breaks	Total Ad Break Duration (min)	Avg. Program Segment Length (min)
<15	0	0	-
15 - 19	1	3	6 - 10
20 - 27	1	4	8 - 13
28 - 37	2	6	10 - 16
38 - 51	2	8	10 - 16
52 - 83	3	12	>13
84 - 105	4	16	>13
106 - 130	5	18	>13
>130 add 1x 4min break every 20min of content			>13

Ad Breakpoint Rules



United Kingdom

Kid's Content

Content Duration (min)	# of Breaks	Total Ad Break Duration (min)	Avg. Program Segment Length (min)
-	1	3	-
All Kids Content (series & film) should have only 1 ad break right before the end credit			

Feature Films / News

Content Duration (min)	# of Breaks	Total Ad Break Duration (min)	Avg. Program Segment Length (min)
-	1	6	30 - 33
All feature films & news content should have 1 ad break every 30 - 33min of content			

Ad Breakpoint Rules



Australia

General Rules

- Australia is split into two sections
  - Network 10 Only
  - External Partners Only
- Kids Content (Kids Series & Kids Movies)
  - 60 for each ad break
- All remaining content: 120 seconds for each ad break

Network 10 Only

Ad Breakpoint Rules



Australia

Kids Series & Films

Content Duration (min)	# of Breaks	Total Ad Break Duration (min)	Avg. Program Segment Length (min)
< 30	2	2	8 (time split evenly across parts)

Series & Films

Content Duration (min)	# of Breaks	Total Ad Break Duration (min)	Avg. Program Segment Length (min)
< 30	3	6	4-8
60	5	10	6-12
90	7	14	6-12
120	9	18	6-12
****N.B. Geordie Shore has 4 segments taking natural breaks**			

External Partners

Ad Breakpoint Rules



Australia

Kids Series

Content Duration (min)	# of Breaks	Total Ad Break Duration (min)	Avg. Program Segment Length (min)
<13	0	0	Ad Breaks should be evenly spread across the length of content. Avg. program segment length can vary depending on content duration
13-21	1	1	
21-36	2	2	
36-46	3	3	
>46	4	4	

**** If there are natural breaks that are above the required amount of breaks, than use all the natural breaks. If there are too few many natural breaks then add in breaks to match the above table.**

External Partners

Ad Breakpoint Rules



Australia

Kids Feature Films

Content Duration (min)	# of Breaks	Total Ad Break Duration (min)	Avg. Program Segment Length (min)
<75	4	4	Ad Breaks should be evenly spread across the length of content. Avg. program segment length can vary depending on content duration
75-90	5	5	
90-105	6	6	
105-120	7	7	
120-135	8	8	
135-150	9	9	
>150	10	10	

External Partners

Ad Breakpoint Rules



Australia

Non Kids Series & Specials

Content Duration (min)	# of Breaks	Total Ad Break Duration (min)	Avg. Program Segment Length (min)
<13	0	0	Ad Breaks should be evenly spread across the length of content. Avg. program segment length can vary depending on content duration
13-21	1	2	
21-36	2	4	
36-46	3	6	
>46	4	8	

**** If there are natural breaks that are above the required amount of breaks, than use all the natural breaks. If there are too few many natural breaks then add in breaks to match the above table.**

External Partners

Ad Breakpoint Rules



Australia

Feature Films

Content Duration (min)	# of Breaks	Total Ad Break Duration (min)	Avg. Program Segment Length (min)
<75	4	8	Ad Breaks should be evenly spread across the length of content. Avg. program segment length can vary depending on content duration
75-90	5	10	
90-105	6	12	
105-120	7	14	
120-135	8	16	
135-150	9	18	
>150	10	20	



METADATA SPECIFICATIONS & REQUIREMENTS

The Pluto TV metadata sheet is required to be completed and included with all asset package deliveries. Metadata is critical to our viewer experience as it plays a direct role in enhancing the discoverability of content within our consumer applications.
Metadata should be submitted via an .xlsx template provided by the Pluto TV Content Operations team. Completed metadata can be delivered via email to a designated vendor.

FILM REQUIREMENTS

Element	Description	Required / Optional
GUID or Custom Code	GUID or custom code can be entered here. These are typically unique per each title	Optional
Gracenote TMS ID	Please provide Gracenote TMS IDs when available per title. Comma delimited	Required (When Available)
EIDR ID	Please provided abstraction EIDR ID when available per title. Example: 10.5240/2331-775F-399A-937C-54C2-0	Required (When Available)
IMDb ID	Please provide the corresponding alphanumeric title ID from IMDb.com Example: tt0071562	Required (When Available)
Pluto Avails ID	ID provided from the Media Order	Required
Film Name	IMPORTANT: ALL CAPS PROHIBITIED. For titles that start with 'The', please do not rearrange for alphabetical use ('The Graduate').	Required

**TMS ID's*
Pluto TV requests that TMS ID's be provided for your content within the metadata deliverable when available. TMS ID's are used within Pluto TV' s consumer applications and externally within partner device environments to promote content discoverability and connect users with your content.
***Please defer to Rating values in section 5.3*

FILM REQUIREMENTS

Element	Description	Required / Optional
Localized Film Name	If you are availing a title dubbed from another language, please include the localized film title here. If this information is not available, please leave blank.	Optional
Film Long Description	(Restricted to 2000 characters) Please provide a unique long description. It should be localized if available. If this is something you cannot provide, please flag to Pluto TV Content Operations.	Required
Film Short Description	(Restricted to 255 characters) Please provide a unique short description. It should be localized if available. If this is something you cannot provide, please flag to Pluto TV Content Operations.	Required
Ad Breakpoints	Restricted to SMTPE format: HH:MM:SS;FF Values need to be comma delimited	Required (When Available)
Regions	ISO-2 Values only. IMPORTANT: This value is defined in your contract and included in the Media Order. Please reference instructions tab for ISO-2 Values	Required
Copyright Information	Restricted to 150 characters Do not include the © symbol Format: TextString YYYY (e.x. Movie Co. 1998)	Required

FILM REQUIREMENTS

Element	Description	Required / Optional
Content Rating**	MPAA and/or TV Parental Guide Rating. IMPORTANT: All content must include a valid rating. Pluto does not recognize the value 'NR' ['Not Rated'] or 'UR' ['Unrated']. If your Film hasn't been officially rated by the MPAA, please provide your own TV equivalent rating. Please see Instructions tab for further detail	Required
Content Rating Descriptors**	Restricted to values in the 'Instructions tab'	Required
Film Tags or Keywords	(Restricted to 1024 characters and must be comma delimited.) IMPORTANT: Keywords and tags are used to describe the content. This includes and is not limited to: actors, genres, plot devices, theme, etc. Please provide in localized language when applicable.	Required
Original Release Date	This value needs to be the earliest exact date or year of release globally. Restricted to Date Format: YYY-MM-DD If the exact MM-DD is unknown, please default to YYYY-01-01	Required

FILM REQUIREMENTS

Element	Description	Required / Optional
Production Countries	This is the country in which the production company is based. Please use ISO-2 values only. Reference the instructions tab for ISO-2 values. Example: US, ZA	Required
Production Year	LAST year of production (or first global release year if unavailable) E.x. 2017	Required
Production Company	Company responsible for financing the content E.x. ‘Sony’	Required
Metadata Language	Restricted to ISO 639-1 codes	Required
Director(s)	Please place the names in the order they should be displayed. Restricted to 1024 characters. Comma delimited.	Required
Actor(s)	Please place the names in the order they should be displayed. Restricted to 1024 characters. Comma delimited.	Required
Writer(s)	Please place the names in the order they should be displayed. Restricted to 1024 characters. Comma delimited.	Optional
Producer(s)	Please place the names in the order they should be displayed. Restricted to 1024 characters. Comma delimited.	Optional

FILM REQUIREMENTS

Element	Description	Required / Optional
Film Trailer File Name	Link / URI	Optional
Video File Name	IMPORTANT: This is the URI of the actual delivery file. (e.x. 'the_graduate_1967.mp4) No special characters. Only use a-Z, 0-9, -, and _. Spaces are not allowed.	Required
Film Color	Film Color or Black & White (Case Sensitive) Restricted to values below: Color = c Black & White = b/w	Required
Video Language	Restricted to ISO 639-1 codes	Required
Dubbed Languages	Restricted to ISO 639-1 codes	Required
Dubbed Language File Name	IMPORTANT: This is the URI of the actual delivery file. (e.x. 'the_graduate_1967.wav) No special characters. Only use a-Z, 0-9, -, and _. Spaces are not allowed.	Required
Descriptive Video Service (DVS) / Audio Description Tracks Languages Ordered	Restricted to ISO 639-1 codes	Required

FILM REQUIREMENTS

Element	Description	Required / Optional
DVS / AD File Name	Link / URI	Required
Closed Caption Requirements	True / False Values Only Any content aired previously on US TV (in ENG or LAS), will require Closed Captions in their respective language. Please reference the Pluto TV Closed Caption Spec Sheet for further detail, or reach out to the Pluto TV Content Operations team.	Required
CC Language	ISO 639-1 codes	Required
CC File Name	This is the filename for your CC files. IMPORTANT: File names should not contain spaces or special characters.Only A-Z, 0-9, _ , and -	Required

FILM REQUIREMENTS

Element	Description	Required / Optional
Subtitle Language	ISO 639-1 codes	Required
Subtitle File Name	This is the filename for your CC files. IMPORTANT: File names should not contain spaces or special characters.Only A-Z, 0-9, _ , and -	Optional
Featured Artwork	Please follow specific instructions in the artwork section.	Required
Vertical Artwork	Please follow specific instructions in the artwork section.	Required
Horizontal Artwork	Please follow specific instructions in the artwork section.	Required
Square Artwork File	*Please follow specific instructions in the artwork section.*	Required

FILM REQUIREMENTS

Element	Description	Required / Optional
Featured 2x3	Please follow specific instructions in the artwork section.	Required
Backdrop 16x9	Please follow specific instructions in the artwork section.	Required
Title Treatment White	Please follow specific instructions in the artwork section.	Required
Title Treatment Color	Please follow specific instructions in the artwork section.	Required
Screenshot 16x9	Please follow specific instructions in the artwork section.	Required
Screenshot 4x3	Please follow specific instructions in the artwork section.	Required

TELEVISION REQUIREMENTS

Element	Description	Required / Optional
GUID or Custom Code	GUID or custom code can be entered here. These are typically unique per each title	Optional
Gracenote Series TMS ID	Please provide Gracenote TMS IDs when available per title. Comma delimited	Required (When Available)
Gracenote Episode TMS ID	Please provide Gracenote TMS IDs when available per title. Comma delimited	Required (When Available)
EIDR ID Series	Please provided abstraction EIDR ID when available for the series. Example: 10.5240/934B-55B2-B32B-3E1D-3EF8-5	Required (When Available)
EIDR ID Episode	Please provided abstraction EIDR ID when available for the episode. Example: 10.5240/0222-AE8C-DD3A-BF54-15C7-Y	Required (When Available)
IMDb Series ID	Please provide the corresponding alphanumeric title ID for each series from IMDb.com Example: tt0898266	Required (When Available)
IMDb Episode ID	Please provide the corresponding alphanumeric title ID for each episode from IMDb.com Example: tt1091289	Required (When Available)
Pluto Avails ID	ID provided from the Media Order	Required

**TMS ID's*
Pluto TV requests that TMS ID's be provided for your content within the metadata deliverable when available. TMS ID's are used within Pluto TV' s consumer applications and externally within partner device environments to promote content discoverability and connect users with your content.
***Please defer to Rating values in section 5.3*

TELEVISION REQUIREMENTS

Element	Description	Required / Optional
TV Series Name	IMPORTANT: ALL CAPS PROHIBITIED. For titles that start with 'The', please do not rearrange for alphabetical use ('The Graduate').	Required
Localized Series Name	If you are availing a title dubbed from another language, please include the localized film title here. If this information is not available, please leave blank.	Optional
TV Series Long Description	(Restricted to 2000 characters) Please provide a unique long description. It should be localized if available. If this is something you cannot provide, please flag to Pluto TV Content Operations.	Required
TV Series Short Description	(Restricted to 255 characters) Please provide a unique short description. It should be localized if available. If this is something you cannot provide, please flag to Pluto TV Content Operations.	Required
TV Series Season Number	Enter the Season # for each episode. #'s are only allowed, letter are illegal formatting. '2A' is not acceptable. Please contact your Content Ops Rep if your content is affected	Required
Episode Number	Restricted to #'s only. Episode '0' is not an option	Required
Episode Name	(Restricted to 255 character limit) Please provide a localized description when available. If this is something you cannot provide, please flag to Content Ops	Required

TELEVISION REQUIREMENTS

Element	Description	Required / Optional
Episode Long Description	(Restricted to 2000 characters) Please provide a unique long description. It should be localized if available. If this is something you cannot provide, please flag to Pluto TV Content Operations.	Required
Episode Short Description	(Restricted to 255 characters) Please provide a unique short description. It should be localized if available. If this is something you cannot provide, please flag to Pluto TV Content Operations.	Required
Ad Breakpoints	Restricted to SMPTE format HH:MM:SS;FF Values need be comma delimited.	Required (When Available)
Regions	ISO-2 Values only. IMPORTANT: This value is defined in your contract and included in the Media Order. Please reference instructions	Required
Copyright Information	Do not include the © symbol. Restricted to 150 characters. Format: TextString YYYY (e.x. Movie Co. 1998)	Required
Content Rating**	MPAA and/or TV Parental Guide Rating. IMPORTANT: All content must include a valid rating. Pluto does not recognize the value 'NR' ['Not Rated'] or 'UR' ['Unrated']. If your Film hasn't been officially rated by the MPAA, please provide your own TV equivalent rating. Please see Instructions tab for further detail	Required
Content Rating Descriptors**	Restricted to values in the ‘Instructions tab’	Required

TELEVISION REQUIREMENTS

Element	Description	Required / Optional
TV Series Tags	(Restricted to 1024 characters and must be comma delimited.) IMPORTANT: Keywords and tags are used to describe the content. This includes and is not limited to: actors, genres, plot devices, theme, etc. Please provide in localized language when applicable.	Required
Original Release Date	This value needs to be the earliest exact date or year of release globally. Restricted to Date Format: YYY-MM-DD If the exact MM-DD is unknown, please default to YYYY-01-01	Required
Production Company	Company responsible for financing the content E.x. 'Sony'	Required
Production Countries	This is the country in which the production company is based. Please use ISO-2 values only. Reference the instructions tab for ISO-2 values. Example: US, ZA	Required
Production Year	LAST year of production (or first global release year if unavailable) E.x. 2017	Required
Series Metadata Language	Restricted to ISO 639-1 codes	Required
Episode Language	Restricted to ISO 639-1 codes	Required

TELEVISION REQUIREMENTS

Element	Description	Required / Optional
Director(s)	Please place the names in the order they should be displayed. Restricted to 1024 characters. Comma delimited.	Required (Scripted Content) Optional (Unscripted Content)
Actor(s)	Please place the names in the order they should be displayed. Restricted to 1024 characters. Comma delimited.	Required (Scripted Content) Optional (Unscripted Content)
Producer(s)	Please place the names in the order they should be displayed. Restricted to 1024 characters. Comma delimited.	Optional
Writer(s)	Please place the names in the order they should be displayed. Restricted to 1024 characters. Comma delimited.	Optional
Series Trailer File Name	Link/URI	Optional
Episode Color	Film Color or B&W (case sensitive) Restricted to the values below: Color = c B&W = b/w	Required
Video Language	ISO 639-1 codes Please see instructions tab for further details	Required

TELEVISION REQUIREMENTS

Element	Description	Required / Optional
Dubbed Languages	Restricted to ISO 639-1 codes	Required
Dubbed Language File Name	IMPORTANT: This is the URI of the actual delivery file. (e.x. 'the_graduate_1967.wav) No special characters. Only use a-Z, 0-9, -, and _. Spaces are not allowed.	Required
Descriptive Video Service (DVS) / Audio Description Tracks Languages Ordered	Restricted to ISO 639-1 codes	Required
DVS / AD File Name	Link / URI	Required
Video File Name	IMPORTANT: This is the URI of the actual delivery file. (e.x. 'the_graduate_1967.mp4) No special characters. Only use a-Z, 0-9, -, and _. Spaces are not allowed.	Required
Closed Caption Requirements	True / False Values Only Any content aired previously on US TV (in ENG or LAS), will require Closed Captions in their respective language. Please reference the Pluto TV Closed Caption Spec Sheet for further detail, or reach out to the Pluto TV Content Operations team.	Required

TELEVISION REQUIREMENTS

Element	Description	Required / Optional
CC Language	ISO 639-1 codes	Required
CC File Name	This is the filename for your CC files. IMPORTANT: File names should not contain spaces or special characters.Only A-Z, 0-9, _ , and -	Required
Subtitle Language	ISO 639-1 codes	Required
Subtitle File Name	This is the filename for your subtitle files. IMPORTANT: File names should not contain spaces or special characters.Only A-Z, 0-9, _ , and -	Optional
Featured Artwork	Please follow specific instructions in the artwork section.	Required
Vertical Artwork	Please follow specific instructions in the artwork section.	Required
Horizontal Artwork	Please follow specific instructions in the artwork section.	Required
Square Artwork File	*Please follow specific instructions in the artwork section.*	Required

TELEVISION REQUIREMENTS

Element	Description	Required / Optional
Featured 2x3	Please follow specific instructions in the artwork section.	Required
Backdrop 16x9	Please follow specific instructions in the artwork section.	Required
Title Treatment White	Please follow specific instructions in the artwork section.	Required
Title Treatment Color	Please follow specific instructions in the artwork section.	Required
Screenshot 16x9	Please follow specific instructions in the artwork section.	Required
Screenshot 4x3	Please follow specific instructions in the artwork section.	Required

RATING VALUES

Below are the acceptable TV and Film values Pluto recognizes. Should your films not have been previously approved by the MPA, or MPAA, please provide an appropriate TV Rating value per title.

United States + LATAM Values	
TV Ratings	**Film Ratings (MPA)**
TV-Y	G (General Audience)
TV-Y7	PG (Parental Guidance)
TV-Y7-FV	PG-13 (Parental 13)
TV-G	R (Restricted)
TV-PG	NC-17 (No admittance under 17)
TV-14	
TV-MA	

RATING VALUES

Brazil Values
TV Ratings
AL
A10
A12
A14
A16
A18

Australia Values
G
PG
M
MA15+
R18+

RATING VALUES

Canada Rating Values Equivalences		
	US Ratings	**Canada Ratings for English Content**
US TV Ratings	TV-Y	G (General Audience)
	TV-G	G (General Audience)
	TV-PG	PG
	TV-14	14+
	TV-MA	18+
	(No equivalence for “E” Canada Rating)	E

RATING VALUES

Canada Rating Values Equivalences		
	US Ratings	**Canada Ratings for English Content**
MPAA US Ratings	G (General Audience)	G (General Audience)
	PG	PG
	PG-13	14+
	R	18+
	NC-17	18+
French Ratings	P	G (General Audience)
	10	8+
	12	13+
	16	16+
	18	18+

RATING VALUES

Below are the acceptable TV and Film values Pluto recognizes. Should your titles not have been previously approved by the local age rating agency, please provide an appropriate rating value per title.

AU	GSA	UK	ES	FR	IT	DK	NO	SE	FI
G	0	ALL	TP	P	PT	A	A	A	S
PG	6	9+	+7	10	14+	7	6	7	7
M	12	12+	+12	12	VM14	11	9	11	12
MA 15+	16	15+	+16	16	18+	15	12	15	16
R18+	18	18+	+18	18			15		18
							18		KK

CONTENT RATINGS & DESCRIPTORS

For TV rated content, please include the rating reason. The values for this element are restricted to the list below. There are no limits to how many values can be applied. Codes are to be comma delimited. For example, ‘us-d,us-l,us-v”.

US / LATAM Values	
us-d	Suggestive Dialogue
us-l	Strong, Coarse Language
us-s	Explicit Sexual Situations
us-v	Violence
us-nudity	Nudity
us-suicide	Suicide
us-smoking	Smoking

CONTENT RATINGS & DESCRIPTORS

Brazil
br-atos-criminosos
br-conteudo-sexual
br-drogas
br-drogas-ilicitas
br-drogas-licitas
br-linguagem-impropriado
br-medo
br-nudez
br-procedimentos-medicos
br-sexo-explicito
br-temas-sensiveis
br-violencia
br-violencia-extrema
br-violencia-fantasiosa
br-nado-ha-inadequacoes

CONTENT RATINGS & DESCRIPTORS

Finland	
fi-v	V (Contains Violence)
fi-d	D (Contains Drug Use)
fi-s	S (Sexual Content)
fi-a	A (May Cause Anxiety)

Australia	
au-mild-themes	Mild Themes
au-mature-themes	Mature Themes
au-strong-adult-themes	Strong Adult Themes
au-medical-procedures	Medical Procedures
au-dangerous-activity	Dangerous Activity
au-crude-humor	Crude Humor

CONTENT RATINGS & DESCRIPTORS

Australia contd.	
au-offensive-material	Offensive Material
au-drug-references	Drug References
au-drug-use	Drug Use
au-mild-coarse-language	Mild Coarse Language
au-coarse-language	Coarse Language
au-strong-coarse-language	Strong Coarse Language
au-supernatural-themes	Supernatural Themes
au-mild-horror	Mild Horror
au-horror	Horror
au-horror-violence	Horror Violence
au-sexual-references	Sexual References
au-a-sex-scene	A Sex Scene

CONTENT RATINGS & DESCRIPTORS

Australia contd.	
au-sex-scenes	Sex Scenes
au-a-strong-sex-scene	A Strong Sex Scene
au-strong-sex-scenes	Strong Sex Scenes
au-nudity	Nudity
au-mild-violence	Mild Violence
au-violence	Violence
au-strong-violence	Strong Violence
au-stylised-violence	Stylized Violence
au-frequent-violence	Frequent Violence
au-action-violence	Action Violence
au-war-scenes	War Scenes
au-strong-war-scenes	Strong War Scenes

CONTENT RATINGS & DESCRIPTORS

UK	
gb-flashing-lights	Flashing Lights
gb-product-placement	Product Placement
gb-violence	Violence
gb-language	Language
gb-sex	Sex
gb-distressing-themes	Distressing Themes
gb-horror	Horror
gb-nudity	Nudity
gb-drugs	Drugs
gb-smoking	Smoking
gb-alcohol-use	Alcohol Use
gb-paranormal	Paranormal

CONTENT RATINGS & DESCRIPTORS

UK contd.	
gb-suicide	Suicide
gb-surgery	Surgery
gb-discriminatory-themes	Discriminatory Themes
gb-dated-descriptions	Dated Depictions



PLUTO TV OFFLINE* CLOSED CAPTIONING STYLE GUIDE AND REQUIREMENTS

Accepted format: webVTT.

CC Style Guide and Requirements (ctd)

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*Note: Offline content refers to previously recorded content where closed captions are created in advance of the content being aired on Pluto TV. This is different from Live Captioning, where captions are prepared in real-time during a live television broadcast that is simultaneously broadcast live on Pluto TV (“True-Live Programming”). Live Closed Captioning has lesser requirements around sync and placement. Pluto TV does not consider repurposed live captions acceptable for use for any content other than True-Live Programming unless those captions have had a complex conform and QC done to ensure the captions meet the specifications of these Guidelines. This means that if content was originally broadcast live on television and is being broadcast on Pluto TV at a later time, Pluto TV requires that the closed captions delivered to Pluto TV adhere to the FCC’s specifications for offline captions and the other specifications contained in these Guidelines.

CC Style Guide and Requirements (ctd)

Technical Specifications

Spec	Value	Value Definition
File Type	.vtt	webVTT
Frame Rate	Timed to Video File	Caption timing should be based on the frame rate of the most up to date video file we have received
Start Timecode	00:00:00:00	Captions must start at 00:00:00:00 to match the video start timecode
Number of Rows	2	Lines of Text
Number of Rows - MAX	3	Lines of Text
Alignment	Center	Captions should be horizontally aligned in the center of the screen, unless the captions must be moved to avoid blocking important on-screen information
Justification	Center	Horizontal placement required
Positioning	Top / Bottom	Snapped to top or bottom of screen is required

CC Style Guide and Requirements (ctd)

Technical Specifications

Spec	Value	Value Definition
Character Limit	United States: 32 CPL International: 40 CPL	Characters Per Line (CPL)
Duration - Minimum	1	Second
Duration - Maximum	7	Seconds
Sound Cues	Yes	Sound cues must be in the parentheses or Square Brackets “( )” or “[ ]”
Music	Lyrics	Music must be denoted by music note (♪); lyrics must be transcribed
Speaker Identification	Off-Camera Speakers	1) Off camera speakers must be identified as ‘(SPEAKER NAME):’ 2) Multiple speakers in one caption group must be indicated using dash (-) before the start of each line (e.g. -Speaker One: Hi there. -Speaker Two: Hey there!
Paint Style	Pop-On	Captions should appear in the ‘Pop On’ Style

CC Style Guide and Requirements (ctd)

Technical Specifications

Spec	Value	Value Definition
Formatting Tags	None	Do not include <b> hold or <i> italics
Different Color Text to Differentiate Spearkers	United States: Do not use different colored text to differentiate between speakers International: Allowed but generally not preferred	United States: text color should be the same color between speakers. Standard white font is preferred. International: preference is to follow the United States guidance. However, the use of different colors to denote different speakers may be recommended by legislation or advocacy groups as a best practice (please contact your Content Operations contact for further guidance).
EmptySpace Between Lines Within Same Caption Groups	None	Do not include spaces between lines/sentences within same CC group Example: 5 00:34:51.422 00:34:52.824 align: middle line: 90% - Oh, my God, I love that place! - Yeah
File Naming	No Special Characters	File Name should contain ONLY numbers, letters, underscores, and NO periods except for as part of the file extension (e.g. “vtt”)

CC Style Guide and Requirements (ctd)

Technical Specifications

- **Captions should always be positioned along the very bottom or very top of the video**
- **Captions should always be horizontally aligned at the center of the video, unless absolutely necessary to be left or right aligned to avoid blocking important on screen information**
- Always reposition captions that overlap with forced narratives/on screen text, or important information.
- Compliance with all **technical formatting specifications** is required at all times.
- Compliance with **Pluto TV Closed Captioning Best Practices** is required at all times.
- Non-compliance with any of the above points will result with Pluto TV sending the captions back for additional QC

Closed Captioning Context

1. **About Closed Captioning**

Closed Captions provide a text alternative for the original dialogue of video footage, adding important non-dialogue information to the regular subtitles, as well as speaker identification.

2. **Pluto TV Closed Captioning 'Best Practices'**. Some of these best practices are more fully described in 47 CFR 79.1(j).

CC Style Guide and Requirements (ctd)

Accuracy

- Captioning shall match the spoken words (including song lyrics) in their original language, in the order spoken, without substituting words for proper names and places, and without paraphrasing.
- Captions shall be 99% accurate with proper spelling, punctuation and capitalization, correct tense and use of singular or plural forms, and accurate representation of numbers with appropriate symbols or words.
- If slang or grammatical errors are intentionally used in a program's dialogue, they should be mirrored in the captions.
- Captioning shall provide nonverbal information that is not observable, such as the identity of speakers, the existence of music (whether or not there are also lyrics to be captioned), sound effects, and audience reaction.
- Captions shall be legible, with appropriate font, text size, and spacing between words for readability.

Synchronicity

- Captions will be timed to the same Frames Per Second (FPS) and Drop Frame or Non Drop Frame (DF / NDF) as the **final video file**
- Captioning shall coincide with the corresponding spoken words and sounds to the greatest extent possible.
- Captions shall begin to appear at the time that the corresponding speech or sounds begin and end when the speech or sounds end.
- Captions shall not have overlapping cuepoints in the timecode
- Captions shall be displayed on the screen at a reading speed that permits them to be read by viewers.

CC Style Guide and Requirements (ctd)

Completeness

- Captioning shall run from the beginning to the end of the program.

Placement

- Captions must fit within the ‘safe zone’ of the aspect ratio of the **final video file, so that caption text is never cut off and partially or fully off screen and unreadable in full context.**
- Captioning shall be viewable and shall not block other important visual content on the screen, including, but not limited to, character faces, featured text (e.g., weather or other news updates, graphics and credits), and other information that is essential to understanding a program's content when the closed captioning feature is activated.
- Caption font shall be sized appropriately for legibility
- Lines of caption text shall not overlap one another and captions shall be adequately positioned so that they do not run off the edge of the video screen.

CC Style Guide and Requirements (ctd)

Additional Quality Control and Best Practices

The FCC has outlined best practices for captioning vendors in 47 CFR 79.1(k). In keeping with FCC rules and regulations, and in addition to the above technical specifications, Pluto TV best practices, and the other requirements of 47 CFR 79.1(k)(4), Pluto TV requires all caption vendors to adhere to the following best practices bullet points below:

- Ensure proper screening, training, supervision, and evaluation of captioners (both employees and contractors) by experienced and qualified (offline) captioning experts.
- Ensure that captioners are qualified for the type and difficulty level of the programs to which they are assigned.
- Employ frequent and regular evaluations to ensure standards are maintained.
- Ensure captions are verbatim.
- Ensure captions are error-free.
- Ensure captions are punctuated correctly and in a manner that facilitates comprehension.
- Ensure captions are synchronized with the audio of the program.
- Ensure captions are displayed with enough time to be read completely and that they do not obscure the visual content.
- Ensure captioning is a complete textual representation of the audio, including speaker identification and non-speech information.



ARTWORK REQUIREMENTS

Each stand alone title must be supplied with 10 artwork pieces as noted below. Should any artwork pieces not be available, please contact Pluto Content Operations.
Please avoid selecting images that may not be suited for all audiences, examples include: smoking, nudity, drug use, violence and weapons pointed at the viewer. Low resolution images will not be accepted.

Safe Zones
Preparing for how various platforms render content and artwork requires an understanding of Title and Action "Safe Zones". These are the recommended areas for ensuring the edges of your graphics are not cut off or cropped.

Place key subjects, text, or logos inside the safe zone:

- Minimum Safe Zone - 90%
- Suggested Safe Zone - 80%

Artwork Checklist & Specifications

Graphic Image	Aspect Ratio	Minimum Resolution	Delivery Format(s)
Feature Image	16:9	1920 x 1080	JPG
Horizontal Poster	16:9	1920 x 1080	JPG
Backdrop Image (Right Justified)	16:9	1920 x 1080	JPG
Poster	347:500	694 x 1000	JPG
Featured 2:3 Image	2:3	768 x 1152	JPG
Square Image	1:1	1080 x 1080	JPG
White Title Treatment	Varies	720px Minimum	PNG
Color Title Treatment	Varies	720px Minimum	PNG
16:9 Screenshot	16:9	1280 x 720	JPG
4:3 Screenshot	4:3	960 x 720	JPG

Artwork Restrictions, Requirements & Prohibitions

Artwork Restrictions

As a rule, we avoid selecting images that are not suitable for all audiences. Artwork should be selected as the best representation of the creative material we are hosting, be of the highest quality and engaging to our audience.

Artwork Requirements

1. All artwork should be engaging and high quality
2. Focus on key recognizable talent or moment within the content
3. Portrayal of action, intrigue or excitement to drive engagement

Artwork Prohibitions

1. Screenshots should be free of on-screen text
2. No Smoking
3. No Nudity
4. No Drug Use
5. No weapons pointed directly towards the user
6. No gratuitous violence or gore
7. No Direct Representation of Sex

Featured Image

Specifications

- Artwork should represent the Film/Series and must not contain any graphical elements such as: credits; press quotes; loglines; etc.
- PreferredDimensions:
  - 1920 x 1080 @300 dpi
- Ratio: 16:9
- File Format:
  - 1 .JPG image (maximum size 2MB)
- Filename Convention Examples:
  - TombRaider_featured_16x9.jpg







Vertical Film Poster

Specifications

- Artwork should represent the Film/Series and must contain title treatment. Besides the title or logo , art must not contain any graphical elements such as: credits; press quotes; loglines; etc.
- Minimum Required Dimensions
  - 694 x 1000 @72 dpi
- Preferred Dimensions
  - 1388 x 2000 @300 dpi
- Ratio: 347:500
- File Format
  - 1 .JPG image (maximum size 2MB)
- Filename Convention Examples
  - TombRaider_verticalposter.jpg







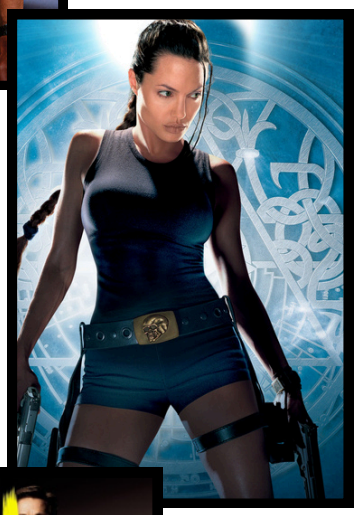


2:3 Image

Specifications

- Artwork should represent the Film/Series and be free of any title or logo. Art must not contain any graphical elements such as: credits; press quotes; loglines; etc.
- Minimum Required Dimensions
  - 768 x 1152 @72 dpi
- Ratio: 2:3
- File Format
  - 1 .JPG image (maximum size 2MB)
- Filename Convention Examples
  - TombRaider_23featured.jpg









Horizontal Film Poster

Specifications

- Artwork should represent the Film/Series and must contain title treatment. Besides the title or logo , art must not contain any graphical elements such as: credits; press quotes; loglines; etc.
- Preferred Dimensions
  - 1920 x 1080 @300 dpi
- Ratio: 16:9
- File Format
  - 1 .JPG image (maximum size 2MB)
- Filename Convention Examples
  - topgun_horizontalposter.jpg







Backdrop Image (Right Justified)

Specifications

- Artwork should represent the Film/Series and must not contain title treatment. Besides the title or logo , art must not contain any graphical elements such as: credits; press quotes; loglines; etc.
- Preferred Dimensions
  - 1920 x 1080 @300 dpi
- Ratio: 16:9
- File Format
  - 1 .JPG image (maximum size 2MB)
- Filename Convention Examples
  - topgun_backdrop.jpg



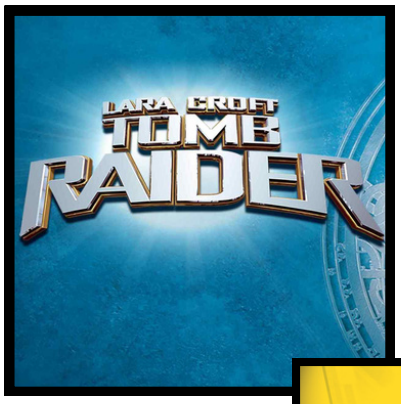




Square Image

Specifications

- Artwork should represent the Film/Series and must contain title treatment. Besides the title or logo , art must not contain any graphical elements such as: credits; press quotes; loglines; etc.
- Minimum Required Dimensions
  - 1080 x 1080 @72 dpi
- Preferred Dimensions
  - 2160 x 2160 @300 dpi
- Ratio: 1:1
- File Format
  - 1 .JPG image (maximum size 2MB)
- Filename Convention Examples:
  - topgun_SquareImage.jpg









White Title Treatment

Specifications

- Minimum Required Dimensions
  - 720px minimum
- Ratio: Will Vary
- File Format
  - 1 PNG
- Transparent Background Only
- Filename Convention Examples:
- laracroft_titletreatment_white.png







Color Title Treatment

Specifications

- Minimum Required Dimensions
  - 720px minimum
- Ratio: Will Vary
- File Format
  - 1 PNG
- Transparent Background Only
- Filename Convention Examples:
  - laracroft_titletreatment_color.png







Screenshot 16x9

Specifications

- Artwork should represent the Film/Series and must not contain any graphical elements such as title treatments; credits; press quotes; loglines
- Content must be **active pixel only**. If content is letterboxed, please zoom and crop as needed to deliver a full image
- Minimum Required Dimensions :
  - 1280 x 720 @72 dpi
- Preferred Dimensions:
  - 1920 x 1080 @300 dpi
- Ratio: 16:9
- File Format:
  - 1 .JPG image (maximum size: 2MB)
- Filename Convention Examples:
  - Tomb_ screenshot_16x9 .jpg







Screenshot 4x3

Specifications

- Artwork should represent the Film/Series and must not contain any graphical elements such as title treatments; credits; press quotes; loglines
- Content must be **active pixel only**. If content is letterboxed, please zoom and crop as needed to deliver a full image
- Minimum Required Dimensions :
  - 960 x 720 @72 dpi
- Preferred Dimensions:
  - 1440 x 1080 @300 dpi
- Ratio: 4:3
- File Format:
  - 1 .JPG image (maximum size: 2MB)
- Filename Convention Examples:
  - TRaider_SCREENSHOT_4x3.jpg









TRAILER SPECIFICATIONS

In order to provide the best user experience for our growing audience, we request trailers to be provided for all titles where available.

Specifications

- Context - Green Band Trailers
- Video Format:
  - Apple ProRes MOV
  - Please indicate trailer type (TV Spot; Theatrical; etc.)
  - Active Pixel only preferred
- Audio Format:
  - Dialogue stems on track 1 preferred
  - 48 kHz minimum
  - 16 or 24 bit file
- Quantity:
  - At least 1 per film
- Resolution:
  - HD: 1920 x 1080 minimum
  - SD: 640 x 480 minimum

Metadata Requirements

When submitting a trailer, please make sure the file name is noted in the Metadata template. This is located in the ‘General Metadata’ section, underneath ‘Film Trailer File Name’. There is a section for this in the ‘Film’ and ‘Television’ tabs. For Television, a Series Trailer File name only has to be listed on one line item, if available.



CHILDREN'S CONTENT

Please follow the rules below to ensure proper ad break structure per each region. Please note that each region has specific rulesets that need to be met to ensure proper delivery to Pluto TV.

United States Only

1. Content should be free of any pre-existing bumpers
2. Content should be free of URLs
    a. production slates are a case by case basis
3. Content should **NOT** contain Calls to Action (CTAs)

Content Structure

1. Please flag any content below 22 minutes in length to Content Operations
2. Ad Breakpoints must **NEVER** be placed in the middle of a segment composition
3. Breakpoints must be placed BETWEEN segments
4. Please contact Content Operations for more information







ONBOARDING & DELIVERY

In order to fulfill deliveries to Pluto, please contact Pluto TV Content Operations. This process will require the delivery of a test package that contains all elements and components (artwork optional) of a title, to be sent to a preferred Pluto vendor, as directed by Pluto's Content Operations department. Upon formal acceptance of the test package, you will be approved for deliveries to our production workflow.

Delivery of Content

Delivery of all content files to Pluto TV will be processed; packaged and delivered by an approved Post House / Vendor. The package includes, but is not limited to:

- Artwork
- Metadata
- Closed Captions
- Video & Audio files

ONBOARDING & DELIVERY

Common Delivery Workflow

Below is a common delivery cadence.

1. Avails Sheet provided to Pluto Partnerships.
    a. Introduction is made to Pluto Content Operations simultaneously
2. Pluto will provide Content Delivery Guide (this sheet), in addition, the Technical Onboarding Sheet.
    a. The Technical Onboarding sheet will be provided back to Pluto Content Operations
3. Pluto Content Ops will set up said partner for a test delivery with a Pluto preferred vendor.
    a. At this time a delivery method via FTP, hard drive, or other methods will be set.
4. Vendor will check assets for any anomalies, discrepancies that are against the Pluto specifications.
    a. At this time estimated overages may be provided for items ‘out of Plutos’ specifications’.
5. Pluto will send a Media Order based on the ‘Final Selects’ to both Content Partner and Vendor to initiate work. A due date to both teams will be set within the MO.
6. Project is then considered live!



REJECTIONS

Pluto TV seeks to present content to our viewers in the highest quality available. If deliverables such as master video files, captioning files, etc., do not meet our quality or technical standards; files will be rejected and a redelivery will be requested. **The partner will be notified of a rejection within 30 days of receiving the file(s).**

Examples of Commonly Rejected Items

Rejections can be issued for various issues, including, but not limited to:

1. **Audio / Video Rejections**
    a. Video
        i. Burn-in's (Ratings / CC / Etc.)
        ii. Video Hits / Artifacts
        iii. Mixed Frame Rates
        iv. Blended Frame Rates
        v. Freeze Frames
        vi. Aspect Ratio / Configuration
    b. Audio
        i. Audio Sync Issues
        ii. Levels
        iii. Audio Drop Outs
2. **Artwork Rejections**
    a. Series Posters Contain Marketing Materials / 3rd Party Logos / Etc.
3. **Metadata**
    a. Exceeding Maximum character length in descriptions (255 Characters)
    b. Items not filled out correctly
4. **Closed Captioning**
    a. Captions out of sync
    b. Misspellings / Grammar mistakes
    c. Placement covers lower 3rds / GFX / on-screen text
    d. Illegal characters included

REJECTIONS

Video Rejections for Calls to Action (CTA's) & Soft Advertising

As noted in our video specifications, should your content contain any CTA's and/or Soft Advertising, it is most likely that edits would be made to cut out the flagged segments.

Examples of CTA's that have been previously rejected:







DELIVERY CHECKLIST

Please use the following 1 sheet to help you check off your components needed for delivery. Should you not have all components available, please make sure that is communicated to your Pluto Content Operations contact.

- Video Files
- Artwork
  - Series Level
    - 16x9 Featured Image (textless)
    - 16x9 Poster Artwork (texted)
    - 16x9 Backdrop Artwork (textless)
    - Poster Artwork
    - Square Artwork
    - 2:3 Poster Artwork
    - White Title Treatment
    - Color Title Treatment (When Available)
  - Episode Level
    - 16x9 Screenshot
    - 4x3 Screenshot
- Metadata Sheet
  - Ad Breakpoints filled out OR DVD Chapter stops provided
- Closed Caption Files (If Required per Title / Region)
- Multi-Language Components
  - Dubbed Audio Files
  - Dub Cards
  - Subtitle Files



REVISION HISTORY

3.0 - Q1 2025

- Branding updated
- Artwork section updated w/ more specific examples
- Metadata section updated to add and modify descriptions and additional items
- Australia separate to its’ own region, apart from EU
- Technical guidelines updated for audio and MP4 deliveries