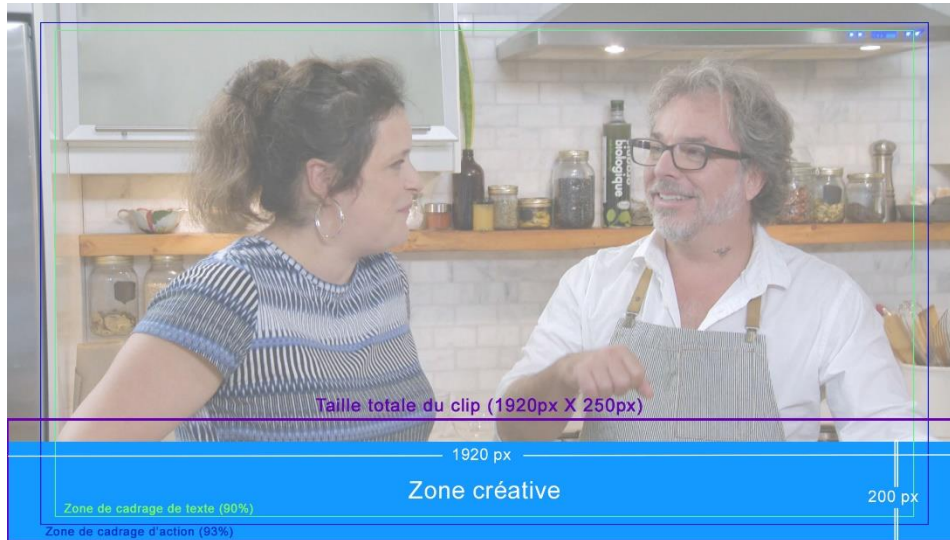


10 seconds

ANIMATED LOWER THIRD



TECHNICAL SPECIFICATIONS

Video	• Size of the banner : 1920x200 pixels
	• Total size of the clip : 1920x250 pixels
	• The clip (outside of the banner's creative area) must be 100% transparent.
	• QuickTime Video file (.mov).
	• 29.97 fps with integrated alpha channel.
	• 32-bit QuickTime Codec : Apple Animation, PNG or Apple ProRes4444.
	• The clip's alpha must be delivered non-premultiplied (straight).
VO	• Important : the first frame and the last frame must be completely empty: 100% transparent. The banner must include animations for enter and exit transitions.
	• N/A

CONTENT SPECIFICATIONS

VO

- N/A

SUPER/VISUAL

- In the advertiser's brand colours
- Product/packaging visual and client logo
- Description of product or service attributes

NOTES

- Commercial offer and/or "call to action," are allowed
- No fixed positioning during the program
- Moveable if the program becomes sponsored
- If produced by the advertiser:
 - Visual concept/script must be approved by Télé-Québec before airing.

If produced by Télé-Québec

Elements required :

- **Creation Brief.**
- All visual materials for editing and/or animation: Logo, photos, typography, icons, advertiser branding elements required for animation