



10 seconds

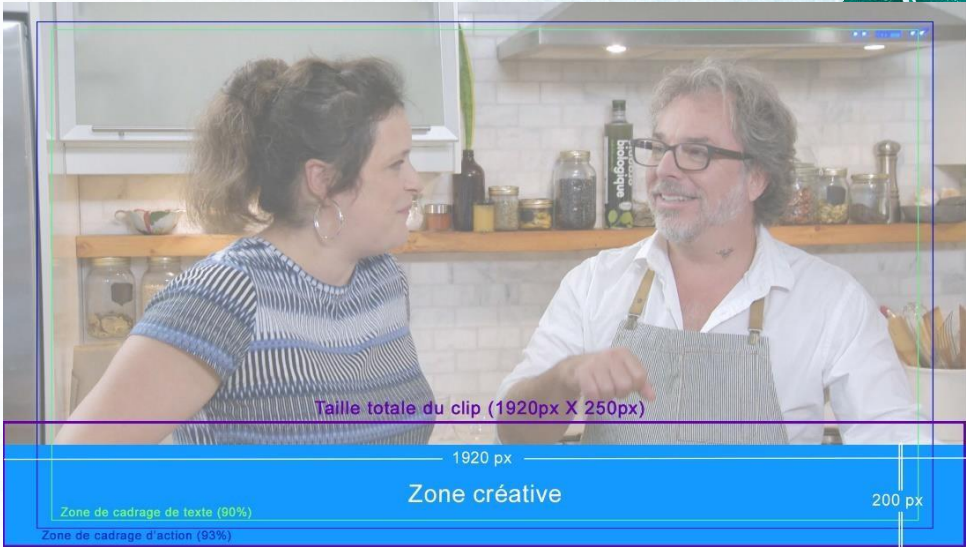
# ANIMATED LOWER THIRD

## 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).
Audio	<u>Important :</u>
	• the first frame and the last frame must be completely empty: 100% transparent. The banner must include animations for enter and exit transitions.
Audio	• N/A

If produced by Télé-Québec	<u>Required elements :</u> <ul style="list-style-type: none"><li>• Creation Brief.</li><li>• All visual materials for editing and/or animation:<ul style="list-style-type: none"><li>• Logo, photos, typography, icons, advertiser branding elements required for animation</li></ul></li></ul>
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## EXAMPLES HERE



## CONTENT SPECIFICATIONS

### VO

- N/A

### SUPER/VISUAL

- Branded to the advertiser.
- 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.