

# Optik Local Client Toolkit



## Contents

---

<b>2</b>	Introduction to the Toolkit	<b>11</b>	Press Release Example #2
<b>3</b>	Grant Payment Process	<b>12</b>	About TELUS Platforms
<b>4</b>	Invoicing Information	<b>13</b>	Broadcast Standards and Coarse Language Policy
<b>5</b>	Crediting TELUS in your Program, Events and Workshops	<b>14</b>	Delivery Materials
<b>6</b>	Crediting TELUS on your Websites, Social Networks and Press Releases	<b>15</b>	Information on Box Art and Thumbnail Images
<b>7</b>	TELUS Optik Local Screen Credit & Disclaimer Guidelines	<b>16</b>	Metadata Form
<b>9</b>	Press Release Boilerplate	<b>20</b>	A/V Delivery Specs (HD)
<b>10</b>	Press Release Example #1	<b>21</b>	A/V Delivery Specs (SD)
		<b>22</b>	Optik Local Reporting Requirements
		<b>23</b>	Final Delivery Checklist

# Introduction to the Toolkit

This toolkit should answer any questions you have about your agreement with TELUS, what to expect from our team between now and when you send us your final deliverables, and provide you with the information you need to complete and deliver your project.

In this toolkit you will find information about the following:

- The process to get your grant agreement with TELUS completed and signed
- How to access your TELUS Optik Local grant money, which will be paid to you in multiple payments, or “drawdowns”
- How to properly complete and deliver your project to TELUS, including technical specifications and deliverables
- How to get approval for TELUS logo use and company references, as well as details about our on-screen credit and disclaimer
- How to credit TELUS and use the TELUS brand and logos in your marketing and promotional materials

Important things to note:

1. Read this toolkit in its entirety.
2. Please refrain from publicly disclosing the amount of your grant.
3. Consult the enclosed Metadata Form and Delivery Checklists, and contact us with any questions you may have.
4. Send all deliverables to TELUS on or before the delivery dates set out in your grant agreement.
5. Ensure we have the most current email address for you because email is the most efficient way for us to communicate with you.
6. As detailed in your grant agreement, you must deliver a fine cut of your project approximately 4 weeks prior to your final delivery date for review and approval by TELUS for broadcast standards, technical quality and crediting. The fine cut should include the TELUS disclaimer, on-screen head credit, as well as tail credits and music.
7. TELUS will not postpone premiering your program on VOD or on our YouTube channel or TELUS-branded websites to accommodate any festival’s submission requirements or the terms of a distribution or broadcast contract
8. TELUS will most likely be distributing your program on the internet, through our YouTube Channel, on our TELUS-branded websites, and select projects on airline in-flight entertainment systems, which are not geo-gated.

If you have any questions, please contact your TELUS team member directly, or email us at [optiklocal@telus.com](mailto:optiklocal@telus.com)

**Pre-Condition Deliverables** need to be met at the beginning of each new project. These deliverables are listed in section 1 of your Grant Agreement. Once they have all been received and approved, you will be eligible to invoice for your first drawdown payment.

# Grant Payment Process

Typically, these are the phases of an Optik Local project:

1. **Signing of the grant agreement & submission of the pre-condition deliverables**
2. **Invoicing and payment of the first drawdown**
3. **Submission of additional deliverables (e.g. fine cut)**
4. **Invoicing and payment of additional drawdown (if applicable)**
5. **Submission of final deliverables**
6. **Invoicing and payment of final drawdown**

We will send you a draft of your grant agreement for review prior to signature.

We encourage you to seek independent legal and/or accounting advice on the draft agreement before you sign it. We are unable to provide legal or accounting advice to you.

Once you send to TELUS the signed grant agreement and any other required items listed in your agreement or requested by TELUS, you can send in your first invoice to your TELUS team member.

The process of receiving your payment can take some time, so please plan your cashflow needs accordingly (see sidebar for more information).

Payments are sent in the mail, or by Electronic Funds Transfer, depending on which option you choose. If you prefer to receive your payments by mail, please make sure we have the correct mailing address for you.

Note that if you will be asking for GST to be added to your grant amount we will need your valid GST number (this is not applicable if your grant amount is inclusive of GST).

You must plan your cashflow needs carefully and note that TELUS needs time to receive and approve each of your deliverables. Please build in a buffer to account for any time you might need to revise and resubmit a deliverable to TELUS for approval.

## Important information about drawdowns

When requesting a drawdown, please note:

- Once you send us your deliverables for approval, we need sufficient time to review them
- TELUS may request revisions or additions to your deliverables before they are approved
- Once deliverables are approved by TELUS, you can submit your invoice to your TELUS team member (see Invoicing Information on next page)
- On average, payment by mail takes approximately 4 weeks between invoicing and receipt of payment
- On average, payment by Electronic Funds Transfer (EFT) will take 2-3 weeks between invoicing and receipt of payment into your account
- Our Accounts Payable Department will do their best to expedite payment, but please be aware they have strict processes and procedures that they have to follow

# Invoicing Information

Once you have received TELUS approval for all deliverables tied to one of the drawdowns listed in your grant agreement, you will be able to submit your invoice. Please ensure you read this invoicing information carefully, as any errors on your invoice may cause delays in processing time, which is estimated at 2-4 weeks from delivery of your invoice, to receipt of your payment, depending on the payment option you have chosen (see “Payment Options”, below).

Your invoices must always contain your unique **Vendor ID Number** and **PO Number** – both of which will be provided to you by your TELUS team member. Without these numbers, your invoice will be rejected.

Information to include on your invoices:

- Address to:  
TELUS Accounts Payable  
PO Box 1830, Station Main  
Edmonton, AB T5J 2P2
- Your Name/Address/Phone/Email must match the info on your grant agreement
- Project name
- Invoice number
- Invoice date
- Invoice amount
- GST number – if charging GST
- Vendor ID: provided to you by your TELUS team member
- PO number: provided to you by your TELUS team member
- Payment terms: Net Immediate

Always send your invoices, by email, to your TELUS team member (do not send them to Accounts Payable directly)

Your TELUS team member will review the invoice to ensure all required information is reflected, and will then forward the invoice to Accounts Payable on your behalf.

The process of invoicing/receiving payment can take an average of 4 weeks. Please plan your cashflow needs accordingly.

## Payment Options

You have the option of receiving your drawdown payments by **cheque** or by **Electronic Funds Transfer (EFT)**:

- Payment by cheque can take up to 4 weeks from the time of invoicing, whereas payment by EFT will arrive within 2-3 weeks.
- Your TELUS team member will send you an EFT enrollment form to complete and return, along with a VOID cheque for your bank account.
- You can switch over to EFT payments at any point — even if you have already received your first payment by cheque.
- Please contact your TELUS team member if you'd like additional details

# Crediting TELUS in your Program, Events and Workshops

TELUS prides itself on having a very strong and distinctive brand.

TELUS must review and pre-approve each use of the TELUS logo and company references. This includes any TELUS acknowledgement on your website, the use of the logo in other marketing or promotional materials, and the on-screen credits of your program.

This process can take up to 1 week or more so we encourage you to start this process as soon as possible.

## Crediting TELUS in your program

- Required use of the TELUS credit and disclaimer in your program are detailed in your grant agreement. Please also see following pages for these fully detailed guidelines
- The TELUS on-screen animated logo files and disclaimer files will be provided to you.

## Crediting TELUS at your event and/or workshop

- Options for crediting TELUS for its support include: “Presented by TELUS”, “Powered by TELUS”, “Supported by TELUS”. Your TELUS team member will work with you to find a credit that is appropriate for your event. Please note that TELUS cannot be credited as a sponsor.
- You will receive the appropriate credit and logo files from your TELUS team member.
- Branding opportunities for TELUS at your event are discussed on a project-by-project basis. As detailed in your event grant agreement, logo/credit placements could include: event programs/itineraries, event banners and signage, press kits and tables/walls in media areas, on site video screens etc., as well as credit/logo placements on any online/print/video assets related to the event.
- Hosting assets for TELUS are also discussed on a project-by-project basis, and may include: tickets to the event for TELUS VIPs and guests, access to the VIP areas of the event, behind the scenes tours, meet and greets with event VIP's, etc.

# Crediting TELUS on your Websites, Social Networks and Press Releases

## Crediting TELUS in your marketing materials

TELUS approval is required in all instances of using the TELUS name and/or logo

## Crediting TELUS on your websites

The TELUS logo and following message should appear **prominently** on any websites, Facebook pages or other similar online spaces created for your program or event:

[PROJECT NAME] is made possible with a grant from TELUS Optik Local, and is available for free on demand on TELUS Optik TV

## Press releases

If you want to send out a press release or special event information about your project, please send a draft of your proposed release to TELUS for review and approval.

Please keep in mind that TELUS approval of the press release wording can take up to 1 week.

Please refer to the **next page** for a boilerplate press release with our suggested elements and format.

## Social media

@TELUS and @OptikLocal should be mentioned in a large proportion of your social media posts, commensurate with the level of TELUS' support of your program or event. A short and simple message at the end of the Tweet/Instagram/FB post will suffice:

- Supported by @TELUS and @OptikLocal
- funded by @TELUS and @OptikLocal
- powered by @TELUS and @OptikLocal
- Thanks to @TELUS and @OptikLocal
- Tx @TELUS and @OptikLocal
- @TELUS and @OptikLocal grant

In cases where TELUS is the sole or majority project funder, it should be made apparent that this is a TELUS initiative

If there is space in your Twitter/FB/Instagram copy, additional hashtags are welcome, but not mandatory

Optional inclusion of hashtags may include: #OptikTV / #TELUS / #OptikLocal

TELUS asks that you provide a TELUS credit, or mention, in your YouTube and/or Vimeo description copy.

TELUS prefers that the web versions of your content are hosted on the TELUS YouTube Channel only, so please only use the links provided to you by your TELUS team member when embedding the video in other websites and social media channels.

Ensure that all of your social media URL's (Twitter, Facebook, Instagram, etc) are included in the Metadata Form that you will submit back to us with your final deliverables.

# TELUS Optik Local Screen Credit & Disclaimer Guidelines

## Screen Credit

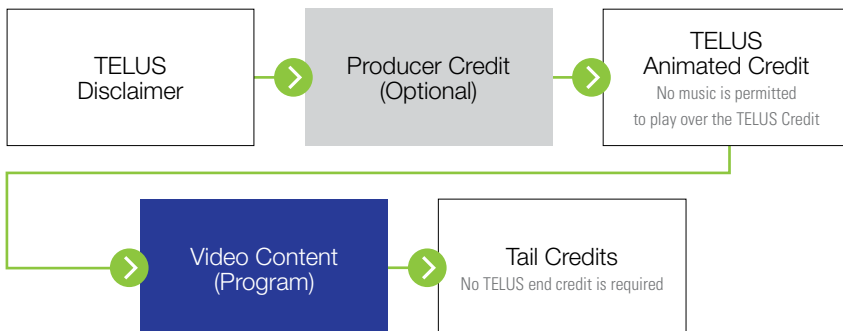
- TELUS shall be given on-screen credit in the head credits in all versions of the program.
- The TELUS animated credit files will be provided to you.
- The screen credit should be displayed after the producer's credit (optional) and in a position, size and prominence that is proportionate to TELUS' financial contribution to the program (See "Schedule D" in your Grant Agreement for details).

## Animated TELUS head credit

**Usage for VOD:** Hold on screen for 6 seconds, including fades

**Usage for Web/YouTube:** Hold on screen for 3 seconds, including fades

## Order of Head Credits



## Options

- TELUS prefers the full-colour on white background version of the animated credit.
- An option is to use the white-on-black 'knockout' version if it is a better creative fit for your credits.

We will send the two versions of the TELUS animated credit via the WeTransfer online file transfer service. They are also available via download through your Grantstream email you will receive with your delivery details.

These files will be sent to you in two formats:

- Apple ProRes 422 (for use in your VOD master file)
- H264 (for use in your Web/YouTube version)

Full-colour (preferred)



Knockout black background



# TELUS Optik Local Screen Credit & Disclaimer Guidelines

TELUS proudly supports local production and independent voices from the communities we serve.

The viewpoints expressed in the following independently produced community access program do not necessarily reflect those of TELUS.

Full-colour (preferred)

TELUS proudly supports local production and independent voices from the communities we serve.

The viewpoints expressed in the following independently produced community access program do not necessarily reflect those of TELUS.

Knockout black background

## Disclaimer

- The producer will use the following on-screen disclaimer at the very beginning of the program.
- The file will be provided to you by TELUS.
- DO NOT create your own version.

**Usage for VOD:** Hold on screen for 7 seconds, including fades, to give the viewer 5 seconds to read it.

**Usage for Web/YouTube:** Hold on screen for 3 seconds, including fades.

## Options

- TELUS prefers the full-colour on white background version.
- An option is to use the white-on-black 'knockout' version if it is a better creative fit for your credits.

Match your disclaimer option with your TELUS Animated Credit option:

- Full-colour disclaimer with full-colour TELUS Credit
- Black and white disclaimer with black and white TELUS Credit

Please ensure that your choice of Disclaimer/Credit also matches your Producer Credit, should you opt to include it at the head of the program.



# Press Release Boilerplate

**Note:** This is a template Press Release with our suggested elements.

Please do not put the specific dollar amount of your grant in any press release or public communication. “TELUS” must always be referred to in all capital letters. If you are working with a professional Public Relations or Social Media person or company please have them contact the Optik Local team.

If you are not working with professional PR or Social Media advisors, below is a starting point for your press release. We recommend that you only send out a release once the audio-visual project is delivered to TELUS and scheduled to premiere

on Optik TV VOD, or right before the event/training or workshop is going to occur. Please note that this is suggested wording only and still needs final approval from the Optik Local team.

## For audio-visual projects:

FOR IMMEDIATE RELEASE — [DATE - CITY, PROVINCE], Canada

[Insert your headline, include the title of your project (and perhaps the genre) and something that makes it unique and/or something the public wants to watch or care about]

[Title/description of the project], will premiere [date or season/year] for free on TELUS Optik™ TV On Demand

[Your name or name of the Production Company] is pleased to announce the premiere of [Title of Project]. Made possible by a content programming grant from TELUS Optik Local, [Title of Project] [insert something compelling about the project.]

[Insert additional information about your project]

[Insert information about you, your production company and/or your community organization].

### About TELUS Optik Local

Telus Optik Local seeks to support programming and projects that reflect the local community, a diversity of voices, innovative ideas and alternative views on existing or emerging issues of importance in the communities it serves, featuring local places and events in arts, culture, education and sport.

Media Contact: [NAME], [title], [Company/Organization]

E-mail:

Web Site:

Phone:

Social:

## For event/training or workshop projects:

FOR IMMEDIATE RELEASE — [DATE - CITY, PROVINCE], Canada

[Insert your headline, include the title of your project (and perhaps the genre) and something that makes it unique and/or something the public wants to watch or care about]

[Title/description of the project], is being held on [DATE] in [LOCATION] with the generous support of TELUS.

[Your name or name of the Production Company] is pleased to announce [insert name and description of project]. Made possible by a content programming grant from TELUS Optik™ Local, [Title of Project] [insert something compelling about the project.]

[Insert additional information about your project]

[Insert information about you, your production company and/or your community organization].

### About TELUS Optik Local

Telus Optik Local seeks to support programming and projects that reflect the local community, a diversity of voices, innovative ideas and alternative views on existing or emerging issues of importance in the communities it serves, featuring local places and events in arts, culture, education and sport.

Media Contact: [NAME], [title], [Company/Organization]

E-mail:

Web Site:

Phone:

Social:

# Press Release Example #1

**Suggested Tweet:** Mountain biking is an addiction. Whistler's Brad Bethune explains how @Crankworx got him hooked on @TELUS @OptikLocal #OptikTV (Link)

## TELUS Optik™ TV features the Crankworx community **Triology of shorts launches with local amateur's story:**

Brad Bethune shares how Crankworx and the Whistler Mountain Bike Park got him hooked on racing

**WHISTLER, BC** Dec. 3, 2014 – This December, Telus Optik TV showcases the Crankworx experience at its finest with participants from the Whistler area sharing how important the 10-day mountain bike festival is to their community experience.

The three-part program was made possible by a Production Support grant from TELUS Optik Local and highlights the many ways Crankworx draws new mountain bike enthusiasts into the fold, allowing riders of all levels and abilities to improve their skills, connect with the scene and, generally, push the boundaries of what is possible to do on a bike.

“As big as Crankworx is to mountain biking culture, at its core it remains a grassroots festival dedicated to inspiring new fans and providing riders with the opportunity to ride and race alongside their heroes,” says Darren Kinnaird, Crankworx General Manager.

All three episodes of the program will be available for free on demand on TELUS Optik TV.

The first episode, Brad's Big Day, launches today with amateur rider Brad Bethune taking viewers through his experience of the 2014 Crankworx Canadian Open Enduro. Bethune found his life's passion at in the Whistler Mountain Bike Park, and shares what it's like to compete in the festival where he first caught the mountain biking bug.

“Things like Crankworx just hooked me and I never really looked back. Now I want to bike all winter and all summer. It's an addiction that's probably not going to end any time soon,” says Bethune.

Over the course of the eight-minute episode, Bethune challenges the five-stage race, affectionately referred to as Crankzilla, turning in six hours of climbing and descending over 40 kilometres of stunning Coastal mountain terrain, and all for the glory of crossing the finish line.

“It's the rush of competition and the adrenalin that happens. As soon as I'm done with one race, I'm wondering when the next one is,” he says.

Enduro racing sees professional and amateur riders challenge the same course, competing on timed descents after riding to the top of each stage. Bethune's story illustrates how those who pay their own way, investing hours of training and racing time after working a full day, revel in another level of challenge and reward.

### **About Crankworx Whistler**

A gathering of the bike-minded, Crankworx is mountain biking's definitive celebration. It brings together the world's downhill, slopestyle and enduro legends with the superfans, rising stars, industry innovators and the next generation of mountain bike riders for ten days of contests, concerts, culture and cranking. Nowhere else exposes the cult of the fat tire from as many angles, with as much spectacle and celebration. Anointed by dirt, aligned with gravity, powered by passion - Crankworx combines it all.

### **About TELUS Optik Local Content Programming**

TELUS Optik Local seeks to support programming and projects that reflect the local community, a diversity of voices, innovative ideas and alternative views on existing or emerging issues of importance in the communities it serves, featuring local places and events in arts, culture, education and sport.

For more information, please contact:

Jennifer Smith, Crankworx Communications Manager

## Press Release Example #2

FOR IMMEDIATE RELEASE: January 6, 2014

### PuSh Festival Receives TELUS Optik™ Local Programming Grant

The Push International Performing Arts Festival is the proud recipient of an Optik Local programming grant from TELUS. The funds will support the production of a documentary film commemorating PuSh's 10th Anniversary and the occasion of the Festival's Gala Performance, which will be available for viewing on Optik TV On Demand.

The Gala Performance—Super Night Shot by Gob Squad Arts Collective (Germany/UK)—takes place on the 2014 Festival's opening night at the Vancouver Playhouse. Super Night Shot is a magical journey through the nighttime streets of a not too distant city. In this case, it's Vancouver that becomes the film set of this impromptu movie full of surprises, with the unsuspecting public as co-stars. Comical, moving and utterly unpredictable, Super Night Shot elevates the minutiae of everyday life into the glitz and glamour of a big-screen blockbuster. Super Night Shot is a celebration of serendipitous meetings with strangers and delights in the randomness of urban existence.

With the support of TELUS, through their Community Access Program, the PuSh Festival will capture the magic of this once-in-a-lifetime event. The commemorative film will incorporate behind-the-scenes footage of the making-of Super Night Shot and interviews with various artists, producers and festival-makers. It will also capture the 10th Anniversary Gala at the theatre where audiences, artists, PuSh staff and board, along with invited dignitaries, will gather to celebrate. Beyond capturing this one-night-only performance and party, the film is a reflection on the Festival's genesis, history and its impact on Vancouver's cultural landscape.

Of receiving this support from TELUS Optik Local, PuSh Festival's Artistic and Executive Director Norman Armour says, "TELUS continues to show great leadership by investing significant monies into this region's artistic communities, rewarding innovation and artistry through a variety of programs and initiatives. PuSh is both honoured and excited to receive this support. To not only turn 10 years old with verve and panache, but to also capture the impending sense of celebration on film—now that's something worthy of a very, very special event—as unique as the Festival itself." Local filmmaker Ian Barbour will direct the film, which is scheduled for completion in April 2014.

#### **About the PuSh International Performing Arts Festival**

The PuSh International Performing Arts Festival is Vancouver's mid-winter festival presenting acclaimed local, national and international artists. The PuSh Festival presents groundbreaking work in the live performing arts with theatre, dance, music, and various forms of multimedia and hybrid performance.

Celebrating its 10th anniversary, the 2014 PuSh Festival takes place January 14 to February 2, 2014 at various venues in and around Vancouver. This year's Festival includes works by artists and companies from Canada, England, Germany, Ireland, Lebanon, Portugal, and the United States. The 2014 Festival features more than 150 performances and events over 20 days, including 20 Mainstage shows, three weeks of performances at Club PuSh, networking events at the PuSh Assembly, film series, dinner/theatre experiences with Dine Out Vancouver, hotel/ticket packages through a new partnership with beVancouver.com, and many artist talks and other ancillary events.

#### **About TELUS Optik Local**

TELUS Optik Local is where TELUS showcases relevant, local, community-produced content, available through Optik TV On Demand. At Optik Local, we feature projects that encourage local storytelling and creative pursuits. For more information on Optik Local, please visit [www.telus.com/optiklocal](http://www.telus.com/optiklocal).

# About TELUS Platforms

Subscribers can screen all of our programs for free on TELUS Optik TV's Video On Demand (VOD) platform, and we also make them available on our YouTube channel and TELUS websites. These platforms require slightly different deliverables.

## Video On Demand (VOD)

As a VOD platform, TELUS Optik TV differs from traditional linear broadcasting channels in that your program(s) will be made available for free on demand within the Optik TV content library. This means your program(s) can be accessed for viewing by Optik TV subscribers 24/7. Because there is no “channel”, there are no pre-determined “time slots” or “air time” for your program(s). Delivery for VOD may involve packaging a final program into multiple chapters or “assets” of approximately 8 – 20 minutes in length, which usually provides the best viewing experience for our customers.

If your project is a series **OR** if your project is longer than 20 minutes in length, **please** contact your TELUS team member before principal photography starts to discuss how to best edit and package your program into one or more assets. These decisions could affect your production paths and the way in which you complete and deliver the metadata form(s). Please note that **every asset** needs separate and distinct metadata and box art — ask your TELUS team member for further details.

## Web streaming

Web streaming of your program(s) will be available through our TELUS Optik Local YouTube channel, and TELUS websites. **We strongly suggest that any online posting of your video is linked back to the Optik Local YouTube channel upload**, which will allow us to work together to maximize views. Web delivery is in a different format and requires slightly different metadata and box art; those details are listed on the metadata form on the following pages.

### How to find your program on Optik Local TV

1. Select “On Demand” from your TELUS remote control
2. Select “TV On Demand” from the first menu
3. Select “Optik Local” from the next menu
4. You can now browse all Optik Local content, by category, to find your program

## Definitions

**Video On Demand** is a platform that contains a library of audio-visual content that can be accessed, by subscribers, 24/7 on TELUS Optik TV, or the “Optik On The Go” app.

**Asset(s)** refer to the video file(s) of your completed project(s) that you deliver to TELUS

**Box Art** is the graphic representation of your project in the VOD library (like the boxes for DVDs)

**Thumbnail Art** is the graphic representation of your project on the web (like on the YouTube search result pages)

**Metadata** is the description of your content on the Optik Local VOD listings menu, and on the Optik Local YouTube channel that viewers will read to learn more about your project.

# Broadcast Standards and Coarse Language Policy

## TELUS and broadcast standards

To qualify as Optik Local programming, your program must comply with all laws, regulations and policies governing content, taste, community reflection and diversity of voices, including the Broadcasting Act, CRTC regulations and other relevant Canadian laws. TELUS Optik Local will not provide Video On Demand exhibition or grant support to any program that, in its sole discretion, may not comply with these laws, regulations and policies. It is your responsibility to ensure that the content of your program will adhere to all broadcast standards applicable in your grant agreement and per the guidelines below. Specifically, all content must:

- not include any programming content prohibited by **s. 8 of the Broadcasting Distribution Regulations** such as abusive comment, obscene or profane language, or false or misleading news;
- adhere to the **Industry Code of Programming Standards and Practices Governing Pay, Pay-per-view and Video-on-demand Services**;
- adhere to the **Canadian Association of Broadcasters' Code of Ethics**;
- adhere to the **Pay Television and Pay-per-view Programming Code Regarding Violence**;
- adhere to the **Canadian Association of Broadcasters' Equitable Portrayal Code**;
- if dealing with a controversial public issue, meet the requirements of **Clause 7 of the CAB Code of Ethics** within the context of the program without creating a requirement for any other programming to provide balance on the controversial public issue;
- meet the **classification requirements of either a "G" or "PG" rating**. (Please also note the TELUS Coarse Language Policy, which may or may not permit coarse language as strong as what is accepted under a PG rating.)

## Coarse language policy

TELUS accepts content up to and including PG-rated material. However, when it comes to the use of certain coarse language on screen, or in any voiceover or music used in the content, TELUS expects you to use language that might be closer to what qualifies for a 'G' rating.

Producers should either avoid the use of coarse language or note that TELUS will allow the use of coarse language but request that you drop the sound on the curse word so that the audience might see the lips moving but doesn't hear the word (and note that this is preferable to 'beeping' the word).

Generally, words that can be broadcast on network television in primetime are acceptable, however there may be exceptions to this. Please consult with your TELUS analyst if you have a question about certain words.

## G/PG rating pointers

For a helpful overview of determining G and PG rated content, please visit Alberta Film Ratings at [albertafilmratings.ca/movie\\_ratings\\_guide/G.aspx](http://albertafilmratings.ca/movie_ratings_guide/G.aspx)

# Delivery Materials

When your project is delivered we need certain information about it to make it enticing to the public. The goal is to get as many people as possible to watch your program.

**Metadata** is the description of your content on the Optik VOD listings menu and on the Optik Local YouTube channel that viewers will read to learn more about your project.

**Box Art** and **Thumbnail Images** are the graphic representation of your project (like the boxes for DVDs)

It is imperative that this information is accurate and that the synopses and images are compelling in order to entice TELUS Optik TV customers and internet users to choose to watch your content.

A VOD or Web **synopsis** is a brief outline or summary of your content. It needs to be concise, appealing and compelling in order to draw the viewer in and choose to watch your program. Make sure your synopsis is a powerful “hook” that pulls us in.

Keep in mind that the character counts for short and long synopses **include spaces**.

## Example of a short VOD synopsis

120 characters max — including spaces

Arc'teryx athlete, Justin Lamoureux, attempts to ride all 30 mountains he can see from his house.

## Example of a long synopsis

220 characters max — including spaces

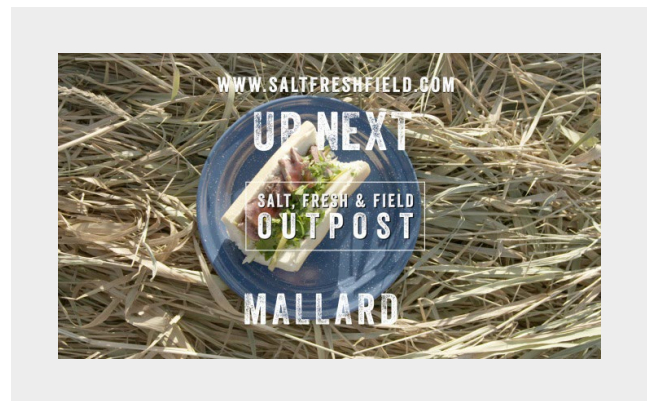
In his quest to ride all 30 mountains he can see from his house, Arc'teryx athlete Justin Lamoureux must deal with the realities of an ocean level approach, a bridgeless river that splits the valley and too many options to choose from.

## End board annotations

Annotated end boards are used at the end of the Web Version of a series, before the credits roll, to provide the viewer with an opportunity to click through to your next video. To do this, the filmmaker creates the endboard as part of their film and adds it to their editing timeline for a minimum of 10 seconds, before the film is rendered out, then Optik Local will add the annotated link once the video is uploaded to the web. Plan ahead because once an endboard is added, it can't be changed.

Please contact your TELUS Team Member during your post-production phase to discuss end board planning.

## Example annotated end board





# Information on Box Art and Thumbnail Images

Think about your Box Art and YouTube Thumbnail Images now and prepare to deliver the most compelling images possible.

For box art and thumbnail images, we highly recommend shooting gallery still photographs while you are in production so you have images for box art, thumbnails and other promotional uses.

We strongly recommend that you:

- Choose an image that is bright, high-contrast, clear, in focus, and hi-resolution.
- Choose visually compelling imagery, that is well-framed, has good composition, where the foreground stands out from background, looks great at both small and large sizes and accurately represents the content.
- Design images that reinforce your program's title(s), and make sure that if there are multiple episodes that all the titles together tell a cohesive story
- Do not use images that are sexually provocative or depict excessive violence.

The specs below are further detailed in your grant agreement, as well as on the metadata form that you will receive

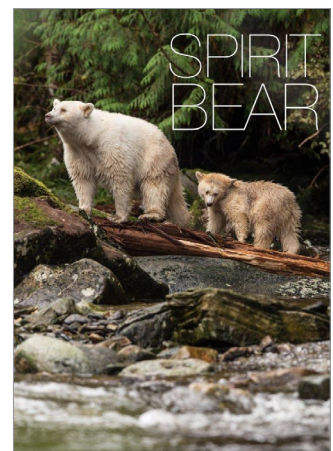
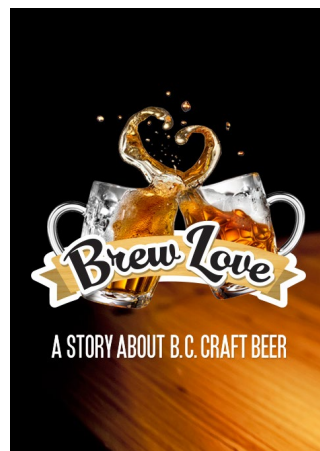
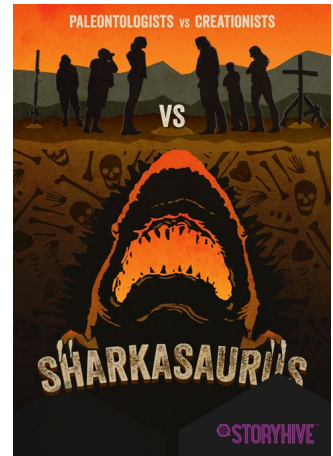
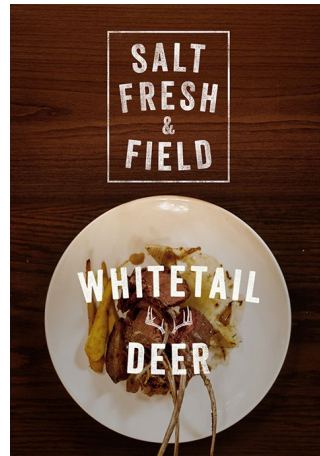
## Box Art Specifications for VOD

- File Type: .jpg, .jpeg
- Dimension: 480px wide x 688px high (must be exact)
- File Size: min 300k / max 6mb

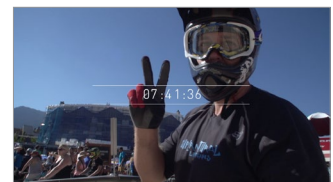
## Thumbnail Image Specifications for WEB

- File Type: .jpg, .gif, .bmp, .png
- Dimension: 1280px x 720px (must be exact)
- File Size: max 2mb

## Box Art Examples



## Thumbnail Art Examples



# Metadata Form

The following is the metadata form that you will receive as a separate document to be completed, saved and sent back to TELUS along with the rest of your final deliverables.

Please complete this form and include it, along with any other documents referenced on the checklist, on the hard drive that you deliver to us.

**If your project is a series**, please contact your TELUS representative **prior** to completing this form in order to discuss episode packaging for VOD (as those decisions will affect the information you enter on this form).

A VOD file may be a single film, a single longer-running episode of a series, or it may be composed of several episodes packaged together back-to-back in one video file.

Be sure to triple check the spelling of all names and places in your title cards, credits and final transcript. After you have delivered your program to TELUS, **it will not be possible to have this information changed.**

## Instructions for completing this form

1. If your project only requires the delivery of 1 video file, for VOD, please only complete the first segment of the “VOD File Names & Synopses” table.
2. The tables within the form are designed to allow you to report metadata for multiple file delivery. If you are delivering more files than there are spaces on the form, please continue your reporting on a 2nd metadata form and submit both of them together.
3. Each episode packaged within the VOD file(s) must also be delivered as individual video files for use on the web. A/V technical requirements are provided for your reference in your grant agreement.

## Example packaging plan

This packaging plan would be discussed and agreed upon with your TELUS representative prior to file export, and completion of the metadata form.

**For VOD**, a 5-part series consisting of 4-minute episodes could be packaged into a single VOD file, totalling 20 minutes. This file would need a series synopsis, 1 short, and 1 long, synopsis and 1 box art image. You would only need to complete the first segment of the VOD File Names & Synopses table.

**For Web/YouTube**, this same series would require 5 individual video files. Each video file would require a synopsis and a thumbnail image. You would need to complete 5 segments of the Web File Names & Synopses table.



# Metadata Form

This project is a:  Single Program  Series

Total Number of Episodes (If Series):

## Program/Series Title

### Program/Series Synopsis (140 characters max – including spaces):

A synopsis is a brief outline or summary of your program. It needs to be concise, appealing and compelling in order to draw the viewer in and incentivise them to choose to watch your content. Make sure your synopsis is a powerful “hook” that pulls us in:

Program will be delivered in:  HD  SD

Release Year:

**TELUS disclaimer is inserted at start of program** for at least 7 seconds incl. fades

**TELUS animated head credit**, as provided by TELUS, played in its entirety (approx. 6 seconds).

**Transcription file for VOD file enclosed**

**Box Art (for VOD) enclosed**

- File type: JPG, JPEG
- Width (W): 480 pixels exactly (do not exceed, as image will be rejected)
- Height (H): 688 pixels exactly (do not exceed, as image will be rejected)
- File size: minimum of 300 KB, Maximum of 6 MB
- Resolution: 300 dots per inch (dpi)
- Title placement: it should be prominently displayed and clearly legible.
- Logos: If the program has your logo on the box art, consider logo placement.
- Do not use images that are sexually provocative or depict excessive violence
- Choose visually compelling imagery, that is well-framed, has good composition and accurately represents the program
- Different Box Art must be provided for each VOD file delivered (if applicable). If the program has multiple VOD files, a visual theme is ideal, such as lettering and a graphic overlay.
- Choose imagery that reinforces your program’s title(s). The image should reflect what your program is about either literally or thematically. The simpler the better.
- Cluttered imagery is hard to decipher as a small thumbnail image on a Video on Demand system.

**Thumbnail Art (for Web) enclosed**

- Resolution of 1280x720 (with minimum width of 640 pixels).
- Accepted image formats: .JPG, .GIF, .BMP, or .PNG.
- Remain under 2MB limit.
- 16:9 aspect ratio as it’s the most used in YouTube players and previews.

**End Board Annotations**

- If your project is a series, the Web versions include endboards.
- See the Client Toolkit document for instructions.

# Metadata Form

## VOD File Names & Synopses

If you are delivering a single program, or a series that is **compiled** into just 1 single program file, please fill in 1 segment only. If you are delivering a series with multiple episodes packaged into multiple program files, please fill out 1 segment for each file being delivered. If your series exceeds 6 files, please continue on a second metadata form. Please contact your TELUS representative if you require additional details.

Video File Name:	Program/Episode Title:	Runtime:
Short Synopsis (max 120 characters, including spaces):	Long Synopsis (max 220 characters, including spaces):	
Video File Name:	Episode Title:	Runtime:
Short Synopsis (max 120 characters, including spaces):	Long Synopsis (max 220 characters, including spaces):	
Video File Name:	Episode Title:	Runtime:
Short Synopsis (max 120 characters, including spaces):	Long Synopsis (max 220 characters, including spaces):	
Video File Name:	Episode Title:	Runtime:
Short Synopsis (max 120 characters, including spaces):	Long Synopsis (max 220 characters, including spaces):	
Video File Name:	Episode Title:	Runtime:
Short Synopsis (max 120 characters, including spaces):	Long Synopsis (max 220 characters, including spaces):	
Video File Name:	Episode Title:	Runtime:
Short Synopsis (max 120 characters, including spaces):	Long Synopsis (max 220 characters, including spaces):	

# Metadata Form

## Additional Metadata for Web/YouTube

### Web File Names & Synopses

If you are delivering a single program (i.e.:1 video file for web) please fill in line 1 only. If you are delivering a series with multiple episodes, please input 1 episode per line. Please review the instructions at top of page 1 if you require additional details

Video File Name:	Program/Episode Title:	Runtime:
Short Synopsis (max 120 characters, including spaces):	Long Synopsis (max 220 characters, including spaces):	
Video File Name:	Episode Title:	Runtime:
Short Synopsis (max 120 characters, including spaces):	Long Synopsis (max 220 characters, including spaces):	
Video File Name:	Episode Title:	Runtime:
Short Synopsis (max 120 characters, including spaces):	Long Synopsis (max 220 characters, including spaces):	
Video File Name:	Episode Title:	Runtime:
Short Synopsis (max 120 characters, including spaces):	Long Synopsis (max 220 characters, including spaces):	
Video File Name:	Episode Title:	Runtime:
Short Synopsis (max 120 characters, including spaces):	Long Synopsis (max 220 characters, including spaces):	
Video File Name:	Episode Title:	Runtime:
Short Synopsis (max 120 characters, including spaces):	Long Synopsis (max 220 characters, including spaces):	

**Metadata Tags** Ex: food, local, Vancouver, culture, music, etc

### Project Related Social Media Hashtags, Handles and Contacts for Promotion

Ex: Preferred hashtags, Facebook URL, Twitter URL, Instagram URL. Please also include info for your Program's character(s) if they have their own established social media sites and handles

— End of Metadata Form —

## A/V Delivery Specs (HD)

Even though TELUS accepts both SD and HD formats, our preferred format is HD

Video Codec (MOV)	
<b>Apple Pro Res 422 (HQ)</b>	<b>Preferred</b>
XDCAM HD 30p or XDCAM EX 30p	Final Cut Pro and Adobe users
H.264 (Quality: Best)	Final Cut users
AVI	Avid users
MXF	Adobe users
MPEG-2 (.mpg)	Adobe users

### Aspect ratio — 16:9

- 1920 x 1080; or
- 1280 x 720

### Frame rate

- 29.97 fps if filmed at 30p.
- 59.94i/29.97 if filmed at 60i
- 23.98 fps if filmed at 24p.

Reverse Telecine material preferred.

If material should contain Telecine, make sure there's no cadence break. Material with cadence break will be rejected.

The whole video range should be between 0 and 700mv (black should not be lower than 0mv and white should not be higher than 700mv).

Please make sure if source content is progressive, export as progressive. If source content is interlaced, export as interlaced.

**Important:** All videos must begin and end with **15 frames** of black.

### Audio codec

- Integer (Little Endian) or AC-3
- 48Khz Stereo
- Sample size – 16 bit

Maximum audio level should be around -12dBsf with Maximum peak being not higher than -10dBsf.

Dialogue should not go under -30dBsf for more than 3 consecutive seconds.

### Graphics

- All supers must be 4:3 title safe

Regarding frame rate, please deliver your film with the same frame rate it was acquired in; for example, if it was filmed at 24p please deliver at 23.98fps.

## A/V Delivery Specs (SD)

Even though TELUS accepts both SD and HD formats, our preferred format is HD

Video Codec (MOV)	
<b>Apple Pro Res 422 (HQ)</b>	<b>Preferred</b>
DV NTSC	Avid, Adobe and FCP users
H.264 (Quality: Best)	Final Cut users
AVI	Avid users
MXF	Adobe users
MPEG-2 (.mpg)	Adobe users

### Aspect ratio — 4:3

- 720 x 480

### Frame rate

- 29.97 fps if filmed at 30p
- 59.94i/29.97 if filmed at 60i
- 23.98 fps if filmed at 24p

Reverse Telecine material preferred.

If material should contain Telecine, make sure there's no cadence break. Material with cadence break will be rejected.

The whole video range should be between 0 and 700 mv (black shouldn't be lower than 0mv and white shouldn't be higher than 700mv)

Please make sure if source content is progressive, export as progressive. If source content is interlaced, export as interlaced.

**Important:** All videos must begin and end with 15 frames of black.

### Audio codec

- Integer (Little Endian) or AC-3
- 48Khz Stereo
- Sample size – 16 bit

Maximum audio level should be around -12dBsf with Maximum peak being not higher than -10dBsf.

Dialogue should not go under -30dBsf for more than 3 consecutive seconds.

Regarding frame rate, please deliver your film with the same frame rate it was acquired in; for example, if it was filmed at 24p please deliver at 23.98fps.

# Optik Local Reporting Requirements

The following report templates will be provided to you by TELUS. These must be completed and returned as part of your required final deliverables. You will also find them referenced on the Final Delivery Checklist towards the end of this document.

## Volunteer Report

You must provide TELUS with a report that details all the volunteer opportunities that your project provided to the community (listing all volunteer positions, descriptions of the work performed and number of hours for each position). A “volunteer” is any person who participated in producing your project and did not receive compensation or the promise of future compensation.

## Diversity Report

You must provide TELUS with a report that details any aspects of your project, or the production team, or the intended audience for the project, which demonstrate diversity and/or inclusiveness. Elements of diversity and/or inclusiveness that you might consider for this report include, but are not limited to: multiculturalism; children and youth; at-risk youth; people who are hearing impaired, visually impaired and/ or who possess other disabilities; members of the LGBTQ communities; and First Nations or Aboriginal peoples.

## For event/training or workshop projects only

You must provide TELUS with a completed Community Outreach Initiatives Report. You will attach to this report a detailed summary of how your project was delivered, and how it met the description and achieved any goals set out in the proposal document provided by you, to TELUS.

# Final Delivery Checklist

All deliverables and audio/visual specifications are detailed in your Grant Agreement for reference

## Fine Cut Delivery

### 4 weeks prior to final delivery date:

Fine cut(s), including Disclaimer, TELUS head credit, tail credits, supers, subtitles, and music (final music is preferred if available), for TELUS review and approval

## Final Delivery

The following items are detailed in Section 5 of your TELUS Grant Agreement. Everything on the 3 lists below must be sent in together on a hard drive:

### Video On Demand (VOD) Files

Quicktime VOD master file asset(s)  
(Apple Pro Res 422 preferred, including Disclaimer and TELUS Head Credit)

QuickTime VOD 30-second trailer file<sup>1</sup> (Apple Pro Res 422 preferred)

QuickTime VOD 15-second trailer file<sup>1</sup> (Apple Pro Res 422 preferred)

Metadata Form

Transcription for each VOD file<sup>2</sup>

Box Art completed for each VOD asset<sup>2</sup>

### YouTube/Web Files

QuickTime H264 file(s) for web/YouTube  
(including Disclaimer and TELUS Head Credit as per guidelines)

QuickTime Web 30-second trailer file<sup>1</sup> (H264 format)

QuickTime Web 15-second trailer file<sup>1</sup> (H264 format)

Metadata Form (this is the same form referenced in the VOD list above)

Thumbnail image created for each file<sup>2</sup>

### Final Reports — all projects

Volunteer Report

Diversity Report

Community Outreach Initiatives Report  
(For workshops events only)

1. For series — submit 1 series trailer only, not 1 trailer per-episode  
2. See additional details on the Metadata Form

Please courier your hard drive to the **attention of your TELUS Representative** at the following address:

TELUS Optik Local  
c/o MAILROOM  
510 West Georgia Street  
Vancouver, B.C.  
V6B 0M3

Remember to keep a backup of the video files in the event that the hard drive becomes damaged or lost in transit.