BTPM Public Media Technical Specifications and Deliverables

Deliverable	BTPM Required Item	Format/Sizing/Description/Notes
Producer Contact Information	Copyright holder	Name Company Physical Address Phone Email
Program Description	Electronic Program Guide (EPG) Short Full	EPG – 90 characters max Short - 200 characters max Full – 400 characters Max
Screening Link	Low Rez Screening Link	MP4, Vimeo or Dropbox
Master File – Video	Preferred Codec	MPEG2 / XDCAM / HD422, 50Mbs
	Preferred Format	MXF OP1a (.mxf) or Quicktime (.mov)
	Image Quality	16:9 aspect ratio, 1920 x 1080, **29.97** fps, 4:2:2 with 8 or 10 bit sampling and compliant with SMPTE ST 274-2008 standard.
	Time Code	Time code must be SMPTE **drop frame**, and must begin with time code greater than 00:00:00:00. The time code should be 01:00:00:00 at start of program.
Master File - Audio	• Reference Tone: -20dBfs • Peak audio program level at -12 • average audio level should be around -20dBfs.	The audio standard BTPM PBS editors use is measured by the user's editing software (Final Cut Pro, Premiere, Avid, etc.) master audio meter. We all keep our averages between -18 to -12. As a general rule before a show/spot is delivered to BTPM PBS, an editor should adjust all the levels in the video to make sure they are even and playing back at similar levels. For example, the audio in a loud scene should be lowered so the meter does not go above -12.
	Channel Assignments	These are arranged in pairs and tagged as follows: 1-2 Stereo PCM - Required (Option 1)

		3-4 Surround Front (Option 2) 5-6 Surround C/LFE 7-8 Surround Rear 9-10 Surround side (7.1) 11-12 SAP 13-14 DVI
	Helpful Note:	Media Info Tool is very helpful in evaluating exported project files before sending to the ftp site: https://mediaarea.net/MediaInfo
Closed Captioning	SCC file required	If providing – Must match frame rate of media assets. If not providing, please provide script if available.
Content Rating	US Ratings as detailed in guideline.	For NETA & APT Distribution only. Inserted in the upper left corner during the first :15 of video (after underwriters). http://www.tvguidelines.org/ratings.html
NETA & APT Packaging	Presenting Station Logo	For NETA & APT Distribution only. The last two elements are: BTPM Presenting Station Logo followed by either the NETA or APT logo. Files sent upon request.
Trailers/Promo	Same video quality at program master	Promo - :30 max with the program title at the end with the last :05 clear of voiceover. 16 x 9 with no burned in captions, English SRT files. Trailer – no longer than 2 minutes.
Program Images	High-quality still images (i.e. photography or illustration) to be used for display and promotion	**Poster image – Title Logo Included** • 2000 x3000 .jpg • 850 x 1280 .jpg
		Mezzanine Image – No title logo/text • Dimensions: 1920 x 1280 jpg • Max width: 2160 px • The image must not be larger than 2 MB • Resolution: 300 dpi
		Carousel image – No Title logo/No text • 1440 x 497 • Aspect ratio: 18:7 • File Type: JPG **Square Image – No Title Logo – need this for every episode** 1080x1080 .jpg

		Title Image – High resolution png with transparent background or layered EPS file and a white transparent png of the logo if possible. 1800 x 1000 px on a transparent background.)
Social Media	Any related social media account info (if available). Electronic Press Kit (if available). Related promotional materials.	Examples of promotional materials could include: behind the scenes/making of video clips, interviews, trivia, or episode previews/bumpers (if available) Trailer: 16 x 9 and/or 9 x 16 with no burned in captions, English SRT files.
Music Cue Sheet	Listing of all musical elements.	Form: https://www.dropbox.com/scl/fi/p9g9i5eqr4d8384wtfskb/PBS-Music-Cue-sheet.xls?rlkey=5npgghopmw397vp114pt679jv&e=1&dl=0
Delivery Instructions	Dropbox or ftp site for promos & master file. All other deliverables can be delivered by Dropbox or zip files.	FTP site (ONLY for master file and promos) https://ftp.wned.org username: engguest password: Engguest1723

As of February 2026