

GENERAL INFORMATION

Rich media can be included in SIM digital editions on a variety of platforms and devices. The list of channels where SIM digital editions are published continues to evolve and expand. This document provides best practice settings for creating audio and video files to enable support for these files **across all platforms**.

PREFERRED FORMATS

- **Video** must be in the MP4 file format.
- **Audio** must be in the AAC or MP3 file formats.

DETAILED SPECIFICATIONS

RECOMMENDED VIDEO SETTINGS

File Format / Encoding

- File type - **MP4**
- Encoding - **h.264**
- Profile - **Baseline**
- Level - **3.1**

Pixel Dimensions

- Pixel dimensions - **1024x768** pixels recommended for 4:3.
- Pixel dimensions - **1280x720** pixels maximum for 16:9.
 - Do not exceed **1280** pixels in width.

Framerate

- Minimum - **23.97** frames per second.
- Maximum - **30** frames per second.
- Framerate - **Constant (not Variable)**.

Bitrate / Compression

- Bitrate encoding - **CBR (Constant Bitrate)**.
- Bitrate - **600 Kbps - 1800 Kbps**.
- Lower bitrates result in lower quality & smaller file sizes, while higher bitrates result in higher quality & larger file sizes.

Maximum 6MB per 30 seconds of video.

If an audio track exists please use the recommended audio settings in the next section.

Audio / Video For Tablets Recommended Settings

RECOMMENDED AUDIO SETTINGS

File format

- File Type - **AAC or MP3**
- Encoding - **AAC or MP3**

Bitrate / Compression

- Bitrate encoding - **CBR (Constant Bitrate)**.
- Bitrate - **128 Kbps - 192 Kbps**.
- Lower bitrates result in lower quality & smaller file sizes, while higher bitrates result in higher quality & larger file sizes.

Frequency - 44.1 kHz

Maximum 2MB per 30 seconds of audio.

Recommended Software

- **Adobe Media Encoder** (comes with the Adobe Creative Suite).
- **iTunes (free)** - <http://www.apple.com/itunes/download/>
- **Handbrake (free)** - <http://handbrake.fr/downloads.php>

For questions about these specs please contact:

richard.carlson@sorc.com

SIM Prepress is available to assist with generating files at these settings.