# FYC Viewing Platform Spec Sheet

## ASSET GUIDELINES

- **DO NOT** include "FYC" on the logo or key art.

- **DO NOT** include laurels of any kind.

- **DO NOT** include blatant campaigning language (i.e. VOTE, CHOOSE, anything along the lines of VOTE FOR ME etc.).

- **DO NOT** include show tune-in (i.e. "Mondays 8PM" or "Streaming Now").

- **DO NOT** include specific Emmy® categories on the key art.

- **DO NOT** include additional text such as cast or producer names, editorial/press quotes, show description, website links, taglines or other awards/accolades.

- **DO NOT** include the gold "For Your Consideration" banner in your email image design as it is part of the email template.

- **DO** include network or studio logo on the 650px width email image, in addition to whichever programming you are promoting.

**NOTE:**

The above pertains to the viewing platform only, not the invitation and event copy.

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## LOGOS
## Program logo



The program logo or key art is a square image (1242px x 1242px minimum) and must include the program title.

JPG or PNG, not on a transparent background.

Maximum file size is 400kb.

## Broadcast/cable network, studio or production company logo



The broadcast/cable network, studio or production company logo is a square image (1242px x 1242px minimum).
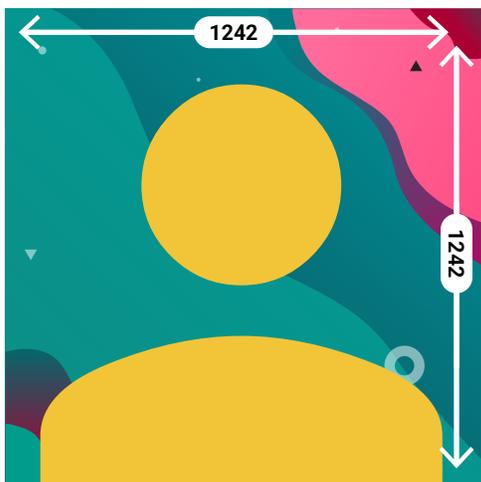
JPG or PNG, not on a transparent background.

Maximum file size is 400kb.

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## HEADSHOT
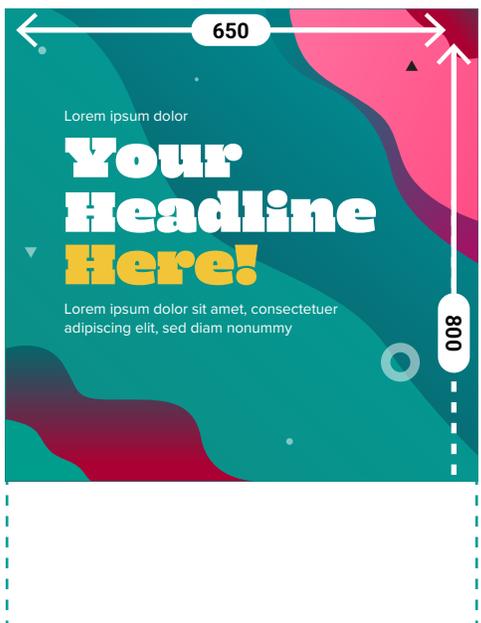## Headshot (for performer categories)



The headshot image is a square image (1242px x 1242px minimum). Color photo preferred.

JPG or PNG, not on a transparent background.

Maximum file size is 400kb.

## EMAIL IMAGE
## Email image (for program categories only)



The email image (650px x max. 800px) is used for the viewing platform email. The height is variable, however 800px is generally a good benchmark.

JPG, PNG, or GIF at 72dpi resolution.

Maximum file size is 5MB.

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## VIEWING PLATFORM CODES
## Viewing Platform Codes (not required if using TVA viewing platform)

A generic/easy to remember viewing code is recommended. For example, [your network/studio's abbreviation] FYC2026 [XXXFYC2026].

Viewing Platform codes must NOT contain any spaces or any of the following special characters: & # ; : < > – " " = _

If your site requires unique access codes, at least 35,000 codes will be required and provided by you in a spreadsheet - CSV or XLSX. Additional codes may be needed if the membership count is exceeded.

Codes must expire by September 30, 2026.

## VIDEO UPLOADS

## Video Uploads (for TVA viewing platform only)

Closed Captioning is required.*
        Upload a separate closed caption file.
        File Format: .vtt or .scc
        Note: Timecodes must start at the 00 hour mark (00:00:00 timecode format), not at the 01 hour mark.

Audio Description is optional.*
        Upload a separate audio description file.
        File Format: MP3, M4A, or WAV
        Note: As audio description is fairly new, it is optional (but highly recommended). If it wasn't created for
        your program, you will be able to proceed without it.
*Edited videos are exempt from the closed caption and audio description file requirement.

For detailed specifications for video content to be uploaded to the Viewing Platform, visit these links:

[Best Practices: The Video Creating, Transcoding, and Uploading Workflow](https://studio.support.brightcove.com/general/references/best-practices-video-creating-transcoding-and-uploading-workflow.html)
        https://studio.support.brightcove.com/general/references/best-practices-video-creating-transcoding-and-uploading-workflow.html

[Optimal Video Dimensions](https://studio.support.brightcove.com/general/references/optimal-video-dimensions.html)
        https://studio.support.brightcove.com/general/references/optimal-video-dimensions.html

[Supported Video and Audio Formats, Codecs, and Containers](https://studio.support.brightcove.com/general/references/supported-video-and-audio-formats-codecs-and-containers.html)
        https://studio.support.brightcove.com/general/references/supported-video-and-audio-formats-codecs-and-containers.html

Please email view@televisionacademy.com if you have any additional questions regarding specifications.