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, 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.

FYC Viewing Platform Spec Sheet
LOGOS

Program logo

The program logo or key art is a square image (600px x 600px 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 platform logo

The broadcast/cable network, studio or platform logo is a square image (600px x 600px minimum).
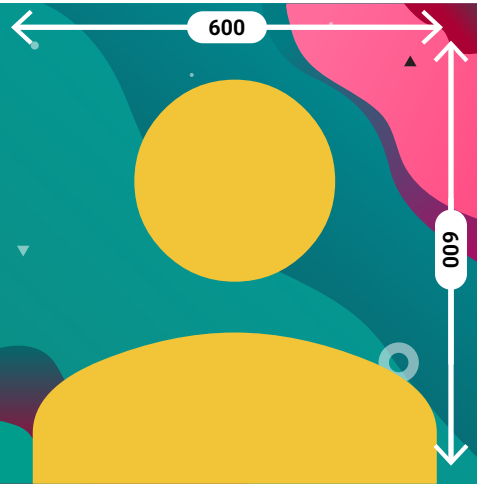
JPG or PNG, not on a transparent background.

Maximum file size is 400kb.

FYC Viewing Platform Spec Sheet
HEADSHOT

Headshot (for performer categories)

The headshot image is a square image (600px x 600px minimum). Color photo preferred.
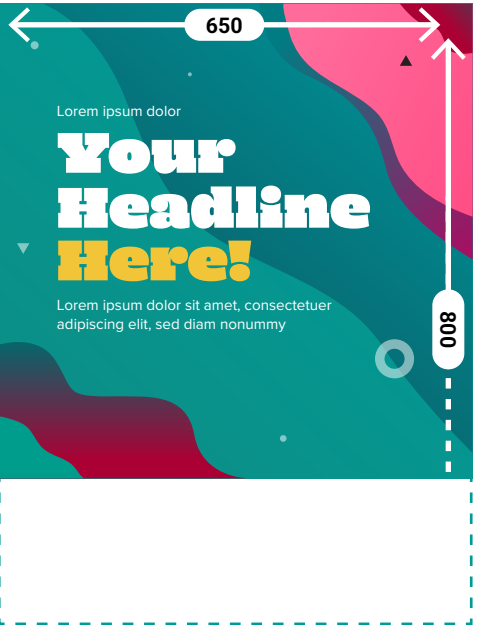
JPG or PNG, not on a transparent background.

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.

There is no maximum file size for this image.

FYC Viewing Platform Spec Sheet
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] FYC2025 [XXXFYC2025].

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

If your site requires unique access codes, at least 30,000 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, 2025.

VIDEO UPLOADS

Video Uploads (for TVA viewing platform only)

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.