



Content Operations
Global Content Delivery Guide

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1. Introduction

This delivery guide serves as an outline for the submission of content to Pluto TV. All requirements are built upon established workflows with the purpose of ensuring content is exhibited in the highest quality state to delight our users. Any deviation from these requirements must be approved by Pluto TV's Content Operations department prior to delivery, else overages may apply.

1.1 About Pluto TV

Well let's see. We could pen a historical essay about our 2013 origins. We could toss around numbers like 100s of channels, 200+ content partners, and 26+ million viewers. We could even drone on about our huge library of on-demand content which spans across all genres of movies, news, TV shows, sports, documentaries, and blah blah blahhh...

But why complicate things when Pluto TV is, at its core, really simple?

All you really need to know is... it's free of passwords, it's free of payments, and it's free of all those Friday night spats about what to watch.

So just lean back. Drop in and enjoy the show. It's free.

1.2 Deliverables

Successful delivery to Pluto TV means that all components can be delivered to Pluto's specifications:

- [Technical Onboarding List](#)
- [Pluto TV Metadata Template](#)
 - Password Protected: P1ut0TV2022
- **United States Only**
 - [Pluto TV Format Evaluation Sheet](#)
 - Password Protected: P1ut0TV2022
- **Europe + Australia**
 - Technical Onboarding Template (EU)

2 Contacts

- **USA**
 - VOD Deliveries
 - Alex Salazar
 - asalazar@pluto.tv
 - 210-473-8918
 - content-deliveries-us@pluto.tv
 - MRSS Feeds
 - Brian Lamb
 - brian.lamb@pluto.tv
- **Europe**
 - Chris Tittler
 - christoph.tittler@viacomcbs.com
 - +49 160-596-5433
- **LATAM / Brazil / Canada**
 - Majo Girondo
 - mariajose.girondo@paramount.com
 - +54 9 11-6889-6061

3 Video Specifications

Video files that are delivered to Pluto TV must be compliant with the Video and Audio specifications as detailed below. Additionally, **all video files must be submitted seamlessly; picture to picture, without bars / tone / slate and/or textless materials.**

Apple ProRes 422HQ is Pluto TV's preferred media codec for all asset deliveries.

All **logos and watermarking are subject to approval** from Pluto TV's Content Operations team, Partnerships team, and additional stakeholders. Below is a checklist of general requirements:

3.1 General Technical and Content Guidelines

General Technical Guidelines	<ul style="list-style-type: none">• Window-Boxed material is <u>not</u> acceptable• All files should be delivered as native frame rate of the original source<ul style="list-style-type: none">◦ Pillar boxing subject upon approval• Content must not be up-scaled / upconverted from SD to HD• Anamorphic Widescreen (2:35 ratios) is acceptable• Videos should be delivered seamlessly. The video should run picture to picture with no bars & tone; slate; and/or textless materials at the beginning or end• Preferred timecode should start at the zero-hour mark (e.g. 00:00:00;00)• Television Ad Blacks must be limited to no more than 2 seconds in length• Content should be delivered progressive over interlaced. Please flag to Pluto Content Operations if not possible.
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<p>General Content Guidelines</p>	<ul style="list-style-type: none"> • Videos should not contain branding for other video platforms or websites (i.e. Amazon Prime; YouTube; etc.) • Videos with paid sponsorships; product promotions; etc., should be communicated to Pluto TV Content Partnerships prior to delivery • Video must not contain any pixelation; tape hits; aliasing, or audio/video sync issues. Any anomalies found are subject to approval from Pluto.
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3.2 HD / SD Resolution Profiles

<p>HD Resolution</p>	<ul style="list-style-type: none"> • Square pixel aspect ratio (1:1) • Original Aspect Ratio: <ul style="list-style-type: none"> ◦ Content must be delivered in its original production aspect ratio ◦ Displayed image must be Active Pixel Only for all ratios ◦ Letterboxed or pillarboxed 16:9 materials must be communicated to Pluto TV Content operations prior to submitting • Video Resolution <ul style="list-style-type: none"> ◦ 1920x1080 Preferred ◦ 1280x720 Minimum • Bitrate <ul style="list-style-type: none"> ◦ 50-150 Mbps ◦ MP4 Deliveries Only: 50Mbps Max
<p>SD Resolution</p>	<ul style="list-style-type: none"> • NTSC Resolution: <ul style="list-style-type: none"> ◦ 640 x 480 with square pixel aspect ratio • PAL Resolution: <ul style="list-style-type: none"> ◦ 768 x 576 with square pixel aspect ratio • Bitrate <ul style="list-style-type: none"> ◦ 25 Mbps minimum • Original aspect ratio considerations for SD features and 16:9 SD material:

	<ul style="list-style-type: none"> ○ Content must be presented in its original production aspect ratio ○ Displayed image must be Active Pixel Only for all aspect ratios. ○ Window-boxed SD material will not be accepted
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3.3 HD / SD Frame Rates

Frame Rates	<ul style="list-style-type: none"> ● All files should be delivered to the native frame rate of the original source. This includes, but is not limited to the following: <ul style="list-style-type: none"> ○ 23.98 fps ○ 24 fps ○ 25 fps ○ 29.97 fps ○ 30 fps ○ 59.94 fps
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3.4 Payload Track Profiles

	Primary Deliverable	Alternate Deliverable <i>For all orders outside of the United States, please defer to this specification</i>
General Video Track Specifications	<ul style="list-style-type: none"> ● Apple ProRes 422 (HQ) ● Variable Bit Rate Mode ● Format profile: High ● File container must be delivered as .MOV ● Chroma sub sampling: 10bit 4:2:2 (Add) ● Color space: YUV (Add) ● Video is expected in Track # 1 within the MOV container 	<ul style="list-style-type: none"> ● H.264 codec ● MP4 container ● Variable Bit Rate Mode ● Format profile: High ● Chroma sub sampling: 10bit 4:2:2 (Add) ● Color space: YUV (Add)

Audio Specifications	<ul style="list-style-type: none">● Acceptable format:<ul style="list-style-type: none">○ Uncompressed Linear PCM● Bit Depth<ul style="list-style-type: none">○ 16 bit / 24 bit● Sampling Rate<ul style="list-style-type: none">○ 48kHz minimum● Stereo, Mono, LT/RT tracks - single interleaved pair, L/R● 5.1 Surround (Required if Available):<ul style="list-style-type: none">○ Channel Configuration<ul style="list-style-type: none">■ Ch.1 Left (Front) - discrete■ Ch.2 Right (Front) - discrete■ Ch.3 Center - discrete■ Ch.4 LFE - discrete■ Ch.5 Left Surround - discrete■ Ch.6 Right Surround - discrete■ Ch.7 Stereo (LT/RT) - interleaved L,R● Audio levels<ul style="list-style-type: none">○ Levels should be adjusted to playback from -12db to -6db○ All audio loudness levels should approximate -24 LKFS/LUFS (based on ITU-R BS.1770-4 loudness measurement methods) and audio peak level of -2 dBFS
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3.5 Multi-Language Deliveries

Pluto TV may request that additional audio element deliveries, either descriptive or localized dubbed language tracks be delivered as discreet audio files. Each audio file must conform to the video mezzanine file that is to be delivered.

Multi- Language File Delivery (Dubs Available)	<ul style="list-style-type: none">• Conforming to Master: Tracks must sync with the video master deliverable• File Format: .WAV File• Codec: PCM Audio• Sampling Rate: 48 kHz or higher• Bit Depth: 16 bit or 24 bit in alignment with the video mezzanine file that is to be provided• Stereo Mix Mapping: L-R or Dual Mono
Multi- Language File Delivery (Subs Available / No Dubbed materials)	<ul style="list-style-type: none">• If dubs are not available for a particular language, please confirm with your Pluto Partnerships Contact• For direct delivery to Pluto TV, please deliver subtitle files in a .VTT format• Delivery to vendors will support more robust formats (.SCC; .TTML; STL; etc). Please check with your Content Operations team prior to sending• Subtitle file must be synced with native language video file• Please contact Pluto TV Content Operations if the new availed language, has been previously delivered as a native language only file

3.6 Descriptive Audio:

Pluto TV is committed to making content accessible to all consumers. As such, we request that our content partners deliver Descriptive Audio also known as narrative tracks as a part of asset delivery packages when available. We will inquire about availability as a part of our content avails process.

3.7 Dubbed & Descriptive Technical Deliverable:

Dubbed Language & Descriptive Audio Specifications	<ul style="list-style-type: none">• Conforming to Master: Tracks must sync with the video master deliverable• File Format: .WAV File• Codec: PCM Audio• Sampling Rate: 48 kHz or higher• Bit Depth: 16 bit or 24 bit in alignment with the video mezzanine file that is to be provided• Stereo Mix Mapping: L-R or Dual Mono
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4 Ad Breakpoints Placement Rules

Please follow the rules below to ensure proper ad break structure per each region. Please note that each region has specific rulesets that need to be met to ensure proper delivery to Pluto TV.

4.1 United States / LATAM / Brazil / Canada - General Rules

- Ad Breakpoint timings restricted to SMPTE format - HH:MM:SS;FF
 - Please indicate **dropped frame (;)** vs. **non-dropped frame (:)** when filling out in the metadata sheet
- If content includes ad blacks, please place breakpoint in the middle of the black segment
- Placement of Ad Breakpoints should NEVER be directly at the END of a show. All Ad Breakpoints should be placed within the content.
- For Television content:
 - Please include original broadcast Ad Breakpoints if available
- For Films
 - Please provide DVD Chapter stops if available

4.2 Region Specific Requirements

	First Ad Breakpoint can be placed after the first X Minutes of content	Content below X minutes, does not require Ad Breakpoints
United States	12-16 Minutes	12 Minutes
Canada	7 Minutes	5 Minutes
Brazil		
LATAM		

4.2.1 United States Unique Rules

Unique TV Rules

- If no Ad Breakpoints exist, please follow the following formula
 - 30 Minute Shows
 - Beginning (After Show Intro)
 - Middle
 - End (Pre Credit Roll)
 - 60 Minute Shows
 - Beginning (After Show Intro)
 - Between minutes 10 - 12
 - Between minutes 19 - 22
 - Between minutes 29 - 32
 - End (Pre Credit Roll)

Unique Film Rules

- 1 Ad Breakpoint placed every 10 - 12 minutes worth of content
 - Please insert in best space available (Natural cut; fade; transition; etc.)
- Ad Breakpoints must be spaced a minimum of 7 minutes apart

4.3 Ad Breakpoint Creation Guidelines

If Ad Breakpoints are being created, please follow our chart below for requirements.

If your content duration falls outside the perimeters, please round to the next tier (e.x.

If your content runs 50 minutes long, please consider it in the 54-60 minute tier, which requires 6 Ad Breakpoints).

4.3.1 United States Ad Breakpoint Structure

Content Duration (Min)	Minimum # of Ad Breakpoints Required	Target Allotment Time (Min)
22-24	3	30
33-36	4	45
44-48	5	60
54-60	6	75
65-72	7	90
76-84	8	105
87-96	9	120
98-107	10	135
108-119	11	150
120-131	12	165
132-144	13	180
152-168	15	210
169-180	16	225
181-192	17	240

**For Children's Content, please refer to section 9 of this document*

4.3.2 Latam & Brazil Ad Breakpoint Structure

- First segment of the content should be the longest one (recommending a minimum of 7 min.)
- Ad breakpoint durations need to ALWAYS be in multiples of 15 sec and should not exceed 2 min each

Content Duration (Min)	Minimum # of Ad Pods Required	Total Duration of Ad Breaks (min)
0-5	0	0
6-12	1	1
13-15	1	2
16-21	2	4
22-30	3	5
31-45	4	8
46-60	5	10
61-75	6	12
76-90	8	16
91-105	9	18
106-120	10	20
121-135	11	22
136-150	12	24
151-165	13	26
166-180	14	28
181-195	15	30
196-210	16	32

4.3.3 Canada Ad Breakpoint Structure

Content duration (min)	Minimum # of Ad Pods Required	Non-Kids	Kids
		Total duration of Ad Breaks (min)	Total duration of Ad Breaks (min)
0-5	0	0	0
6-12	1	1	1
13-15	1	2	2
16-21	2	4	2
22-30	3	5	4
31-45	4	8	6
46-60	5	10	8
61-75	6	12	9
76-90	8	16	12
91-105	9	18	14
106-120	10	20	16
121-135	11	22	18
136-150	12	24	20
151-165	13	26	22
166-180	14	28	24
181-195	15	30	26
196-210	16	32	28

4.4 Europe Ad Breakpoint Structure

General EU / Australia Rules

- Ad Breaks should be set at naturally occurring scene breaks and/or fades to black. As a rule, natural breaks must not damage the integrity or value of the program in which they occur. E.g. when there is a clearly marked and dramatically significant lapse of time in the action or there is a complete change of scene, with a significant break in the continuity of action.
- EU / Australia is divided into 3 clusters with 10 territories in total
 - South
 - Spain, France and Italy (ES-FR-IT)
 - North
 - Denmark, Finland, Norway, Sweden and Finland + Germany/Austria/Switzerland (DK-FI-NO-SE-GSA)
 - United Kingdom (UK)
 - Australia
 - Australia (AU)
- There are different ad break rules for the 3 clusters, please refer to the appropriate charts for ad break creation (p. 22 for ES-FR-IT, p. 23 for DK-FI-NO-SE-GSA, p.25 for UK, p.26 for AU)
- Other than territories there are differences in ad break structure depending on the Content type such as:
 - Kids content (movies & series)
 - Non-kids content
 - TV series that are not kids content
 - Documentaries (even when they are categorized as “Films”)
 - Concerts
 - Sports content

- Stand-up Comedy
 - Feature Films
 - News content
- By "film" we refer to features/cinema movies/TV movies and such, not the "type:film" that can be found on the JSON structure. The genre/subgenre and category/subcategory fields on the MO might help to differentiate the content format.
- Av. program segment length, e.g. 10-15 minutes: 1st ad break should be after 10-15 minutes from the start of the video, next ad break 10-15 minutes after the 1st ad break
 - If the last segment is below program segment length (see charts on p. 22 - 26), the last ad break should be placed right before the end credits.
- Ad breaks should never be placed after the credits or within the last 15 seconds of a clip.
- For ad break creation, please use the following charts on p. 22-26 depending on territory and content type.

4.4.1 ES-FR-IT Ad Breakpoint Creation Guidelines

KIDS CONTENT – ES-FR-IT			
October 2023			
Content Duration (min)	# of Ad Breaks	Total Ad Breaks Duration	Avg. program segment length
**	1	3'00"	
ALL KIDS CONTENTS (Series & Film) should have only 1 Ad Break right before the end credits			
FEATURE FILMS & NEWS CONTENT – ES-FR-IT			
October 2023			
Content Duration (min)	# of Ad Breaks	Duration per Ad Break	Avg. program segment length
**	1 per 30 min of runtime	3'00"	30 - 33 min
ALL FEATURE FILMS & NEWS CONTENTS should have 1 Ad Break every 30 - 33 min of content			
NON KIDS SERIES – ES-FR-IT			
November 2023			
Content Duration (min)	# of Ad Breaks	Total Ad Breaks Duration	Avg. program segment length
<15	0	0'	
> 15 to 24	1	3'00"	10-15 min
25 to 44	2	6'00"	10-22 min
45 to 64	3	9'00"	13-22 min
65 to 84	4	12'00"	13-22 min
85 to 104	5	15'00"	15-22 min
105 to 124	6	18'00"	17-22 min
125 to 144	7	21'00"	17-22 min
145 to 164	8	24'00"	18-22 min

4.4.2 DK-FI-NO-SE-GSA Ad Breakpoint Creation Guidelines

KIDS CONTENT – DK-FI-NO-SE-GSA			
October 2023			
Content Duration (min)	# of Ad Breaks	Total Ad Breaks Duration	Av. program segment length
**	1	3'00"	
ALL KIDS CONTENTS (series & film) should have only 1 Ad Break right before the end credits			
FEATURE FILMS & NEWS CONTENT – GSA			
September 2022			
Content Duration (min)	# of Ad Breaks	Duration per Ad Break	Av. program segment length
**	1 per 30 min of runtime	6'00"	30 – 33 min
ALL FEATURE FILMS & NEWS CONTENTS should have 1 Ad Break every 30 – 33 min of content			
FEATURE FILMS & NEWS CONTENT DK-SE-NO-FI			
January 2024			
Content Duration (min)	# of Ad Breaks	Total Ad Breaks Duration	Av. program segment length
<24	0	0'	
25-49	1	5'00"	14 – 18 min
50-74	2	10'00"	15 – 19 min
75-99	3	15'00"	17 – 21 min
100-124	4	20'00"	18 – 22 min
125-149	5	25'00"	19 – 23 min
150-174	6	30'00"	19 – 23 min
175-199	7	35'00"	20 – 24 min
200-224	8	40'00"	20 – 24 min
>225' add 1 300s break every 25' of content			20 – 24 min
NON KIDS SERIES – DK-FI-NO-SE-GSA			
September 2023			
Content Duration (min)	# of Ad Breaks	Total Ad Breaks Duration	Av. program segment length
<16	0	0'	
16-19	1	4'00"	8 – 10 min
20-23	1	5'00"	10 – 12 min

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24-27	1	5'30"	12 - 14 min
28-31	2	7'00"	9 - 10 min
32-35	2	8'00"	9 - 10 min
36-38	2	9'00"	11 - 12 min
39-43	2	10'00"	13 - 14 min
44-51	2	11'00"	15 - 17 min
52-59	3	12'00"	13 - 15 min
60-74	3	15'00"	15 - 19 min
75-85	4	18'00"	16 - 17 min
86-95	4	20'00"	17 - 19 min
96-104	4	22'00"	19-21 min
105-123	5	25'00"	18-21 min
124-149	6	30'00"	18-21 min
150-179	7	35'00"	19-22 min
180-200	8	40'00"	20-22 min
>200' add 1 x 300s break every 20' of content			12 - 16 min

4.4.3 UK Ad Breakpoint Creation Guidelines

KIDS CONTENT – UK			
September 2022			
Content Duration (min)	# of Ad Breaks	Total Ad Breaks Duration	Avg. program segment length
**	1	3'00"	
ALL KIDS CONTENTS (Series & Film) should have only 1 Ad Break right before the end credits			
FEATURE FILMS & NEWS CONTENT – UK			
September 2022			
Content Duration (min)	# of Ad Breaks	Duration per Ad Break	Avg. program segment length
**	1 per 30 min of runtime	6'00"	30 - 33 min
ALL FEATURE FILMS & NEWS CONTENTS should have 1 Ad Break every 30 - 33 min of content			
NON KIDS SERIES – UK			
November 2023			
Content Duration (min)	# of Ad Breaks	Total Ad Breaks Duration	Avg. program segment length
<15	0	0'	
15-19	1	3'00"	6 - 10 min
20-27	1	4'00"	8 - 13 min
28-37	2	6'00"	10 - 16 min
38-51	2	8'00"	10 - 16 min
52-83	3	12'00"	>13 min
84-105	4	16'00"	>13 min
106-130	5	18'00"	>13 min
>130' add 1 x 240s break every 20' of content			>13 min

4.4.4 AU Ad Breakpoint Creation Guidelines

If ad breakpoints are being created for this kind of content and region, please follow the charts below.

The Ad-Break Length is fixed, so must be according to below:

- Kids Content (Kids Series & Kids Movies): 60 secs. for each Ad Break.
- All remaining Content: 120 secs. for each Ad Break.

KIDS SERIES & KIDS FEATURE FILMS – AU			
June 2023			
Content Duration (min)	# of Ad Breaks	Total Ad Breaks Duration	Av. program segment length
<30 23-25 real length of content	2	2'00"	8 min (time split evenly across the segment parts)
NON KIDS SERIES & NON KIDS FEATURE FILMS – AU			
June 2023			
Content Duration (min)	# of Ad Breaks	Total Ad Breaks Duration	Av. program segment length
30 23-25 min. (min./max. = 30 sec under/over)	3	6'00"	4-8 min (final segment can be shorter)
60 45-48 min. (min./max. = 30 sec under/over)	5	10'00"	6-12 min (final segment can be shorter)
90 70-75 min. (min./max. = 30 sec under/over)	7	14'00"	6-12 min (final segment can be shorter)
120 90-96 min. (min./max. = 30 sec under/over)	9	18'00"	6-12 min (final segment can be shorter)
** N.B. Geordie Shore has 4 Segments taking natural Breaks			

5 Metadata Requirements

The Pluto TV metadata sheet is required to be completed and included with all asset package deliveries. Metadata is critical to our viewer experience as it plays a direct role in enhancing the discoverability of content within our consumer applications. Metadata should be submitted via an .xlsx template provided by the Pluto TV Content Operations team. Completed metadata can be delivered via email to a designated vendor.

5.1 Film Requirements

Element	Description	Required / Optional
GUID or custom code	<i>GUID or custom code can be entered here. These are typically unique per each title.</i>	Optional
Gracenote TMS ID	US, UK, DE ONLY <i>Please provide the Gracenote TMS IDs when available per title. Comma delimited.</i>	Required (When Available) US, UK, DE ONLY
EIDR ID	<i>Please provide EIDR ID when available per title. Comma delimited.</i>	Required (When Available)
IMDB ID		imdb.ID
Pluto Avails ID	<i>ID provided from the Media Order</i>	plutoavailsID
Film Name	IMPORTANT: ALL CAPS PROHIBITED. <i>For titles that start with "The", please do not rearrange for alphabetical use (e.g. "The Graduate" not "Graduate, The").</i>	Required

Localized Film Name	<i>If you are availing a title dubbed from another language, please include the localized Film title here. If this information is not available, please leave blank.</i>	Optional
Film Short Description	<i>(Restricted to 255 character limit) Please provide a localized description when available. If this is something you cannot provide, please flag to Pluto TV Content Operations</i>	Required
Ad Breakpoints	<i>Restricted to the SMPTE format HH:MM:SS;FF Values need be comma delimited.</i>	Required (When Available)
Regions	<i>ISO-2 Values only. IMPORTANT: This value is defined in your contract and included in the Media Order. Please reference instructions tab for ISO-2 values.</i>	Required
Copyright Information	<i>Restricted to 150 characters Do not include the © symbol Format: TextString YYYY (e.x. Movie Co. 1998)</i>	Required
Content Rating**	<i>MPAA and/or TV Parental Guide Rating. IMPORTANT: All content must include a valid rating. Pluto does not recognize the value 'NR' ['Not Rated'] or 'UR' ['Unrated']. If your Film hasn't been officially rated by</i>	Required

	<i>the MPAA, please provide your own TV equivalent rating. Please see Instructions tab for further details.</i>	
Content Rating Descriptors**	<i>Restricted to values in the 'Instructions tab'</i>	Required
Film Tags or Keywords	<i>(Restricted to 1024 characters and must be comma delimited.) IMPORTANT: Keywords and tags are used to describe the content. This includes and is not limited to: actors, genres, plot devices, theme, etc. Please provide in localized language when applicable.</i>	Required
Original Release Date	<i>This value needs to be the exact date or year of release. Restricted to Date Format: YYYY-MM-DD If the exact MM-DD is unknown, please default to 01-01-YYYY</i>	Required
Production Countries	<i>The country in which the production company is based. E.x. 'United States','South Africa'</i>	Required
Production Year	<i>LAST year of production (or first global release year if unavailable) E.x. 2017</i>	Required

Production Company	<i>Company responsible for financing the content E.x. 'Sony'</i>	Required
Metadata Language	<i>Restricted to ISO 639-1 codes</i>	Required
Director(s)	<i>Restricted to 1024 characters. Comma delimited.</i>	Required
Actor(s)	<i>Restricted to 1024 characters. Comma delimited.</i>	Required
Writers(s)	<i>Restricted to 1024 characters. Comma delimited.</i>	Optional
Producer(s)	<i>Restricted to 1024 characters. Comma delimited.</i>	Optional
Film Trailer File Name	<i>Link / URI</i>	Optional
Video File Name	<i>IMPORTANT: This is the URI of the actual delivery file. (e.x. 'the_graduate_1967.mp4') No special characters. Only use a-z, 0-9, -, and _ . Spaces are not allowed.</i>	Required
Film Color	<i>Film Color or Black & White (Case Sensitive) Restricted to values below. Color = c Black & White = b/w</i>	Required
Video Language	<i>Restricted to ISO 639-1 codes</i>	Required
Dubbed Languages	<i>ISO 639-1 codes Please see instructions tab for further details</i>	Required

Dubbed Language File Name	<p><i>IMPORTANT: This is the URI of the actual delivery file. (e.x. 'the_graduate_1967.wav')</i></p> <p><i>No special characters. Only use a-Z, 0-9, -, and _. Spaces are not allowed.</i></p>	Required
Descriptive Video Service (DVS) / Audio Description Tracks Languages Ordered	<p><i>ISO 639-1 codes</i></p> <p><i>Please see instructions tab for further details</i></p>	Required
DVS / AD File Name	<p><i>IMPORTANT: This is the URI of the actual delivery file. (e.x. 'the_graduate_1967.wav')</i></p> <p><i>No special characters. Only use a-Z, 0-9, -, and _. Spaces are not allowed.</i></p>	Required
Closed Captions Requirements	<p><i>True / False Values Only</i></p> <p><i>Any content aired previously on US TV (in ENG or LAS), will require Closed Captions in their respective language. Please reference the Pluto TV Closed Caption Spec Sheet for further detail, or reach out to the Pluto TV Content Operations team.</i></p>	Required
CC Language	<p><i>This is the filename for your CC files.</i></p> <p><i>IMPORTANT: File names should not contain spaces or special characters. Only A-Z, 0-9, _ , and -</i></p>	Required

CC File Name	<i>ISO 639-1 codes</i>	Required
Subtitle Language	<i>ISO 639-1 codes</i> <i>Please see instructions tab for further details</i>	Required
Subtitle File Name	<i>This is the filename for your subtitles file.</i> <i>IMPORTANT: File names should not contain spaces or special characters. Only A-Z, 0-9, _ , and -</i>	Optional
Series Featured Artwork File Name	<i>Featured art should be key art only and not contain any graphical elements.</i>	Required
Vertical Series Featured Artwork File Name	<i>Featured art should be key art only and not contain any graphical elements.</i>	Required
Horizontal Series Featured Artwork File Name	<i>Poster art should only contain key art, title treatment and have no additional graphic elements.</i>	Required
Series Square Artwork File Name	<i>Square art should only contain key art, title treatment and have no additional graphic elements.</i>	Required
Film Screenshot 16x9	<i>Please link URI for required screenshot images.</i> <i>If this cannot be provided, please notify Pluto TV Content Operations</i>	Required

Film Screenshot 4x3	<i>Please link URI for required screenshot images. If this cannot be provided, please notify Pluto TV Content Operations</i>	Required
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*TMS ID's

Pluto TV requests that TMS ID's be provided for your content within the metadata deliverable when available. TMS ID's are used within Pluto TV's consumer applications and externally within partner device environments to promote content discoverability and connect users with your content.

**Please defer to Rating values in section 5.3

5.2 TV Requirements

Element	Description	Required / Optional
GUID or custom code	<i>GUID or custom code can be entered here. These are typically unique per each title.</i>	Optional
Gracenote Series TMS ID*	US, UK, DE ONLY <i>Please provide the Gracenote TMS IDs when available per title.</i>	Required (When Available) US, UK, DE ONLY
Gracenote Episode TMS ID*	US, UK, DE ONLY <i>Please provide the Gracenote TMS IDs when available per title.</i>	Required (When Available) US, UK, DE ONLY
EIDR ID Series	<i>Please provide EIDR ID when available per title</i>	Required (When Available)
EIDR ID Episode	<i>Please provide EIDR ID when available per title</i>	Required (When Available)
IMDB ID	<i>Episode Specific ONLY</i>	imdb.ID
Pluto Avails ID	<i>ID provided from the Media Order</i>	plutoavailsID
TV Series Name	<i>IMPORTANT: ALL CAPS PROHIBITED. For titles that start with "The", please do not rearrange for alphabetical use (e.g. "The Graduate" not "Graduate, The").</i>	Required

<p>Localized Series Name</p>	<p><i>If you are availing a title dubbed from another language, please include the localized Film title here.</i></p> <p><i>If this information is not available, please leave blank.</i></p>	<p>Optional</p>
<p>TV Series Short Description</p>	<p><i>(Restricted to 255 character limit)</i></p> <p><i>Please provide a localized description when available. If this is something you cannot provide, please flag to Pluto TV Content Operations</i></p>	<p>Required</p>
<p>TV Series Season Number</p>	<p><i>Enter the Season Number for each episode.</i></p> <p><i>#'s are only allowed, letters are illegal formatting. ['2A' is not acceptable, please contact your Content Ops Representative if your content is affected]</i></p>	<p>Required</p>
<p>Episode Number</p>	<p><i>Restricted to numbers only. Episode '0' is not an option</i></p>	<p>Required</p>

Episode Name	<p><i>(Restricted to 150 character limit)</i></p> <p><i>IMPORTANT: ALL CAPS PROHIBITED. For titles that start with "The", please do not rearrange for alphabetical use (e.g. "The Graduate" not "Graduate, The").</i></p> <p><i>Please provide localized Episode Names when applicable. If no names are available, please localize 'Episode #' as the title (ex. 'Episodio 1; Episodio 2; etc).</i></p>	Required
Episode Short Description	<p><i>(Restricted to 255 character limit)</i></p> <p><i>Please provide a localized description when available. If this is something you cannot provide, please flag to Pluto TV Content Operations</i></p>	Required
Ad Breakpoints	<p><i>Restricted to the SMPTE format HH:MM:SS;FF.</i></p> <p><i>Values need be comma delimited.</i></p>	Required (When Available)
Regions	<p><i>ISO-2 Values only.</i></p> <p><i>IMPORTANT: This value is defined in your contract and included in the Media Order. Please reference instructions tab for ISO-2 values.</i></p>	Required

Copyright Information	<p><i>Do not include the © symbol (dynamically inserted on platform)</i></p> <p><i>Restricted to 150 characters</i></p> <p><i>Format: TextString YYYY (e.x. Movie Co. 1998)</i></p>	Required
Content Rating**	<p><i>MPAA and/or TV Parental Guide Rating.</i></p> <p><i>IMPORTANT: All content must include a valid rating. Pluto TV does not recognize the values 'NR' ['Not Rated'] or 'UR' ['Unrated']. If your Film hasn't been officially rated by the MPAA, please provide your own TV equivalent rating. Please see Instructions tab for further details.</i></p>	Required
Content Rating Descriptors**	<p><i>Restricted to values in the 'Instructions tab'</i></p>	Required
TV Series Tags	<p><i>(Restricted to 1024 characters and must be comma delimited.)</i></p> <p><i>IMPORTANT: Keywords and tags are used to describe the content. This includes and is not limited to: actors, genres, plot devices, theme, etc.</i></p> <p><i>Please provide in localized language when applicable.</i></p>	Required

Original Release Date	<p><i>This value needs to be the exact date or year of release.</i></p> <p><i>Restricted to Date Format: YYYY-MM-DD</i></p> <p><i>If the exact MM-DD is unknown, please default to 01-01-YYYY</i></p>	Required
Production Company	<p><i>Company responsible for financing the content</i> <i>e.x. 'Sony'</i></p>	Required
Production Countries	<p><i>The country in which the production company is based.</i> <i>e.x. 'United States','South Africa'</i></p>	Required
Production Year	<p><i>LAST year of production (or first global release year if unavailable)</i> <i>e.x. (2017)</i></p>	Required
Series Metadata Language	<i>Restricted to ISO 639-1 codes</i>	Required
Episode Language	<i>Restricted to ISO 639-1 codes</i>	Required
Director(s)	<p><i>Restricted to 1024 characters.</i> <i>Comma delimited.</i></p>	<p>REQUIRED (SCRIPTED CONTENT)</p> <p>OPTIONAL (UNSCRIPTED CONTENT)</p>

Actor(s)	<i>Restricted to 1024 characters. Comma delimited.</i>	REQUIRED (SCRIPTED CONTENT) OPTIONAL (UNSCRIPTED CONTENT)
Producer(s)	<i>Restricted to 1024 characters. Comma delimited.</i>	Optional
Writers(s)	<i>Restricted to 1024 characters. Comma delimited.</i>	Optional
Series Trailer File Name	<i>Link / URI</i>	Optional
Video File Name	<i>IMPORTANT: This is the URI of the actual delivery file. (e.x. 'the_graduate_1967.mp4')</i> <i>No special characters. Only use a-Z, 0-9, -, and _. Spaces are not allowed.</i>	Required
Episode Color	<i>Film Color or Black & White (Case Sensitive)</i> <i>Restricted to values below: Color = c Black & White = b/w</i>	Required
Video Language	<i>ISO 639-1 codes</i> <i>Please see instructions tab for further details</i>	Required
Dubbed Language	<i>ISO 639-1 codes</i> <i>Please see instructions tab for</i>	Required

	<i>further details</i>	
Dubbed Language File Name	<p><i>IMPORTANT: This is the URI of the actual delivery file. (e.x. 'the_graduate_1967.wav)</i></p> <p><i>No special characters. Only use a-Z, 0-9, -, and _. Spaces are not allowed.</i></p>	Required
Descriptive Video Service (DVS) / Audio Description Tracks Languages Ordered	<p><i>ISO 639-1 codes</i></p> <p><i>Please see instructions tab for further details</i></p>	Required
DVS / AD File Name	<p><i>IMPORTANT: This is the URI of the actual delivery file. (e.x. 'the_graduate_1967.wav)</i></p> <p><i>No special characters. Only use a-Z, 0-9, -, and _. Spaces are not allowed.</i></p>	Required
Closed Captions Requirements	<p><i>True / False Values Only</i></p> <p><i>Any content aired previously on US TV (in ENG or LAS), will require Closed Captions in their respective language. Please reference the Pluto TV Closed Caption Spec Sheet for further detail, or reach out to the Pluto TV Content Operations team.</i></p>	Required
CC Language	<i>Restricted to ISO 639-1 codes</i>	Required (When Available)

CC File Name	<p><i>This is the filename for your CC files.</i></p> <p><i>IMPORTANT: File names should not contain spaces or special characters. Only A-Z, 0-9, _ , and - .</i></p>	Required (When Available)
Subtitle Language	<p><i>Restricted to ISO 639-1 codes</i></p>	Required (When Available)
Subtitles File Name	<p><i>This is the filename for your subtitles file.</i></p> <p><i>IMPORTANT: File names should not contain spaces or special characters. Only A-Z, 0-9, _ , and - .</i></p>	Optional
Series Featured Artwork File Name	<p><i>Featured art should be key art only and not contain any graphical elements.</i></p>	Required
Vertical Series Poster Artwork File Name	<p><i>Poster art should only contain key art, title treatment and have no additional graphic elements.</i></p>	Required
Horizontal Series Poster Artwork File Name	<p><i>Poster art should only contain key art, title treatment and have no additional graphic elements.</i></p>	Required
Series Square Artwork File Name	<p><i>Square art should only contain key art, title</i></p>	Required

	<i>treatment and have no additional graphic elements.</i>	
TV Screenshot 16x9	<i>Please link URI for required screenshot images. If this cannot be provided, please notify Pluto TV Content Operations</i>	Required
TV Screenshot 4x3	<i>Please link URI for required screenshot images. If this cannot be provided, please notify Pluto TV Content Operations</i>	Required

*TMS ID's

Pluto TV requests that TMS ID's be provided for your content within the metadata deliverable when available. TMS ID's are used within Pluto TV's consumer applications and externally within partner device environments to promote content discoverability and connect users with your content.

**Please defer to Rating values in section 5.3

5.3 Rating Values

Below are the acceptable TV and Film values Pluto recognizes. Should your films not have been previously approved by the MPA, or MPAA, please provide an appropriate TV Rating value per title.

5.3.1 United States

TV Ratings	Film Ratings (MPA)
TV-Y	G (General Audience)
TV-Y7	PG (Parental Guidance)
TV-Y7-FV	PG-13 (Parental 13)
TV-G	R (Restricted)
TV-PG	NC-17 (No admittance under 17)
TV-14	
TV-MA	

5.3.2 LATAM

TV Ratings	Film Ratings (MPA)
TV-Y	G (General Audience)
TV-Y7	PG (Parental Guidance)
TV-Y7-FV	PG-13 (Parental 13)
TV-G	R (Restricted)
TV-PG	NC-17 (No admittance under 17)
TV-14	
TV-MA	

5.3.3 Brazil

TV Ratings
AL
A10
A12
A14
A16
A18

5.3.4 Canada Rating Values Equivalences

US TV Ratings	CANADA Ratings for English Content
TV-Y	G (General Audience)
TV-G	G (General Audience)
TV-PG	PG
TV-14	14+
TV-MA	18+
(No equivalence for "E" Canada Rating)	E

MPAA US Ratings	CANADA Ratings for English Content
G (General Audience)	G (General Audience)
PG	PG
PG - 13	14+
R	18+
NC-17	18+

French Ratings	CANADA Ratings for French Content
P	G (General Audience)
10	8+
12	13+
16	16+
18	18+

5.3.5 Rating Values EU + AU

Below are the acceptable TV and Film values Pluto recognizes for the EU + AU territories. Should your titles not have been previously approved by the local age rating agency, please provide an appropriate Rating value per title.

GSA Ratings	UK Ratings	ES Ratings	FR Ratings	IT Ratings	DK Ratings	NO Ratings	SE Ratings	FI Ratings
FSK-0	BBFC-U	TP	P	PT	A	A	A	S
FSK-6	BBFC-PG	+7	10	14+	7	6	7	7
FSK-12	BBFC-12A/12	+12	12	VM14	11	9	11	12
FSK-16	BBFC-15	+16	16	18+	15	12	15	16
FSK-18	BBFC-18	+18	18			15		18
0	BBFC-R18	X				18		KK
6	U							
12	PG							
16	12A/12							
18	15							
	18							
	R18							

5.3.6 AU Ratings

AU Ratings
G
PG
M
MA15+
R18+

5.4 Content Ratings & Descriptors

For TV rated content, please include the rating-reason. The values for this element are restricted to the list below. There are no limits to how many values can be applied. Codes are to be comma delimited; for example, "us-d,us-l,us-v".

5.4.1 United States / LATAM Values:

TV	
<i>us-d</i>	<i>Suggestive Dialogue</i>
<i>us-l</i>	<i>Strong, Coarse Language</i>
<i>us-s</i>	<i>Explicit Sexual Situations</i>
<i>us-v</i>	<i>Violence</i>
<i>us-nudity</i>	<i>Nudity</i>
<i>us-suicide</i>	<i>Suicide</i>
<i>us-smoking</i>	<i>Smoking</i>

5.4.2 Descriptors Brazil:

br-atos-criminosos
br-conteudo-sexual
br-drogas
br-drogas-ilicitas
br-drogas-licitas
br-linguagem-improprio
br-medo
br-nudez
br-procedimentos-medicos
br-sexo-explicito
br-temas-sensiveis
br-violencia
br-violencia-extrema
br-violencia-fantasia
br-nao-ha-inadequacoes

5.4.3 Descriptors Finland

V (Contains Violence)	fi-v
D (Contains Drug Use)	fi-d
S (Sexual Content)	fi-s
A (May Cause Anxiety)	fi-a

5.4.4 Descriptors Australia

Mild Themes	au-mild-themes
Mature Themes	au-mature-themes
Strong Adult Themes	au-strong-adult-themes
Medical Procedures	au-medical-procedures
Dangerous Activity	au-dangerous-activity
Crude Humour	au-crude-humour
Offensive Material	au-offensive-material
Drug References	au-drug-references
Drug Use	au-drug-use
Mild Coarse Language	au-mild-coarse-language
Coarse Language	au-coarse-language
Strong Coarse Language	au-strong-coarse-language
Supernatural Themes	au-supernatural-themes

Mild Horror	au-mild-horror
Horror	au-horror
Horror Violence	au-horror-violence
Sexual References	au-sexual-references
A Sex Scene	au-a-sex-scene
Sex Scenes	au-sex-scenes
A Strong Sex Scene	au-a-strong-sex-scene
Strong Sex Scenes	au-strong-sex-scenes
Nudity	au-nudity
Mild Violence	au-mild-violence
Violence	au-violence
Strong Violence	au-strong-violence
Stylised Violence	au-stylised-violence
Action Violence	au-action-violence
Frequent Violence	au-frequent-violence
War Scenes	au-war-scenes
Strong War Scenes	au-strong-war-scenes

6 Pluto TV Offline* Closed Captioning Style Guide and Requirements

6.1 Accepted format: webVTT.

Pluto TV is committed to providing the best viewer experience possible to a universal audience. Pluto TV requires that the closed captions for all prerecorded programming, live programming and near-live programming (as defined by 47 CFR § 79.1), with the exception of True-Live Programming (as defined below), are captioned according to (i) the FCC caption quality rules for Offline captions and (ii) these Guidelines, which supplement the FCC's rules and include requirements above and beyond what is required for Offline captions by the FCC rules. **In accordance with FCC guidelines, subject to limited exceptions, any English or Spanish content that has aired on television in the United States must be delivered to Pluto TV with closed captions.** This also applies to any dubbed language content that has previously aired.

For content airing on Pluto TV in the United States, it is mandatory to follow these guidelines. Should you have any questions, please reach out to your Content Operations contact for further guidance.

For content airing on Pluto TV **OUTSIDE** the United States (i.e., international markets), these guidelines must be followed for any caption files received on or after Jan 1st, 2024. For caption files received on or before Dec 31st, 2023, please review those caption files and conform to these requirements. If it is not possible to conform to these requirements, please contact your Content Operations contact for further guidance.

*Note: Offline content refers to previously recorded content where closed captions are created in advance of the content being aired on Pluto TV. This is different from Live Captioning, where captions are prepared in real-time during a live television broadcast that is simultaneously broadcast live on Pluto TV (“True-Live Programming”). Live Closed Captioning has lesser requirements around sync and placement. Pluto TV does not consider repurposed live captions acceptable for use for any content other than True-Live Programming unless those captions have had a complex conform and QC done to ensure the captions meet the specifications of these Guidelines. This means that if content was originally broadcast live on television and is being broadcast on Pluto TV at a later time, Pluto TV requires that the closed captions delivered to Pluto TV adhere to the FCC’s specifications for offline captions and the other specifications contained in these Guidelines.

6.1A Technical specifications

TECHNICAL FORMATTING		
SPEC	VALUE	VALUE DEFINITION
File Type	.vtt	webVTT
Frame Rate	Timed to video file	Caption timing should be based on the frame rate of the most up to date video file we have received
Start Timecode	00:00:00:00	Captions must start at 00:00:00:00 to match the video start timecode
Number of Rows	2	Lines of text
Number of Rows – Max	3	Lines of text
Alignment	Center	Captions should be horizontally aligned in the center of the

		screen, unless the Captions must be moved to avoid blocking important on-screen information
Justification	Center	Horizontal Placement required
Positioning	Top/Bottom	Snapped to top or bottom of screen is required
Character Limit	United States: 32 CPL International: 40 CPL	Characters Per Line (CPL)
Duration – Minimum	1	Seconds
Duration – Maximum	7	Seconds
Sound Cues	Yes	Sound cues must be in parentheses or Square Brackets “()” or “[]”
Music	Lyrics	Music must be denoted by music note (♪); lyrics must be transcribed
Speaker Identification	Off-Camera Speakers	<ol style="list-style-type: none"> 1) Off camera speakers must be identified as ‘(SPEAKER NAME):’ 2) Multiple speakers in one caption group must be indicated using dash (-) before the start of each line (e.g. -Speaker One: Hi there. -Speaker Two: Hey there!

Paint Style	Pop-On	Captions should appear in the 'Pop On' style
Formatting tags	None	Do not include bold or <i> italics
Different Colored Text to Differentiate Speakers	<p>United States: Do not use different colored text to differentiate between speakers</p> <p>International: Allowed but generally not preferred</p>	<p>United States: text color should be the same color between speakers. Standard white font is preferred.</p> <p>International: preference is to follow the United States guidance. However, the use of different colors to denote different speakers may be recommended by legislation or advocacy groups as a best practice (please contact your Content Operations contact for further guidance).</p>
Empty Space Between Lines Within Same Caption Groups	None	<p>Do not include spaces between lines/sentences within same CC group</p> <p>Example:</p> <pre>5 00:34:51.422 00:34:52.824 align: middle line: 90% - Oh, my God, I love that place! - Yeah</pre>

File Naming	No special characters	File name should contain ONLY numbers, letters, underscores, and NO periods except for as part of the file extension (e.g., ".vtt")
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- **Captions should always be positioned along the very bottom or very top of the video**
- **Captions should always be horizontally aligned at the center of the video, unless absolutely necessary to be left or right aligned to avoid blocking important on screen information**
- Always reposition captions that overlap with forced narratives/on screen text, or important information.
- Compliance with all **technical formatting specifications** is required at all times.
- Compliance with **Pluto TV Closed Captioning Best Practices** is required at all times.
- Non-compliance with any of the above points will result with Pluto TV sending the captions back for additional QC

6.1B Closed Captioning context

1. About Closed Captioning

Closed Captions provide a text alternative for the original dialogue of video footage, adding important non-dialogue information to the regular subtitles, as well as speaker identification.

2. **Pluto TV Closed Captioning 'Best Practices'**. Some of these best practices are more fully described in 47 CFR 79.1(j).

Accuracy

- Captioning shall match the spoken words (including song lyrics) in their original language, in the order spoken, without substituting words for proper names and places, and without paraphrasing.
- Captions shall be 99% accurate with proper spelling, punctuation and capitalization, correct tense and use of singular or plural forms, and accurate representation of numbers with appropriate symbols or words.
- If slang or grammatical errors are intentionally used in a program's dialogue, they should be mirrored in the captions.
- Captioning shall provide nonverbal information that is not observable, such as the identity of speakers, the existence of music (whether or not there are also lyrics to be captioned), sound effects, and audience reaction.
- Captions shall be legible, with appropriate font, text size, and spacing between words for readability.

Synchronicity

- Captions will be timed to the same Frames Per Second (FPS) and Drop Frame or Non Drop Frame (DF / NDF) as the **final video file**
- Captioning shall coincide with the corresponding spoken words and sounds to the greatest extent possible.
- Captions shall begin to appear at the time that the corresponding speech or sounds begin and end when the speech or sounds end.
- Captions shall not have overlapping cuepoints in the timecode
- Captions shall be displayed on the screen at a reading speed that permits them to be read by viewers.

Completeness

- Captioning shall run from the beginning to the end of the program.

Placement

- Captions must fit within the 'safe zone' of the aspect ratio of the **final video file, so that caption text is never cut off and partially or fully off screen and unreadable in full context.**
- Captioning shall be viewable and shall not block other important visual content on the screen, including, but not limited to, character faces, featured text (e.g., weather or other news updates, graphics and credits), and other information that is essential to understanding a program's content when the closed captioning feature is activated.
- Caption font shall be sized appropriately for legibility
- Lines of caption text shall not overlap one another and captions shall be adequately positioned so that they do not run off the edge of the video screen.

6.1C Additional Quality Control and Best Practices

The FCC has outlined best practices for captioning vendors in 47 CFR 79.1(k). In keeping with FCC rules and regulations, and in addition to the above technical specifications, Pluto TV best practices, and the other requirements of 47 CFR 79.1(k)(4), Pluto TV requires all caption vendors to adhere to the following best practices bullet points below:

- Ensure proper screening, training, supervision, and evaluation of captioners (both employees and contractors) by experienced and qualified (offline) captioning experts.
- Ensure that captioners are qualified for the type and difficulty level of the programs to which they are assigned.

- Employ frequent and regular evaluations to ensure standards are maintained.
- Ensure captions are verbatim.
- Ensure captions are error-free.
- Ensure captions are punctuated correctly and in a manner that facilitates comprehension.
- Ensure captions are synchronized with the audio of the program.
- Ensure captions are displayed with enough time to be read completely and that they do not obscure the visual content.
- Ensure captioning is a complete textual representation of the audio, including speaker identification and non-speech information.

7 Artwork Requirements & Specifications

Each stand alone title must be supplied with 7 artwork pieces as noted below. TV series are required to have 4 series images (1 optional), as well as two episodic images per each episode. Should any artwork pieces not be available, please contact Pluto Content Operations.

Please avoid selecting images that may not be suited for all audiences, examples include: smoking, nudity, drug use, violence and weapons pointed at the viewer. Low resolution images will not be accepted.

**Please be aware of safe zone for all images

Graphic Image	Aspect Ratio	Minimum Resolution (pixels)	Delivery Format(s)*
Series Feature Image	16:9	1556 x 878	JPG
Horizontal Poster	16:9	1556 x 878	JPG, PSD
Poster	347:500	694 x 1000	JPG, PSD
Square Image	1:1	1080 x 1080	JPG, PSD
Title Treatment	16:9	1920 x 1080	PSD, AI
16:9 Screenshot	16:9	1280 x 720	JPG
4:3 Screenshot	4:3	960 x 720	JPG

**Please deliver PSD's in addition to the JPG files, as listed*

7.1 Content Safe Zone

Preparing for how various platforms render content and artwork requires an understanding of Title and Action "Safe Zones". These are the recommended areas for ensuring the edges of your graphics are not cut off or cropped.

Place key subjects, text, or logos outside the safe zone: The orange and yellow area may be covered by UI elements or cropped

- Minimum Safe Zone - 90%
- Suggested Safe Zone - 80%



7.2 Artwork Restrictions

As a rule, we avoid selecting images that are not suitable for all audiences. Artwork should be selected as the best representation of the creative material we are hosting, be of the highest quality and engaging to our audience.

Artwork Requirements

1. All artwork should be engaging and high quality
2. Focus on key recognizable talent or moment within the content
3. Portrayal of action, intrigue or excitement to drive engagement

Artwork Prohibitions

1. Screenshots should be free of on-screen text
2. No Smoking
3. No Nudity
4. No Drug Use
5. No weapons pointed directly towards the user
6. No gratuitous violence or gore
7. No Direct Representation of Sex

7.3 Series Level Artwork

Series Featured Image (16x9)

- Artwork should represent the Film/Series and must not contain any graphical elements such as: credits; press quotes; loglines; etc.
- Minimum Required Dimensions:
 - 1556 x 878 @72 dpi
- PreferredDimensions:
 - 1920 x 1080 @300 dpi
- Ratio: 16:9
- File Format:
 - 1 .JPG image (maximum size 2MB)
- Filename Convention Examples:
 - LaraCroftTombRaider_featured_16x9.jpg



Good examples

Clean Art, image only.

Vertical Series Film Poster

- Artwork should represent the Film/Series and must contain title treatment. Besides the title or logo, art must not contain any graphical elements such as: credits; press quotes; loglines; etc.
- Minimum Required Dimensions
 - 694 x 1000 @72 dpi
- Preferred Dimensions
 - 1388 x 2000 @300 dpi
- Ratio: 347:500
- File Format
 - 1 .JPG image (maximum size 2MB)
 - 1 Layered PSD image (no max size)
- Filename Convention Examples
 - LaraCroftTombRaider_verticalposter.jpg
 - LaraCroftTombRaider_verticalposter.psd



Good examples

Clean Art + Title treatment

Horizontal Series Film Poster (16x9)

- Artwork should represent the Film/Series and must contain title treatment.
Besides the title or logo, art must not contain any graphical elements such as: credits; press quotes; loglines; etc.
- Minimum Required Dimensions
 - 1556 x 878 @72 dpi
- Preferred Dimensions
 - 1920 x 1080 @300 dpi
- Ratio: 16:9
- File Format
 - 1 .JPG image (maximum size 2MB)
 - 1 Layered PSD image (no max size)
- Filename Convention Examples
 - Transformers_horizontalposter.jpg
 - Transformers_horizontalposter.psd

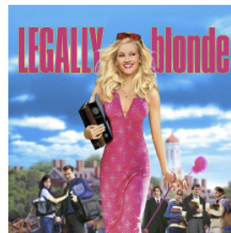


Good examples

Clean Art + Title treatment

Series Square Image

- Artwork should represent the Film/Series and must contain title treatment. Besides the title or logo, art must not contain any graphical elements such as: credits; press quotes; loglines; etc.
- Minimum Required Dimensions
 - 1080 x 1080 @72 dpi
- Preferred Dimensions
 - 2160 x 2160 @300 dpi
- Ratio: 1:1
- File Format
 - 1 .JPG image (maximum size 2MB)
 - 1 Layered PSD image (no max size)
- Filename Convention Examples:
 - LaraCroftTombRaider_SquareImage.jpg
 - LaraCroftTombRaider_SquareImage.psd



All good examples

Title Treatment

- Minimum Required Dimensions
 - 1080 x 1080 @72 dpi
- Preferred Dimensions
 - 3840 x 2160 @300 dpi
- Ratio: 16:9
- File Format
 - 1 PSD image (PNG also OK)
 - 1 Vector AI image (if available)
- Filename Convention Examples:
 - FerrisBueller_titletreatment.psd
 - FerrisBueller_titletreatment.ai

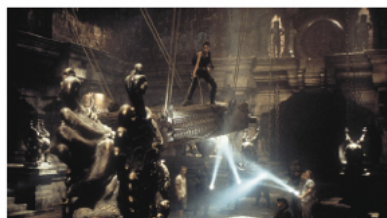
**FERRIS
BUELLER'S
DAY OFF**

TRANSFORMERS

7.4 Episode Level

Episodic Screenshot 16x9

- Artwork should represent the Film/Series and must not contain any graphical elements such as : title treatments ; credits ; press quotes ; loglines ;
- Content **must be active pixel only**. If content is letterboxed, please zoom and crop as needed to deliver a full image
- Minimum Required Dimensions :
 - 1280 x 720 @72 dpi
- Preferred Dimensions:
 - 1920 x 1080 @300 dpi
- Ratio: 16:9
- File Format : 1 .JPG image (maximum size: 2MB)
- Filename Convention Examples : LaraCroftTombRaider_ SCREENSHOT_16x9 .jpg



Movie stills

Promotion shots

Good examples

Episodic Screenshot 4x3

- Artwork should represent the Film/Series and must not contain any graphical elements such as : title treatments ; credits ; press quotes ; loglines ;
- Content **must be active pixel only**. Please zoom and crop as needed to deliver a full image
- Minimum Required Dimensions :
 - 960 x 720 @72 dpi
- Preferred Dimensions:
 - 1440 x 1080 @300 dpi
- Ratio: 4:3
- File Format : 1 .JPG image (maximum size: 2MB)
- Filename Convention Examples: LaraCroftTombRaider_SCREENSHOT_4x3.jpg



Movie stills

Promotion shots

7.5 Image Use Examples

The images below represent various presentations across the PlutoTV suite of applications.

Series Square Image

Series Level Artwork

Storage Wars
TV-PG Reality 3 Seasons Available

Storage Wars is all about heated auction battles and great finds.

[▶ Watch Now](#) Season 1 ▾

Episodic Screenshot

High Noon in the High Desert
It's a showdown in the high desert as the buyers crack open a trove of abandoned storage lockers. Barry Weiss unearths the personal possessions of rap magnate Suge Knight.
S1E1 30m

Railroad Roulette
Chaos ensues throughout the storage units of Westminster.
S1E2 30m

Series Film Poster



Film Featured Artwork

Jack Ryan: Shadow Recruit

PG-13 Thrillers 2h

Jack Ryan must quickly evolve from soldier to analyst to full-fledged operative to stop a devastating terrorist plot against the United States.

[▶ Watch Now](#)

8 Trailers & Specifications

8.1 General Notes

In order to provide the best user experience for our growing audience, we request trailers to be provided for all titles where available.

8.2 Specifications

- Video Format: Apple ProRes MOV
 - Please indicate trailer type (TV Spot; Theatrical; etc.)
 - Active Pixel only preferred
- Audio Format:
 - Dialogue stems on track 1 preferred
- Quantity: At least 1 per film
- Resolution:
 - HD:
 - 1920 x 1080 minimum
 - SD:
 - 640 x 480 minimum

8.3 Metadata Requirements

When submitting a trailer, please make sure the file name is noted in the Metadata template. This is located in the 'General Metadata' section, underneath 'Film Trailer File Name'. There is a section for this in the 'Film' and 'Television' tabs. For Television, a Series Trailer File name only has to be listed on one line item, if available.

9 Childrens' Content - United States ONLY

Should you be providing Children's Content to Pluto TV, please ensure that the below is read and followed for the most efficient onboarding process.

9.1 Format Evaluation Sheet

The Format Evaluation Sheet covers a wide range of items that is necessary for programming to determine how to effectively program your content. The form is to be completed PRIOR to any delivery of content to Pluto TV or Pluto TV's respective vendors. Below are the items that are needed to complete the sheet.

Title Information	
Element	Description
Title	
Total # of Seasons	
Total # of Episodes	
Film or Episode Duration	Please state the TRT in minutes. For TV, please state the average length of an episode
Language Information	
Element	Description
Audio Language	<i>Please list the primary language being delivered</i>
Dubbed Languages Available?	<i>Please list any additional languages that are being availed to Pluto TV</i>
Metadata Information	
Element	Description

Ad Breakpoints Available?	<i>Please check to confirm if you can provide ad breakpoint timecodes for your content</i>
Series Metadata Available?	Y /N
Episode Metadata Available?	Y /N
Embedded Bumpers?	<i>Please check to confirm if your content includes embedded ad bumpers. Typically this is within children's content</i>
Segment Information	
Element	Description
# of Segments	<i>TV ONLY: Please state the number of segments your content contains</i>
Segment Composition	<i>TV ONLY: Please list out the segment composition of the title. e.x. '1. Recap; 2.Main Titles; 3. Program Act 1; 4. Program Act 2; 5. End Credits'</i>
Segment Duration	<i>Avg. runtime of each segment</i>
Credit Durations	<i>Duration of credits, please include end logos into the total time as well</i>
End Logos Duration	<i>Duration of only the end logos in the credits</i>
NOTES	

9.2 Content Requirements

1. Content should be free of any pre existing bumpers
2. Content should be free of URL's
 - a. production Slates are a case by case basis
3. Content should NOT contain Calls to Action (CTAs)



9.2 Content Structure

- Please flag any content below 22 minutes in length to Pluto Content Ops
- Ads breakpoints must NEVER be placed in the middle of a segment composition
- Breakpoints must be placed BETWEEN segments
- Please contact Content Operations for more information

10 Onboarding & Delivery

10.1 Onboarding

In order to fulfill deliveries to Pluto, please contact Pluto TV Content Operations. This process will require the delivery of a test package that contains all elements and components (artwork optional) of a title, to be sent to a preferred Pluto vendor, as directed by Pluto's Content Operations department. Upon formal acceptance of the test package, you will be approved for deliveries to our production workflow.

Please also fill out the Technical Onboarding Sheet. [Link found here...](#)

For Europe: Please also fill out the Tech Avails Template as provided by the EU Partnerships team and Content Operations.

10.2 Delivery of Content

Delivery of all content files to Pluto TV will be processed; packaged and delivered by an approved Post House / Vendor. The package includes, but is not limited to:

- Artwork
- Metadata
- Closed Captions
- Video & Audio files

10.3 Common Delivery Workflow

Below is a common delivery cadence.

1. Avails Sheet provided to Pluto Partnerships.
 - Introduction is made to Pluto Content Operations simultaneously
2. **US / CAN / LATAM & BZ** Pluto will provide Content Delivery Guide (this sheet), in addition, the Technical Onboarding Sheet.
 - The Technical Onboarding sheet will be provided back to Pluto Content Operations

Europe / AU: Pluto will provide Content Delivery Guide (this sheet), in addition, the Tech Avails Template.

- The Tech Avails Template will be provided back to Pluto Content Operations
3. Pluto Content Ops will set up said partner for a test delivery with a Pluto preferred vendor.
 - At this time a delivery method via FTP, hard drive, or other methods will be set.
 4. Vendor will check assets for any anomalies, discrepancies that are against the Pluto specifications.
 - At this time estimated overages may be provided for items 'out of Plutos' specifications'.
 5. Pluto will send a Media Order based on the 'Final Selects' to both Content Partner and Vendor to initiate work. A due date to both teams will be set within the MO.
 6. Project is then considered live!

11 Rejections

Pluto TV seeks to present content to our viewers in the highest quality available. If deliverables such as master video files, captioning files, etc., do not meet our quality or technical standards; files will be rejected and a redelivery will be requested. **The partner will be notified of a rejection within 30 days of receiving the file(s).**

11.1 Examples of Commonly Rejected Items

Rejections can be issued for various issues, including, but not limited to:

1. Audio / Video Rejections

Video	Audio
Burn-In's (ratings, CC, etc.)	Audio Sync Issues
Video Hits	Levels
Mixed Frame Rates	Audio Drop-outs
Blended Frames	
Freeze Frames	
Aspect Ratio Layout / Configuration	

2. Artwork Rejections

- a. Series Posters contain marketing materials, third party logos, etc.



Bad examples

No marketing language,
No special features, etc.

Bad examples

No marketing language,
No logos, etc.

3. Metadata
 - a. Common issues are exceeding maximum character length in descriptions (255 characters)
 - b. Items not filled out correctly
4. Closed Captions
 - a. Captions are out of sync with video
 - b. Misspellings and grammatical mistakes throughout the files
 - c. Placement covers lower thirds / graphics and on screen text
 - d. Illegal characters included

11.2 Video Rejections for Calls to Action (CTA's) & Soft Advertising

As noted in our video specifications, should your content contain any CTA's and/or Soft Advertising, it is most likely that edits would be made to cut out the flagged segments.

Examples of CTA's that have been previously rejected:



<Call to action: www.GREATCARSTV.COM

Soft advertising>



12 Delivery Checklist

Please use the following 1 sheet to help you check off your components needed for delivery. Should you not have all components available, please make sure that is communicated to your Pluto Content Operations contact.

- Video Files
- Artwork
 - Series Level
 - 16x9 Featured Image (textless)
 - 16x9 Poster Artwork (texted)
 - Poster Artwork
 - Title Treatment (When Available)
 - Episode Level
 - 16x9 Screenshot
 - 4x3 Screenshot
- Metadata Sheet
 - Ad Breakpoints filled out OR DVD Chapter stops provided
- Closed Caption Files (If Required per Title / Region)
- Multi-Language Components
 - Dubbed Audio Files
 - Dub Cards
 - Subtitle Files

13 Revision history

- June 2021
 - 6.11 Rating Descriptors Updated
 - 6.7 Formatting Updated
- Sept 2021
 - Perimeters for image restrictions for Thumbnails added
 - Caption Duration updated to reflect 1 second minimum duration
 - Format update - All headers have been updated to reflect Content Ops in the branding
- Dec 2021
 - Episodic Screenshot images can no longer contain 'pillarboxing'. Image must be taken from 'active pixel' only.
 - General Video Notes: Blub added emphasizing that all logos and watermarking are subject to approval from Pluto TV Operations, Partnerships and additional stakeholders
 - Ad Breakpoint section includes 'bold' lettering to emphasis dropped frame vs. non-dropped frame formatting
 - Audio Specifications - AAC is no longer supported.
 - Audio Bit Depth expanded to 16 bit
 - Payload Video Track updated to reflect Track '1'. Previously updated from Track '0'
 - '?' (Question Mark) removed from *Audio Specifications*
 - Closed Caption technical specifications updated
- June 2022
 - Added section about 'empty lines' for captions
 - Added new columns in rows in the 'Artwork Requirements & Specifications' section
 - Delivery Format
 - Horizontal 16x9 Poster Artwork

- Title Treatment Artwork
 - Added Horizontal 16x9 Poster Artwork Requirements section
 - Added Title Treatment Artwork Requirements section
 - 'Series Featured Image' (16x9) minimum requirements are now 1556 x 878 dimensions
 - Originally 1280 x 720
 - Added a "Do's" and "Don'ts" section under 'Artwork Restrictions'
 - Originally this was not separated and confusing to read
 - Added new Section for 'Trailers & Specifications'
 - Added new 'Children's Content' section
 - Added new 'Delivery Checklist' section
 - 'Metadata Requirements' section updated to reflect changes to Metadata 3.41 (TV + FILM)
 - Audio specifications updated
 - File Container .WAV removed
 - Stereo mix specifications expanded
 - 5.1 Surround configuration channels updated
 - Multi-language deliverables updates
 - Audio
 - New discrete audio deliverables updated
- Oct 2022
 - Fixed Spelling and Grammar issues throughout document
 - Updated Table of Contents to Link to respective sections
 - Updated section 1.2 to remove the following and update links to new Paramount external site (password protected and non Dropbox)
 - Source Video File w/ Audio
 - Captioning
 - Artwork
 - Trailers
 - Updated Section 2.0 to include @Brian Lamb as the contact for MRSS feeds

- Section 3.1 updated to include 'Pillar boxing subject upon approval'
- Updated 8.2 Trailer Specs to include 'Audio Specification'
- Feb 2023
 - Merged both EU / LATAM / US guides to create 1 Global Content Delivery Guide
 - Table of content updated to reflect changes to the below:
 - 1.2 Delivery
 - Separates region specific items
 - 2 Contacts
 - Removes EU distro
 - Updates both emails for Majo / Chris
 - 3.4 Audio Specs
 - Separated 'Primary Deliverable' and 'Alternate Deliverable'
 - Discretion added for Alternate files
 - Ch. 4 from M&E to now LFE
 - 3.5 Multi-Language Deliveries
 - For direct delivery to Pluto TV, please deliver subtitle files in a .VTT format
 - Delivery to vendors will support more robust formats (.SCC; .TTML; STL; etc). Please check with your Content Operations team prior to sending
 - 4 Ad Pod Placement Rules
 - 4.1 General Rules for all
 - 4.2 Region Specific Requirements
 - US Specific Rules
 - 4.3 Ad Break Creation Guidelines
 - 4.3.1 United States Ad Breakpoint Structure
 - Sub-note added to point to section 9 for childrens' content rules
 - 4.3.2 LATAM & Brazil Ad Breakpoint Structure
 - 4.3.3 Canada Breakpoint Structure

- 4.4 Europe Ad Breakpoint Structure
 - 4.4.1 ES-FR-IT Ad Breakpoint Creation Guidelines
 - 4.4.2 UK-GSA-DK-SE-NO Ad Breakpoint Creation Guidelines
- 5.4 Content Ratings & Descriptors updated to reflect metadata mappings for US
- 6 Closed Captioning Specifications has been updated to reflect the below:
 - 6.1 For content airing in the United States
 - 6.1A Technical specifications
 - About Closed Captioning
 - Pluto TV Closed Captioning 'Best Practices'
 - Accuracy
 - Synchronicity
 - Completeness
 - Placement
 - 6.1B Closed Caption Context
 - 6.1C Additional Quality Control and Best Practices
 - 6.2 For content airing out of the United States (International Content)
 - 6.2A. Technical specifications
 - 6.2B Closed Captioning Context
- 7 Artwork Requirements & Specifications
 - Blurb added for keeping JPG's
 - *Please deliver PSD's in addition to the JPG files, as listed
- 8 Trailers and Specifications
 - 8.3 Metadata Requirements
 - Blurb added
- 9 Children's Content section updated to note it's U.S. specific ONLY

- 9.1 has been expanded to list out format evaluation sheet requirements
- 9.2 Content structure
 - Added more notes
- Mar 2023
 - Corrected references to some pages

Thanks!