

CREATING EFFECTIVE VIDEOS FOR DIGITAL SHOWCASING



PART 2: TECHNICAL REQUIREMENTS

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OVERVIEW

ThePitch.ca is envisioned as a fully-featured digital showcasing service that brings performing artists and touring musicians together with arts presenters and concert buyers 24/7/365. As a business-to-business application, The Pitch seeks to build a broad, trusted community of touring artists, agencies, performance companies, presenting networks, and presenters and venues seeking live or digital performances.

At its core, The Pitch seeks to offer high-quality video-based performance pitches in customizable showcase rooms.

SUBMISSIONS

Please prepare your videos according to our technical specifications below. These requirements will ensure quality and consistency.

Codecs	Containers	Frame Rates	Bit Rates
H.264 H.265 (HEVC) ProRes 422 HQ	MP4 MOV	23.98 fps up to 30 fps	1080p (10-20 Mbps) 4K (30-60 Mbps)

RESOLUTIONS

4K (16:9 aspect ratio) 3840 x 2160 <ul style="list-style-type: none"> Dance with ensemble Theatre Circus Arts Music with ensemble 	HD (16:9 aspect ratio) 1920 x 1080 <ul style="list-style-type: none"> Music Illusions Comedy / Spoken Word
Previously Recorded 1280 x 720 *minimum (16:9 aspect ratio)	

COLOUR SPACE

Colour Space	Bit Depth	Scan Type
BT.709 (Rec. 709) BT.2020 (Rec. 2020)	10 or 8 bits	Progressive

AUDIO SETTINGS

Channels	Codecs	Data Rate	Sample Rate
Stereo	AAC-LC	320 kbit/s	48 kHz

META DATA

Information to capture for various technical, usability and legal reasons.

- Recording Date
- Submission date (*automatically tagged by platform*)
- Video language
- Subtitles/CC
- License (agreement to allow sharing and showing *creative commons, etc)
- Category
- Discipline
- Private or Publish
- Poster Image

CAPTURE

Record at the highest quality possible during your shoot. It is best practice to avoid capturing in the same compressed delivery format as the desired upload quality in order to maintain video quality through the pipeline.

Please refer to our *Editorial Standards* to guide you in planning producing and editing an effective video pitch and our *Technical Requirements* document for video file format requirements. Both are available in PDF format on thepitch.ca