

AFL 2021 FINALS

INTERSTATE VENUES
LED & BIG SCREEN SPECS



2021 TOYOTA AFL
PREMIERSHIP SEASON



CONTENT GUIDELINES

What works best

- ✓ High contrast graphics
- ✓ Bold logos and type
- ✓ Dark backgrounds with light text / logos
- ✓ Short messages
- ✓ Consider having the brand logo or main message on screen for majority of the time

What to avoid

- × Flashing or overly distracting graphics
- × Very fast movement
- × Small or thin text
- × Limit unbranded time and space



For a full list of tips and tricks for getting this most out of stadium content, visit our online [best practice guide](#).

CONTENT SUBMISSION DEADLINES

Whilst the below dates have been set, MKTG will continue to provide as much flexibility and understanding as possible where required.

If you are unable to meet the final content deadline, please contact [Iliyas Hafiz](#) or [Jake Crawford](#) to discuss further.

FINALS WEEK	DATE
FINALS WEEK 1	COB - 23/08/21
FINALS WEEK 2	COB - 30/08/21
FINALS WEEK 3	COB - 06/09/21
GRAND FINAL	COB - 13/09/21

Please notify MKTG when you expect to be able to submit these so appropriate preparations can be facilitated.

MKTG DROP

MKTG Drop is our very own content management system. We use it to collect, check, and distribute all of our partners' content, across all of our sporting codes. It has been operational since late 2019 and we have been working hard to make it the best system since then.

To access and use MKTG Drop, you will first be set up with an account using your email address, and be linked to the relevant clients. From there you will have access to upload, view, and assign content to events for display.

When files are uploaded MKTG Drop will inspect each of the files you supply and will notify you of any issues that present before you complete the submission. This feature eliminates last minute issues at venue by helping detect any inconsistencies at the first step.

MKTG Drop also allows you to archive content that should no longer be used, as well as restore content that is to be reused from previous years.

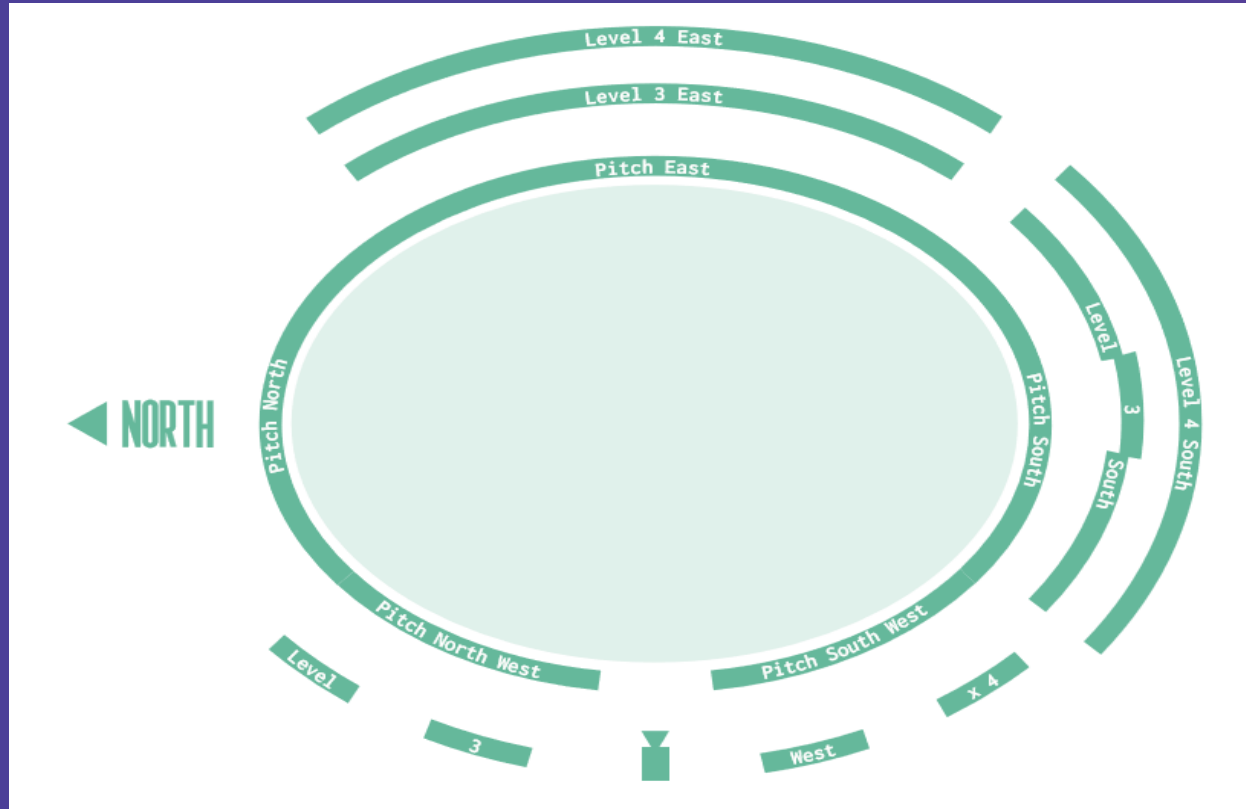
If you need any assistance while using MKTG Drop, please don't hesitate to reach out to the dedicated team at MKTGDrop@dentsu.com or use our chat function on the site.

Full instructions can be found [here](#) or head straight to MKTGDrop.com

ADELAIDE OVAL LED

Spec Type	Dimensions	Duration	Frames	Video Format	Codec	Still Format	MKTG Drop Assets
Field Tile	PTA: 2445x80	30 sec	50 fps	mov	Animation	-	In game AFL LED Adelaide Tile - IG Out of game AFL LED Adelaide Tile - OOG
Parapet Tile	L3T: 2150x80 L4T: 2380x80 WA: 1536x80	30 sec	50 fps	mov	Animation	-	
Field 360	PNW: 7335x80 PN: 9780x80 PE: 12225x80 PS: 9780x80 PSWA: 7335x80	30 sec	50 fps	mov	Animation	-	In game AFL LED Adelaide 360 - IG Out of game AFL LED Adelaide 360 - OOG
Parapet 360	EL3: 14976x80 EL4: 16192x80 SL3: 10848x80 SL4: 12160x80 W1: 1536x80 W2: 1536x80 W3: 1536x80 W4: 1536x80	30 sec	50 fps	mov	Animation	-	

ADELAIDE OVAL LED



BLUNDSTONE ARENA - LED

Spec Type	Dimensions	Duration	Frames	Video Format	Codec	Still Format	MKTG Drop Asset
Field Tile	2000x96	30 sec	30 fps	mp4	H.264	jpg, png	<p>In game 2000 x 96 LED Tiled - IG 30</p> <p>Out of game 2000 x 96 LED Tiled - OOG 30</p>
Field 360	11 Files @ 4142x96	30 sec	30 fps	mp4	H.264	jpg, png	<p>In game AFL LED Blundstone 360 - IG</p> <p>Out of game AFL LED Blundstone 360 - OOG</p>

THE GABBA - LED

Spec Type	Dimensions	Duration	Frames	Video Format	Codec	Still Format	MKTG Drop Asset
Field Tile	2000x96	30 sec	30 fps	mov, mp4	H.264	jpg, png	In game 2000 x 96 LED Tiled - IG 30 Out of game 2000 x 96 LED Tiled - OOG 30
Field 360	4000x96 x 11 files	30 sec	30 fps	mov, mp4	H.264	jpg, png	In game 4000 x 96 LED 360 - IG Out of game 4000 x 96 LED 360 - OOG
Super Screen	1536 x 144	30 sec	30 fps	mov, mp4	H.264	jpg, png	In game AFL Super Screen Gabba - IG Out of game AFL Super Screen Gabba - OOG
Parapet	Parapet 1: 11270 x 72	30 sec	30 fps	mov, mp4	H.264	jpg, png	In game AFL Parapet Gabba 360 - IG Out of game AFL Parapet Gabba 360 - OOG
	Parapet 2: 7220 x 72						
	Parapet 3: 4320 x 72						

GMHBA STADIUM - LED

Spec Type	Dimensions	Duration	Frames	Video Format	Codec	Still Format	MKTG Drop Assets
Field Tile	2048x90	30 sec	25 fps	mp4	H.264	jpg, png	In game TBC
Parapet Tile	3000x90	30 sec	25 fps	mp4	H.264	jpg, png	Out of game TBC
	2000x90						
Field 360	A - 11,744x90	30 sec	25 fps	mp4	H.264	jpg, png	In game TBC
	B - 11,744x90						
	C - 11,744x90						Out of game TBC
	D - 11,744x90						

METRICON STADIUM - LED

Spec Type	Dimensions	Duration	Frames	Video Format	Codec	Still Format	MKTG Drop Assets
Field Tile	2000x96	30 sec	30 fps	mp4	H.264	jpg, png	<p>In game 2000 x 96 LED Tiled - IG 30</p> <p>Out of game 2000 x 96 LED Tiled - OOG 30</p>
Field 360	11 Files @ 4000x96	30 sec	30 fps	mp4	H.264	jpg, png	<p>In game 4000 x 96 LED 360 - IG</p> <p>Out of game 4000 x 96 LED 360 - OOG</p>

OPTUS STADIUM - LED

Spec Type	Dimensions	Duration	Frames	Video Format	Codec	Still Format	MKTG Drop Assets
Field Tile	3122x108	30 sec	50 fps	mov or mp4	Animation, ProRes or H264(mp4)	-	In game AFL LED Perth Tiled - IG
Parapet Tile	1380x48 1764x48	30 sec	50 fps	mov or mp4	Animation, ProRes or H264(mp4)	-	Out of game AFL LED Perth Tiled - OOG
Field 360	Field Total: 34344x108 Field Striped File*: 14868x324	30 sec	50 fps	mov or mp4	Animation, ProRes or H264(mp4)	-	In game AFL LED Perth 360 - IG
Parapet 360	ParapetTotal: 25152x48 Parapet Striped File*: 15144x96	30 sec	50 fps	mov or mp4	Animation, ProRes or H264(mp4)	-	Out of game AFL LED Perth 360 - OOG

OPTUS STADIUM - LED

*Field Striped File Layout

STRIPE 1: 8964px (w) x 108px (h)

STRIPE 2: 14868px (w) x 108px (h)

STRIPE 3: 10512px (w) x 108px (h)

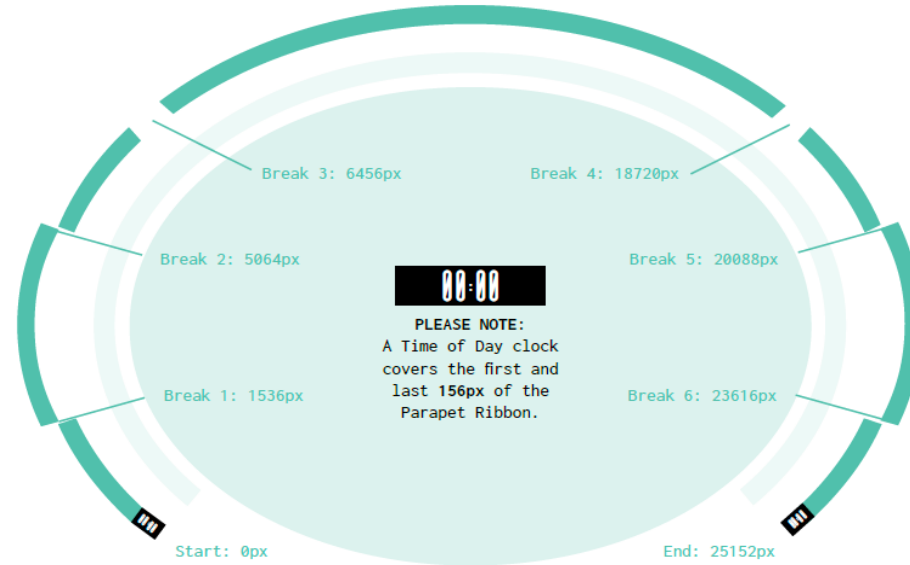
▲ Parapet Striped File Layout

STRIPE 1: 15144px (w) x 48px (h)

STRIPE 2: 10008px (w) x 48px (h)

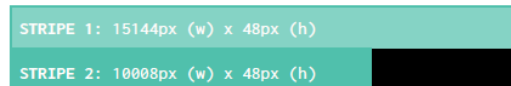
If creating in the 360 spec, please supply the striped files as described above.

The entire width of the Parapet Ribbon is 25152px x 48px.
For full take-over moments, submitted content must be 'striped' as illustrated below.



STRIPED FOR SUBMISSION

Break the full-width composition into 2 sections and stack as illustrated below:



Overall composition size: 15144px (w) x 96px (h)

Dimensions: 15144px (w) x 96px (h)
Format: .mov
Codec: Apple ProRes or Animation
Frame Rate: 50fps
Aspect: 1:1 (Square Pixels)
Duration: 30 Seconds *

* Please check with your account manager

UTAS STADIUM - LED

Spec Type	Dimensions	Duration	Frames	Video Format	Codec	Still Format	MKTG Drop Assets	Notes
Field Tile	1920x96	30 sec	25 fps	mp4	H.264	jpg, png	In game AFL LED UTAS Tiled - IG Out of game AFL LED UTAS Tiled - OOG	Ideal for scrolling content
Field 360	Stripe 1 1920x1080 Stripe 2 1920x1080 Stripe 3 1920x1080	30 sec	25 fps	mp4	H.264	jpg, png	In game AFL LED UTAS 360 - IG Out of game AFL LED UTAS 360 - OOG	See next page for example Ideal for static and stationary content

UTAS STADIUM - LED



Field Tile 1

Render dimensions:
1920x1080

Content:
9 x 1920x96



Field Tile 2

Render dimensions:
1920x1080

Content:
9 x 1920x96



Field Tile 3

Render dimensions:
1920x1080

Content:
6 x 1920x96
1 x 1632x96*

UTAS Stadium specs compiled by MKTG on behalf of venue operator Round Table Studio. Contact MKTG for questions around content and submission and venue operator for technical questions.

*Note: Due to changes in the physical LED at UTAS stadium, the short LED stripe has changed width from 1728 to 1632. This may be important for any stationary components.

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RTS - Nick Waldron - nick@roundtablestudio.com.au

RTS - James Calvert - james@roundtablestudio.com.au

BIG SCREEN

Spec Type	Dimensions	Duration	Frames	Video Format	Codec	Still Format	MKTG Drop Assets
Big Screen	1920x1080	Various	25 (50i)	mp4	H.264	jpg, png	<ul style="list-style-type: none"> AFL Big Screen - Videos AFL Big Screen - Graphics AFL Big Screen - Elements 21 AFL TVCs TVCs AFL Big Screen - Goal Animation 21 AFL Big Screen - Goal Animation 20

More detailed instructions available [here](#)



THANK YOU



SPORTS + ENTERTAINMENT

MKTG presenting in COMMERCIAL CONFIDENCE