

AFL 2020

DIGITAL CONTENT

LED & BIG SCREEN

VERSION 1.5

THIS PROPERTY IS PRESENTED IN COMMERCIAL CONFIDENCE.

For more specs visit mktgspecs.com.au

Version 1 - Document created
Version 1.1 - Perth parapet updated
Version 1.2 - Gabba parapet added
Version 1.3 - Adelaide added
Version 1.4 - Darwin added
Version 1.5 - Gabba parapet updated



AFL CONTENT 2020

SUBMISSION, DEADLINE & CONTACT

Upload your finished content to mktgdrop.com

*All content **must** be provided to MKTG by 3pm Monday prior to first showing*

MKTG has an expert in-house studio, specialising in stadium content

Contact Elizabeth Cook for more information

ecook@mktg.com

0432 530 115

For MKTG Drop information contact Christie Bence

cbence@mktg.com

(03) 9693 5969

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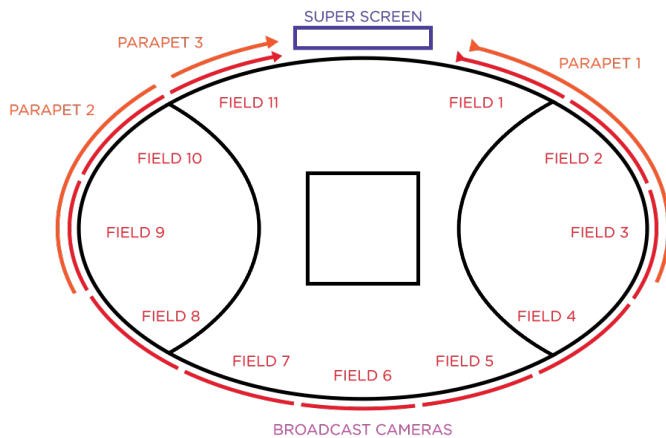
COLLECTED LED SPECS – PAGE 1

Stadium		Dimensions	In game Duration	Frames	Video Format	Codec	Still Format	MKTG Drop Asset
Metricon Stadium, Gold Coast	Field Tile	2000x96	30 sec	30 fps	mov, mp4	H.264	jpg, png	In game: 2000x96 Tiled – in game LED Out of game: 2000x96 Tiled – OOG LED
	Field 360	4000x96 x 11 files	30 sec	30 fps	mov, mp4	H.264	jpg, png	In game: Metricon 360 – in game LED Out of game: Metricon 360 – OOG LED
Giants Stadium, Sydney	Field Tile	2000x96	30 sec	30 fps	mov, mp4	H.264	jpg, png	In game: 2000x96 Tiled – in game LED Out of game: 2000x96 Tiled – OOG LED
	Field 360	3144x96 x 13 files	30 sec	30 fps	mov, mp4	H.264	jpg, png	In game: GSSS 360 – in game Field Out of game: GSSS 360 – OOG Field
	Parapet Tile	1920x72	30 sec	30 fps	mp4	H.264	jpg,png	In game: GSSS – in game Parapet Out of game: GSSS – out of game Parapet
TIO Stadium, Darwin	Field Tile	2000x96	30 sec	30 fps	mov, mp4	H.264	jpg, png	In game: 2000x96 Tiled – in game LED Out of game: 2000x96 Tiled – OOG LED
Cazaly's Stadium, Cairns	Field Tile	2000x96	30 sec	30 fps	mov, mp4	H.264	jpg, png	In game: 2000x96 Tiled – in game LED Out of game: 2000x96 Tiled – OOG LED
Sydney Cricket Ground, Sydney	Field Tile	Field: 2048x90	30 sec	25 fps	mov	Animation	jpg, png	In game: SCG – in game Field Out of game: SCG – OOG Field
	Parapet Tile	Parapet: 1600x72	30 sec	25 fps	mov	Animation	jpg, png	In game: SCG – in game Parapet Out of game: SCG – OOG Parapet

You will need to supply either a single field tile file or several 360 field files for each venue you are displaying at via MKTG Drop.

COLLECTED LED SPECS – PAGE 2

Stadium		Dimensions	Duration	Frames	Video Format	Codec	Still Format	MKTG Drop Asset
The Gabba, Brisbane	Field Tile	2000x96	30 sec	30 fps	mov, mp4	H.264	jpg, png	In game: 2000x96 Tiled – in game LED Out of game: 2000x96 Tiled – OOG LED
	Field 360	4000x96 x 11 files						In game: Gabba 360 – in game LED Out of game: Gabba 360 – OOG LED
	Parapet 360	Parapet 1: 11270x72 Parapet 2: 7220x72 Parapet 3: 4320x72						In game: Gabba 360 – in game Parapet Out of game: Gabba 360 – OOG Parapet
	Super Screen	1536x144						In game: Gabba Super – in game LED Out of game: Gabba Super – OOG LED



You will need to supply either a single field tile file or several 360 field files for each venue you are displaying at via MKTG Drop. Map represents layout only, not to scale. Parapet 2 and 3 are separated by a camera basket. 360 parapet spec added then updated mid-season



COLLECTED LED SPECS – PAGE 3

Stadium		Dimensions	Duration	Frames	Format	Codec	MKTG Drop Asset
Optus Stadium, Perth	Field Tile	3122x108	30 sec	50 fps	mov	Animation, ProRes	In game: Perth Tiled – in game LED Out of game: Perth Tiled – OOG LED
	Parapet Tiles	1380x48 1764x48					
	Field 360	Field Total: 34344x108 Field Striped File*: 14868x324					In game: Perth 360 – in game LED Out of game: Perth 360 – OOG LED
	Parapet 360	Parapet Total: 25152x48 Parapet Striped File▲: 15144x96					

*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)

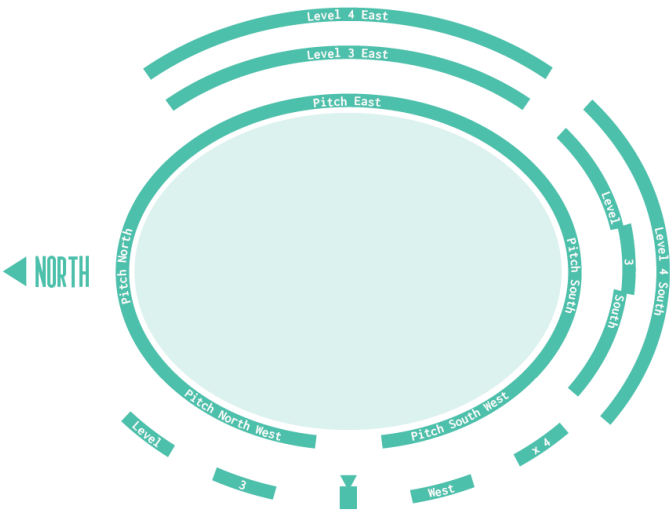
NOTE: The first and last 156 pixels will not be seen on the parapet.
Do not put important content in these spaces when creating in 360.

If creating in the 360 spec, please supply the striped files as described above.
For questions about Optus stadium content requirements contact MKTG or stadium operators KOJO.
Ash Storey – Content Coordinator – 0481 455 487 – ash.storey@kojo.com.au



COLLECTED LED SPECS – PAGE 4

Stadium		Dimensions	Duration	Frames	Format	Codec	MKTG Drop Asset
Adelaide Oval, Adelaide	Field Tile	PTA: 2445x80	30 sec	50 fps	mov	Animation	In game: Adelaide Oval Tiled – in game LED Out of game: Adelaide Oval Tiled – OOG LED
	Parapet Tiles	L3T: 2150x80 L4T: 2380x80 WA: 1536x80					



Files **MUST** be .mov with the Animation (uncompressed) codec, otherwise your files will not play correctly
For questions about Adelaide Oval content requirements contact MKTG or stadium operators KOJO.
Michael Deer - Executive Producer - 0477 703 299 - michael.deer@kojo.com.au



BIG SCREEN

Dimensions: 1920x1080

ANIMATED

Format: MP4

Codec: H.264

Frames per second: 50i

Duration: As per agreement

Title Safe: 60px

Audio Channels: 2

Audio Sample Rate: 48.000kHz

Audio Max: -24 LKFS

Audio must include 12 frames of silence at start & end

MKTG Drop Asset: AFL Video

STATIC

Format: JPG or PNG

Colour mode: RGB

Depth 72dpi

MKTG Drop Asset: AFL Graphics

Note: Other video formats and codecs may be accepted.
Videos may be converted at venue for playout on big screen system.



DESIGNING FOR LED

SEAMS

You will need to check your content to see if it will work properly in the stadium.
The files you create will need to be able to play in a long string around the stadium without showing the seams between them.

To avoid creating visible seams:

- Coloured/Textured backgrounds will need to blend from end to end (page 9)
- Animated elements that move off the side of the tile will need to 're-appear' on the opposite side of the tile (page 10)
- Do not place your logo or copy on the edges of **any** files.



If your content is scrolling horizontally you do not need to worry about this.

Checking Tiled LED:

To check the seams between tiles, put two copies of the tile you have created next to each other end to end, And watch to see if they blend seamlessly throughout the animation.

Checking 360° In Game LED:

To check the seams between the files, put what you have created end to end in order (eg. MCG-FOG1, MCG-FOG2, MCG-FOG3 etc.) to see if they blend seamlessly throughout the animation. Please note the physical breaks across the parapet LED for camera baskets and how this might affect your design. You may want to avoid messaging that travels across a camera basket break.

DESIGNING FOR LED BACKGROUND

BAD TILE EXAMPLE:

Non-Seamless Tiling – The background image isn't consistent, so it is obvious where the edge of the tile is



GOOD TILE EXAMPLE:

Seamless Tiling – The background image lines up between the tiles



DESIGNING FOR LED ANIMATION

BAD TILE EXAMPLE:

Non-Seamless Tiling - As the text scrolls off the tile it doesn't appear on the other side of the tile at the same point



GOOD TILE EXAMPLE:

Seamless Tiling - As the text scrolls off one tile, it appears on the other end of the tile in the same way



DESIGNING FOR LED LAYOUT



Consider your tile designs not only on their own but in relation to each other. You may create a tile that starts and ends with a logo, such as below:



When it is tiled at the stadium, you will end up with two logos next to each other before the text repeats. There is nothing wrong with this, but it is something to keep in mind.



DESIGNING FOR LED

WHAT WORKS BEST:

- High contrast graphics
- Bold logos and type
- Utilise the full height of the screens and use available space
- Dark backgrounds with light text / logos
- Short messages
- Have consistent spacing and repeating of elements (logo, image, copy)
- We recommend all horizontally scrolling animations travel in an anti-clockwise manner
- Consider having some animation happening throughout your creative
- Consider having the brand logo or main message on screen for majority of the time
- Animations should loop in case your creative is played back to back
- When creating animations (looped or otherwise), consider having the main content visible on the end frame, in case the animation needs to pause for any reason
- The use of small repeat logos along the bottom of your in-game commercial field content assists with brand exposure through broadcast close-up camera work, as often the whole of the screen is not captured through broadcast vision

eg.





DESIGNING FOR LED

THINGS TO AVOID:

- Flashing or overly distracting graphics
- Very fast movement
- Long messages or content spaced far apart. Not easily visible on broadcast or in stadium
- Avoid using white or light backgrounds as these can get washed out through sun-glare over broadcast
- Small, thin or italicised font
- Changing logo or font size between tiles
- Two lines of text on top of each other
- Too much use of footage or photos
- Don't cover seams with logos or text, they will get cut in half at the edge of the screens
- Limit unbranded time and avoid large areas of blank space