



PLANET BLUE PICTURES

DIGITAL DISTRIBUTION

VERSION JANUARY 2016



CONTENTS	02
INTRODUCTION	03
DELIVERY OF CONTENT	04
CONTENT SPECIFICATIONS	05
SERVICE DIAGRAM	06
DISTRIBUTION CHANNELS	07
INTEGRATION	08
INGESTION	09
CONTACT	10



Planet Blue Pictures provides music video, film, short film, digital video content distribution, and syndication, license services to our artists, labels and content partners.

We service over 50 music shows around the world including MTV, 20 video digital retailers including iTunes and over 30 telecommunications and mobile companies globally.

With the digital world ever growing, there is an exhaustive list of methods for distributing your content. Unfortunately, this can be extremely time consuming and tedious as each media network requires their own specifications and formats. Without proper skills in these areas this can seem tedious and complex.

This is where Planet Blue Pictures steps in. We handle it all for you including formatting, covering all data charges, royalty management and distribution. This is the biggest value proposition on the market as it could cost you thousands of dollars to do this all on your own.

With our list of contacts ever growing, Planet Blue Pictures gives you the best possible network connection for your video/ film in the quickest, and most cost effective way out.

Planet Blue Pictures Content Team



Planet Blue Pictures accepts most content delivery methods, such as DropBox, WeTransfer, Hightail and more.

We will require the following:

- **CONTENT:** Film / Video clip file / Audio file
- **IMAGE:** DVD Cover / Poster / any artwork you feel is necessary
- **PBP META DATA SHEET:** This will be supplied to you through email

After submitting the files, please email licenseteam@bluepie.com.au clearly stating:

- Your full name
- A list of files uploaded
- Links to where they're placed

If you are unsure of your delivery method is accepted or correct, feel free to email licenseteam@bluepie.com.au and we shall get back to you ASAP.





VIDEO SPECIFICATIONS

MPEG-4 CONTAINER

CODEC: H.264 / MPEG-4 AVC

PAR: 1 : 1

HIGH-PROFILE: 4 : 4 : 4

FRAME: Native

BITRATE: 1-pass CBR (or better)

GOP: long or longest (33 at least)

AUDIO SPECIFICATIONS

ENCODER: AAC Encoder

SAMPLING FREQUENCY: 96KHz

CHANNELS: Stereo (or better)

BIT RATE: 512 kbit/s

CODEC: MPEG-4 / ISO / IEC / 14493-3

OBJECT: Low Complexity

OUTPUT-FORMAT: RAW

IMAGE SPECIFICATIONS

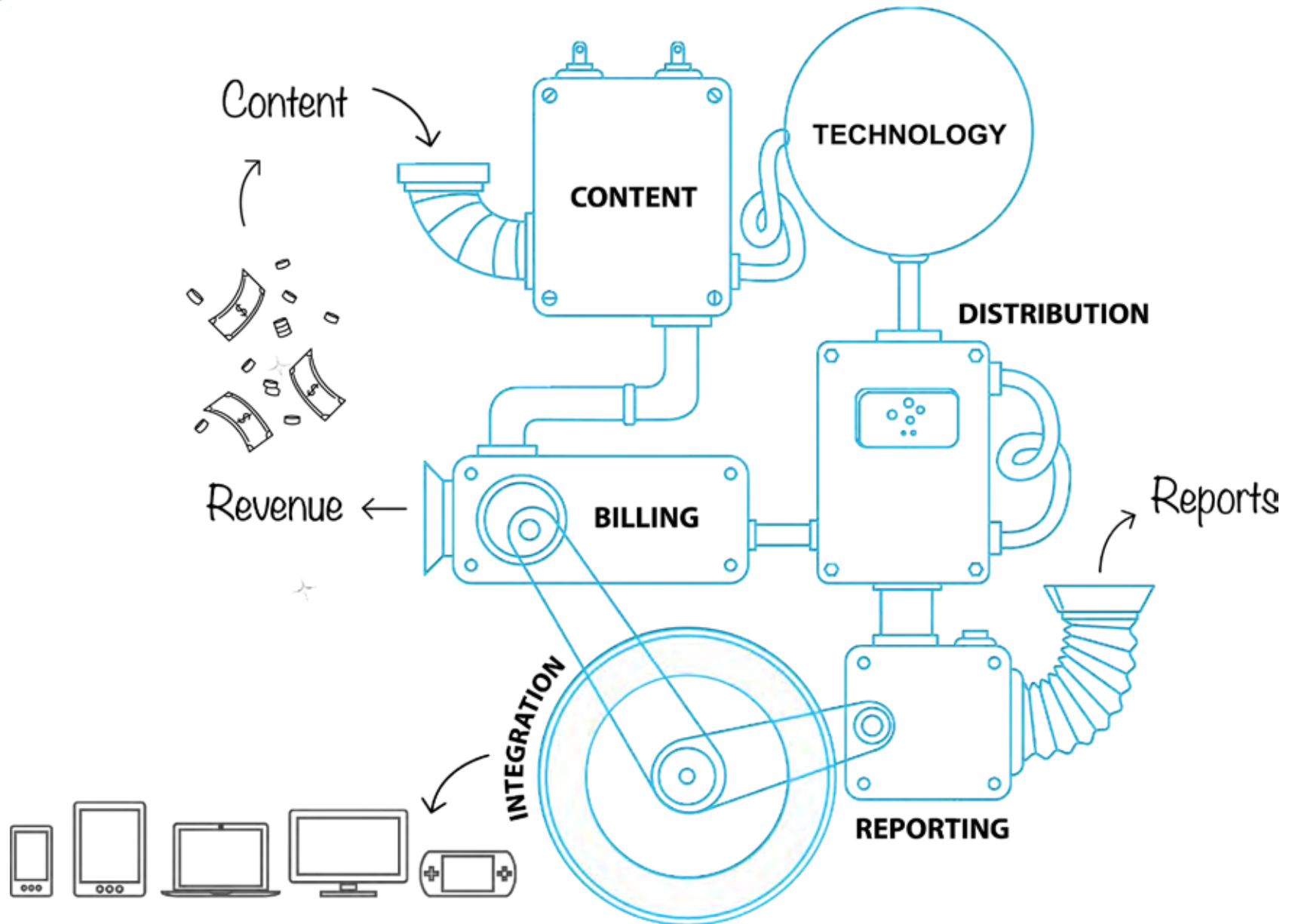
DVD COVER / POSTER / ARTWORK

DIMENSIONS: 1400 X 2100 pixels

FORMAT: JPG

NOTE

- These formats should be used as a guide to output the best quality clip. Always keep in mind the highest definition possible is the most ideal for our services.
- No count down timers at start of clip
- In regards to music videos, no title credits to be displayed throughout the clip, however name of song and artist is only allowed.
- Feel free to email licenseteam@bluepie.com.au for any formatting questions.





Planet Blue Pictures' management team has negotiated comprehensive distribution deals with some of the largest, most influential companies in the world.

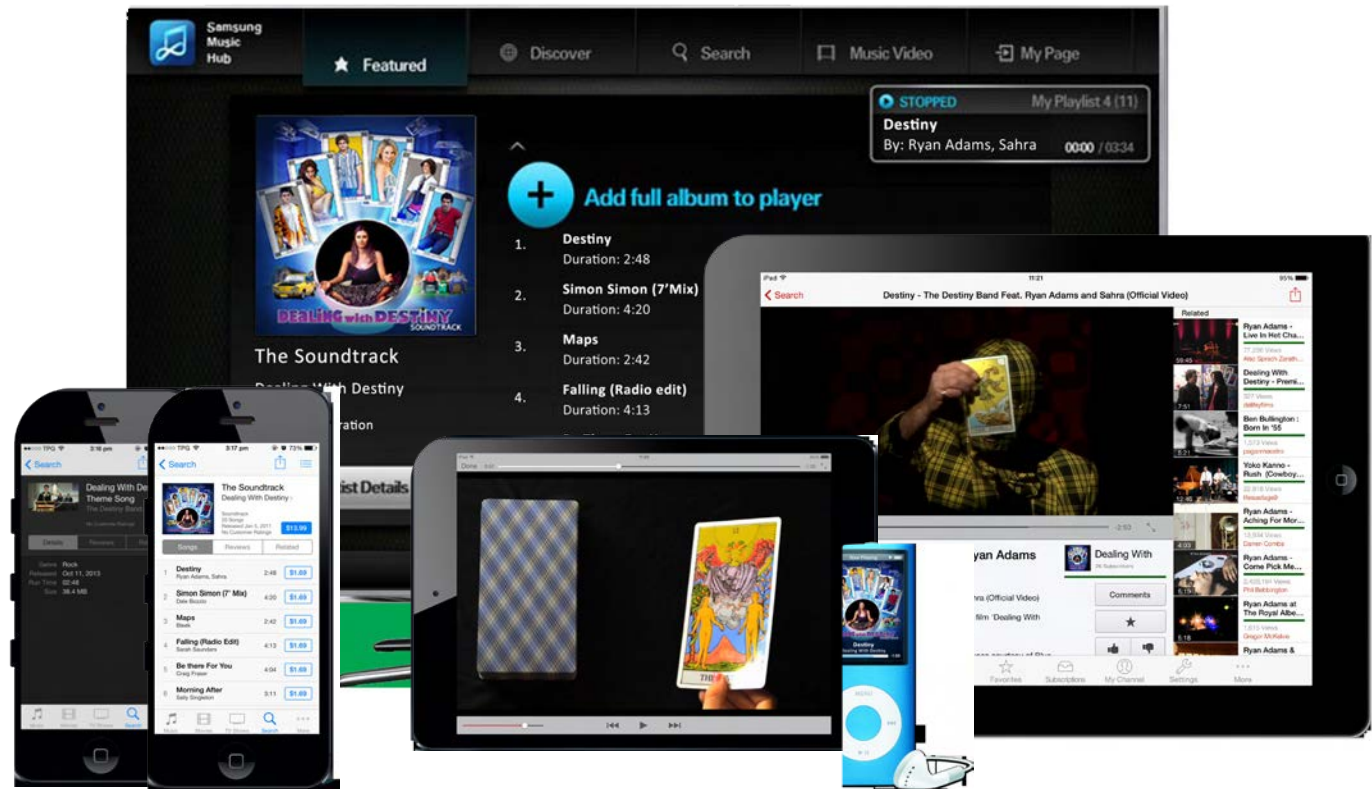




Planet Blue Pictures has completed integration with every relevant mobile device, tablet, Smart TV, and most gaming consoles.

The following applications are live in each respective marketplace:

- iOS – iPhone, iPad, Apple TV
- Android mobile phones, tablets
- Google TV
- Microsoft Mobile Phones
- Samsung Smart TVs
- Amazon Kindle Fire
- Sony Bravia Smart TVs
- Xbox
- Windows 8
- Playstation





Planet Blue Pictures provides our content partners with the opportunity to have all their video clip ingestion costs funded by Planet Blue Pictures via a royalty advance.

All approved video clips that we accept for this offer will have all the ingestion costs advanced to the content partner. This includes all iTunes formatting charges, creation of all the various formats required by our content partners from MOV to AVI files and the ingestion time to insure delivery to the 20+ services we send you video clip to.

All of this would cost well over \$2,000 USD if you had to manage this process on your own. We do this for one flat fee of \$500 USD and if your clip is accepted we simply advance you the ingestion costs and you do not have to pay anything. We then recover our costs from the future royalty income stream that the video clip generates.

We have partnered with Blue Pie Data to manage all our royalty and reporting requirements. All sales will be reported to you via a unique secure login so that you can see all the income your content generates via the Planet Blue Pictures distribution network. Reports are all updated monthly and royalties are paid to you on a quarterly basis.

What we need to ingest and service your content to our partners:

- A signed license agreement
- All the information completed in our Meta Data Sheet
- Your content in the format outlined in this brochure (See the specification's section)

Once we have the above items we can then process your content and make sure that this is delivered to our service providers in a timely and efficient manner. It will take up to 120 days for all service providers to confirm that your content has been ingested. For more information you can email sales@planetbluepictures.com





USA

PLANET BLUE PICTURES USA

616 Corporate Way
Suite 2, Valley Cottage, NY 10989
USA

P: +61 2 9086 9008
F: +61 2 9310 0166
E: sales@planetbluepictures.com
W: www.planetbluepictures.com



NETHERLANDS

PLANET BLUE PICTURES USA

Unit 20, No.112 McEvoy St.
Alexandria, NSW, 2015
AUSTRALIA

P: +61 2 9086 9008
F: +61 2 9310 0166
E: sales@planetbluepictures.com
W: www.planetbluepictures.com



AUSTRALIA

PLANET BLUE PICTURES USA

Unit 20, No.112 McEvoy St.
Alexandria, NSW, 2015
AUSTRALIA

P: +61 2 9086 9008
F: +61 2 9310 0166
E: sales@planetbluepictures.com
W: www.planetbluepictures.com



HONG KONG

PLANET BLUE PICTURES USA

Unit 1010
10/F, Miramar Tower, 132 Nathan Rd.
Tsim Sha Tsui, Kowloon
HONG KONG

P: +61 2 9086 9008
F: +61 2 9310 0166
E: sales@planetbluepictures.com
W: www.planetbluepictures.com