

Encoding & Delivery To iTunes

FAQ
1 of 6

1. How do I upload my content onto iTunes?

In order to upload content onto iTunes for sale and distribution you will need:

1. A contract with Apple if you have a *minimum* of 50 titles,
OR
2. A contract through an aggregator (see Aggregator FAQ #3 for more details) with no minimum amount of material required to upload onto iTunes.
3. An iTunes package complete with metadata and all required assets compliant to Apple's specifications.

2. What if I also want to upload my content to Amazon, Hulu, Netflix, etc?

In addition to iTunes, 2G Digital can also encode your content to meet specs for other **E-Tailers** or **Electronic Sell Thru's** (EST's) like Hulu, Amazon, Netflix and more.



280 E. Magnolia Blvd., Burbank, CA 91502 818-863-8900 www.2gdigital.com

CONFIDENTIAL & LEGALLY PRIVILEGED INFORMATION -
Do not disclose to any other person without expressed written consent from 2G Digital Post, Inc.

3. How is 2G Digital different from an aggregator?

- An aggregator is a qualified company that can negotiate and distribute your content directly with Apple, unless you are working with Apple directly through an independent contract
- 2G Digital is responsible for the creation and delivery of your content. We do not negotiate any rates or prices for your content's distribution on iTunes. Rather, we manage solely the encoding and delivery of your project once a contract is in place

4. I don't have a contract with Apple. What do I need to do?

- If you do not have a contract with Apple, or have less than the 50 titles required to gain access to iTunes, you will need to work with an aggregator
- 2G Digital can refer you to specific aggregators we work with frequently that can help you distribute your content. We work closely with your aggregator during the encoding process, so that you do not have to navigate between two separate facilities



280 E. Magnolia Blvd., Burbank, CA 91502 818-863-8900 www.2gdigital.com

CONFIDENTIAL & LEGALLY PRIVILEGED INFORMATION -
Do not disclose to any other person without expressed written consent from 2G Digital Post, Inc.

5. I have a DVD of my movie. What formats do you accept for encoding?

For ultimate quality, we will only accept the *original source master* (either tape or mezzanine file) that was used to create your DVD.

6. What is the turnaround time to upload to iTunes?

- Typical turnaround to capture source, encode file, and digitally deliver to iTunes will depend on runtime length, any additional fixes required that are discovered during the QC process, and how soon we receive all pertinent materials from the client
- Once Apple has received your newly encoded content, it can take up to 6 weeks for materials to go live on the iTunes store

7. What if I upload to iTunes and 3 months later I decide to upload to Netflix? Do I have to re-encode my project?

We can digitally archive your project so that it is easy to restore, transcode to the desired E-tailer specs (in this case, Netflix), and digitally deliver to Netflix or any other E-tailer.



280 E. Magnolia Blvd., Burbank, CA 91502 818-863-8900 www.2gdigital.com

CONFIDENTIAL & LEGALLY PRIVILEGED INFORMATION -
Do not disclose to any other person without expressed written consent from 2G Digital Post, Inc.

8. What are your rates?

- Every project is different and we invite you to call or email us to discuss rates within the scope of your content. We offer competitive package pricing that includes capture, quality control, encoding, and digital delivery to iTunes
- We also offer archive solutions that will enable you to have quick and easy access to your encoded material

9. What other information will I need to provide?

- Runtime or estimated hours of content
- Source master format: HD or SD tape or file
- Metadata information (2G will provide format materials)
- All pertaining audio files, subtitle files, closed captioning files check disc with thumbnails and chapterstops
- We will walk you through all the necessary steps!



280 E. Magnolia Blvd., Burbank, CA 91502 818-863-8900 www.2gdigital.com

CONFIDENTIAL & LEGALLY PRIVILEGED INFORMATION -
Do not disclose to any other person without expressed written consent from 2G Digital Post, Inc.

Encoding & Delivery To iTunes

FAQ
5 of 6

Glossary:

1. Metadata: Information about your content that must be submitted to iTunes in order to catalogue material.

Example:

Type (TV & Film)	Vendor ID (TV & Film)	Partner Name (Film)	Brand Name (Film)	English Title (TV & Film)	Release Year (Film)	Genre (Film)	Country of Origin (Film)

2. Encoding: The process of compressing a media file for a specific purpose, such as streaming on the Web.

3. Source Master: The source used to create the final viewing format. Source material is usually tape based, either HD or SD. However, source material or source master can also be a QuickTime file, etc, from which a DVD is made and becomes the final viewing format.

- Common formats: HDCAMSR, HDCAM, BETACAM SP, DIGITAL BETACAM



280 E. Magnolia Blvd., Burbank, CA 91502 818-863-8900 www.2gdigital.com

CONFIDENTIAL & LEGALLY PRIVILEGED INFORMATION -
Do not disclose to any other person without expressed written consent from 2G Digital Post, Inc.

Encoding & Delivery To iTunes

FAQ
6 of 6

Glossary:

4. Transcode: is the direct digital-to-digital conversion of one encoding to another. This is usually done in cases where a target device does not support the format or has limited storage capacity that mandates a reduced file size, or to convert incompatible or obsolete data to a better-supported or modern format.

5. File Repurpose: We take the already transcoded file and resend to an E-Tailer that can take the same specifications. In a sense, we are just redelivering or repurposing the same file to a different outlet.



280 E. Magnolia Blvd., Burbank, CA 91502 818-863-8900 www.2gdigital.com

CONFIDENTIAL & LEGALLY PRIVILEGED INFORMATION -
Do not disclose to any other person without expressed written consent from 2G Digital Post, Inc.