



**2016 MEDIA NETWORK PROGRAM GUIDELINES
& TECHNICAL SPECIFICATIONS
FOR ADVERTISING**

NETWORK STANDARDS

Our network of channels reflects the values of a broad audience and meets general community standards at all times. All programming should fall within the following ratings: Film (G, PG); Television (TVY, TV7, TVG, TVPG); Video Games/Software (eC, E, T). If content exceeds these ratings (i.e. R-rated films or M-rated games/software), footage will be subject to further review and editing.

Best Buy reminds all content providers it is their responsibility to secure all rights for talent, music and footage contained in their submitted content.

General Themes of Concern

The following list presents general themes of concern to Best Buy. Content displaying any of these themes may or may not be subject to rejection.

| | | |
|--|--------------------------------------|--------------------|
| Tasteless or Violent Acts | Religion/Occult | Offensive Language |
| Nudity/Sexual Activity | Advertising Directed at Children | Drugs/Drug Use |
| Display of Personal Data | Pricing Offers | Competitor Claims |
| Phone Numbers | URL Addresses | Smoking |
| Drinking Alcohol to Excess | Product Placement/Competitor Signage | |
| Anti Social, Disparaging or Demeaning Behavior | | Illegal Activities |

Superlative Claims

Because our program broadcasts on a closed-circuit environment over several brands of display devices, superlative claims by a provider can put Best Buy at risk. Below are the guidelines for superlative claims:

Subjective Claims

Superlative expressions of opinion or personal evaluation. For example, "XYZ Company is your best choice when looking for a new HDTV." Such opinions, statements of corporate pride, and promises are not permitted.

Objective Claims

Superlative expressions that can be measured or proven. For Example "XYZ Company is the world's best-selling brand of television." Such claims are permitted only if legal documentation is provided to Best Buy before the claim airs in our store environment.

Objective claims that cannot be measured, for example, "XYZ Brand has the lowest prices of televisions in the world," are not permitted.

Best Practices

In addition to staying within the parameters of the above standards, content submitted to Best Buy should lead with clear, impressive and professionally shot footage. In particular, as it pertains to our in-store environment, because customers use the many TVs on display to compare and contrast quality, colorful dynamic images are important. If submitted content is not of the highest caliber, it will stand out in a negative way and, potentially, portray Best Buy and your brand in a negative light.

Content should remain short (30 seconds for HD/4K Ultra screens). Make your content engaging and remember: shoppers are busy. Capture their attention immediately and get to the point quickly. You cannot always bank on lingering customer engagement.

For in-store content, never use an on-camera spokesperson, voice-over or other "audio-dependent" techniques as the only method to convey your content. Our stores are busy places and to expect your message to "cut through" via only an audio track in an active store is not a successful model.

This is not to say audio isn't important-it still is. Just don't rely on it. Make sure all submitted in-store content has engaging music and sound design, and is mixed to standard broadcast levels. Include VO if you feel it is needed, but make sure the main messages are also conveyed visually.

Using simple, conversationally paced one-, two- or three-word phrases (and, if needed, a little more copy in a sub-head) as onscreen text graphics is the recommended method to promote key messages in your in-store content. This, in combination with the best footage you can provide, will ensure that your message is outstanding and has the greatest chance for customer recall.

Please note these are simply our recommendations based on years of customer research regarding in-store content. Your content approach is not required to follow these best practices to the letter, but know that content deemed ineffective, of subpar quality or having the potential to negatively portray the Best Buy brand may be rejected for use.



2016 MEDIA NETWORK TECHNICAL DELIVERY SPECIFICATIONS SHEET ADVERTISING

HD Content

All content submitted MUST be native Ultra High Definition with a resolution of 3840 x 2160. Absolutely no content below UHD will be allowed on the Wall.

PLEASE NOTE: all content MUST have an audio track.

Source Video Specs

- 2160p 29.97 fps or 2160p 23.98 fps
- 16:9 (1.78:1) aspect ratio
- Reference black level at 0mv/7.5 IRE/16
- Peak program white levels at 700mv/100 IRE/235
- Neither the program luminance whites nor blacks should be clipped excessively. For color difference signals R-Y and B-Y, levels shall not exceed 700mv or fall below 0mv when set at a 350 mv offset
- All video shall conform to SMPTE 274M, with no visible video impairment such as blocking errors or pixel artifacts. Luminance and color difference signals must not exceed the bound of the legal gamut.

Source Audio Specs

- 2 channels of audio, stereo preferred (2.0 LT/RT)
- All levels referenced to 0dBu or -20dBFS.
- Maximum peak audio peaks: -8dBFS.
- Target reference level for loudness: -24LKFS +/-2dB
- Normal conversational dialogue: +2dB to +7dB over reference

Timecode

10 seconds of non-drop coherent SMPTE timecode before and after the segment is mandatory – start program timecode should read 01:00:00:00. Timecode must adhere to SMPTE 12M “Time and Control Code”, be continuous, ascending, and contain all appropriate flagging bits. All timecode references must match exactly.

ACCEPTABLE UHD Data File Formats:

(please follow slate specifications & audio channel allocations listed)

- Codec: Quicktime ProRes HQ 4:2:2 Video Format: 2160p/29.97fps Audio at 48kHz
- Codec: QuickTime ProRes HQ 4:2:2 Video Format: 2160p/23.98fps Audio at 48kHz

****UNACCEPTABLE** Delivery Formats (please note: these formats will not be used):** H.264, H.265 or any other interframe compression. ABSOLUTELY NO UP-CONVERTED MATERIAL CAN BE ALLOWED.

Upload UHD Files to:

<ftp://bbyproductions.com>

If you have not yet been provided a username and password, please request this information from your Best Buy Media Network contact.

GETTING CONNECTED via ftp:

• FTP CLIENTS

To achieve optimal upload and download speeds, FTP client software provides multiple advantages over HTTP browser transfers. A good FTP client can upload large files while providing a consistent error-free connection with the function to be able to resume broken transfers, and upload many files at the same time.

So how do you get an FTP client? Check out the software below. Free and paid FTP clients exist. The paid FTP clients will allow for simultaneous connections upload of many files at the same time.

MAC OS X (FREE)

- Cyberduck
- FileZilla

WINDOWS (FREE)

- CoreFTP
- FileZilla
- GOFTP

MAC OS X (PAID)

- Transmit version 5
- Yummy FTP

WINDOWS (PAID)

- Smart FTP
- GOFTP

- **FTP/LARGE FILES**

To connect using your ftp client, open your ftp client and type this link into the connection tab: files.bbyproductions.com. You will then be asked to login with your custom username and password (given by your administrator).

- **UPLOAD/DOWNLOAD**

When connected via FTP, you are now able to check the directory listing for files resident on the server, or initiate an upload or download session via ftp client.

****PLEASE NOTE:** Large file transfers over 10 gigabytes should not be attempted on the Best Buy Productions Server. FTP transfers are performed by dragging-and-dropping files on to the FTP directory.

TIP: Some FTP clients allow for simultaneous connections. This can automatically log you into the Best Buy On server with 10 connections at the same time. The advantage to this approach is the FTP client will use ALL available bandwidth to transfer multiple files. (Ten 1GB files will transfer faster than one 10GB file using this method, as each file will make its own connection to the Best Buy Productions Server).