Perception Analyzer

Media Testing – File Formats and Specifications

Please review, and pass along to your video production team, the following specifications for producing digital media files to be used in your Perception Analyzer dial test.

Digital media can be integrated directly into the Perception Analyzer software. This allows for perfectly synchronized video playback and data collection as well as faster and higher-quality deliverables. We'll play the content from a dedicated computer that can output a wide-aspect signal to a flat panel display. Because we may not have a choice on playback monitor, the digital videos need to be prepared at the lower HD resolution specification of 1280x720. Please create file names in a way that we can easily ID the video within the provided questionnaire / moderator guide and have your media clips prepared to the following specifications:

Required Media Formats

- Video file format: .mp4 (please do not provide .wmv or .mov files)

- Video compression: H.264 (Advanced Video Coding / AVC)

- Video resolution: 1280x720 (please no larger than that and no smaller than 640x480)

- Bit-rate: 8Mbps maximum (8000Kbps)

- Frame rate: 30 frames-per-second

- Audio compression: AAC with bit-rate of no less than 96Kbps

- Create each clip as a separate file

- Add 1 second black pre-roll and 2 seconds of black at the end

- Provide FTP download link for all media clips no later than 3 business days before the first group of a research project

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