

Have you noticed how there always seem to be technical questions to keep you on your toes? If so, you might be grateful for this guide to 'Deliverables'. And firstly, some people may be asking what the dickens a deliverable *is!* Well, perhaps whoever coined the phrase just wanted to make it sound intimidating, 'cos it's simply the medium on which your project is delivered.



## DELIVERABLES

In just a bit, we'll give you an 'at a glance' summary of the most popular options. Meanwhile *there's just one question to answer*; one that'll cut through all the gobbledygook, and that is:

### *When the project is finished, how will it be shown:*

- Aired on the telly?
- Put on social media?
- Shown on a website?
- Distributed as copies?
- Emailed to people?
- Screened at an event, or as part of a presentation?
- Entered into a competition?

That's really all we need to know. As soon as that's clear, we can pretty much say what's best. If you're interested in the details, though, here's some more stuff to think about:

#### **Aired on the telly:**

If the video's going on the telly – what they call 'broadcast output' – it's important to tie in with the broadcaster as they'll more than likely have to meet a bunch of technical specifications before it goes on air. That said, we take care of all that guff when you're on board.

#### **Available on a website – streaming or downloaded:**

To view a video on a website, it needs *encoding* to a certain spec. In other words, it needs turning into a digital file – and here it's the size of the file that really matters... There are two main things that contribute to the size of a file: *the length of the clip*, and *the quality of the picture*. The longer the clip is, the bigger the file is; the bigger the file is, the longer some people might have to wait to download or watch it. It pains us to say that not everyone has a lightning fast internet connection.

For that reason, the size of the file helps determine the *type of deliverable* that we recommend. There are a number of digital formats: if you have web gurus tucked away somewhere, they can probably advise you which is best; if not, then a quick chat with the DMI team should point you in the right direction.

*"DMI steered the production in the best way possible for us." Greg Emson, ITV Studios*

### **Distributed as copies:**

Although it's rarely the case these days, a shiny new DVD is still sometimes the right bod for the job! If that's the case, remember to check on the standard required. PAL for UK and most of Europe; NTSC for the USA and a few other territories. See our Info Sheet on ['Worldwide Standards'](#) to help work out what you need.

### **Social Media / Sent online:**

Well... Technology now changes so quickly that this advice may need updating by the time you finish reading the paragraph! Whereas you *might* still want to be sending files by email, it's far more likely that sites aimed at sharing or showing videos, like Vimeo. YouTube or WeTransfer are the way forward for a larger file. In short, we tend to judge this on a case by case basis; call us on 01784 42 12 12 if you'd like more help.

### **Screened at an event, or as part of a presentation:**

If you're making a presentation using a laptop, you'll probably want it as a high-quality digital file. If a third party is organising the event for you, they can advise you on what kind of system they're using to play out. Again, here at DMI, we make it easy and do all the checking ourselves.

### **Entering a competition:**

The organisers of a competition tend to specify the medium they require in the conditions of entry. If it sounds like mumbo jumbo, just let us know: we'll make sense of it. And if you *are* entering something into a competition, all that's left to be said is... Jolly good luck!

So there we have it! Of course, if you have any questions that we haven't addressed, don't think twice: call us on 01784 42 12 12, email us via [stuart@dmiproductions.co.uk](mailto:stuart@dmiproductions.co.uk) or pop in and see us!

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