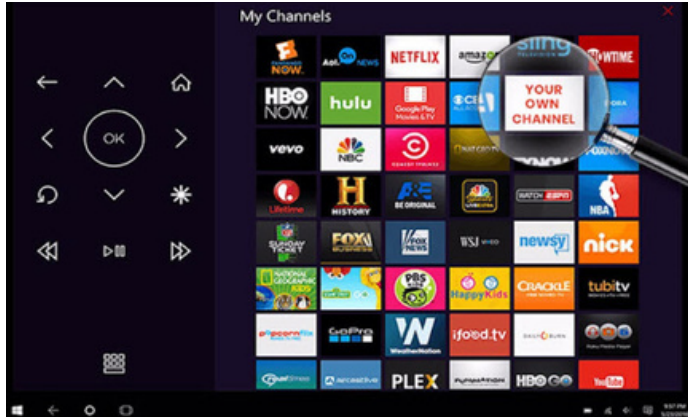




THE TV CHANNEL OWNERSHIP GUIDE



First off, congratulations on your new and exciting career in TV channel ownership. We want your channel launch to be as seamless as possible. Communication between you and our staff is of top priority for this to happen.

Let's Succeed Together!

As soon as you decided to jump into the exciting world of TV channel ownership, we purchased your programming storage. Your broadcast server is where your video content will reside, and the networks will pull your programming to deliver it to viewers. Television Syndication has already incurred this expense even though your channel may not yet be live. For this reason, your billing has already begun. Your channel will launch within 20 business days. Place holders will be used for content that is pending.



Here's What We Need From You For Your Channel & Commercial.

- Please begin to send 4 or 5 produced content to brenda@televisionsyndication.com
- All videos need to be in MP4. For best viewing, 1920 x 1080.
- Each video needs a title. Example: "Terez Maylock Talks About Making Money"
- Each video needs a description. Example: In this episode, Terez Maylock talks about ways to make money in the exciting world of TV channel ownership.
- Each video needs a thumbnail-sized 1280x720 png format. We recommend giving each video its custom thumbnail to look like a professional station. Look at the thumbnail example below. Think of your channel as art, as Netflix and all the major networks do. It's easy to take a quick screenshot of a frame in your video, but does that do it justice?
- Many of our clients like to handle and control their artwork. If this is not the case, we have experienced professionals to refer you.
- Please submit artwork to brenda@televisionsyndication.com ASAP.
- You will also be trained to upload video on your dashboard to the **Satellite TV Feed** and manage your channel.



Here's an example of a 1280 x 720 PNG video thumbnail



7. Your TV channel will also need additional artwork sized for each network.

Here's an example of a Roku channel's png. artwork. * Notice, artwork is not just a logo. It should also have a creative background.



splash_hd - 1280 x 720



splash - 1920 x 1080



Logo Icon | Store - 540 x 405



Top Logo - 698 x 323



Icon_focus_hd | - 540 x 405



Top Banner - 1920 X 170

Search Button 165 X 60

Channel Logo 400 X 90

Please name all file names according to above

Roku Channel Background Image - 1920 x 1080
This should have no text or be too busy, it's just an
image that your videos will lay over.



Here's the sizing for Apple TV | png. Format

If you would like your artwork professionally created ask Television Syndication for rates or if you have access to a graphic designer feel free to do it yourself and submit it.

Apple TV

- 1.1280X768 App Icon
2. 800X480 App Icon
3. 400X240 App Icon
4. 2320X720 Banner
- 5.1920X720 Banner
- 6.1920X1080 Channel launch image

Apple TV Banner
2320 x 720 4K
1920 x 720 HD

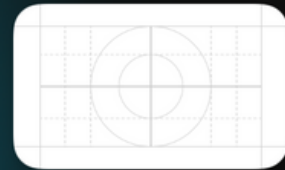
**There are 2 sizes because it responds
to various TV sizes**



App Icon

App Icon

app icon uses: 1280X768
800X480
400X240



App Icon is what viewers see when they are searching to select a channel

Amazon Fire

500x500 Logo Image
1920x1080 Background
1920x300 Header
114x114 Small Icon
512x512 Large Icon
1280x720 Fire TV Icon
1920x1080 Launch Image

android TV | .png files needed

1. 1920X1080 launcher
2. 320X180 android tv banner
3. 512X512 app_icon

If you would like your artwork professionally created ask Television Syndication for rates or if you have access to a graphic designer feel free to do it yourself and submit it.

