

# Producer Packet.

**triplewidemedia**

*an Orange Thread Media, LLC Company*

## overview.

TripleWide Media is fueling the multi-screen movement. More specifically, TripleWide Media was designed to get multi-screen content in the hands of people who need it. TripleWide Media is the first place to fully dedicate themselves to Triple-wide, multi-screen and environmental projection content.

## how much?

Still Images - 3 credits.  
Countdowns - 15 credits.  
Motions & Stock Footage - 12 credits.

## why credits?

On TripleWide Media, we believe a purchase-as-you-go model hinders the ability to download to content quickly and slows down the end user's experience. Therefore, TripleWide Media uses a credit-based payment system. When a user purchases a product, their credits are deducted from their credit balance and they have immediate access to their content. *It's so simple.*

## producer requirements/details

### **Basic Submission Requirements**

1. Producer must create excellent and original work.
2. Each producer must submit a minimum of 5 initial products to submit.
3. Each clip will be subject to approval by the TripleWide Media Content team.
4. Producers must upload ALL three resolutions for each product they want to sell in the resolutions and codecs below.
5. Each product will be subject to the expiration policy (as described below).

### **Still Image Requirements:**

1. All images must be uploaded in JPEG format, 72 DPI
2. All images must be uploaded in the following resolutions:  
(Single-Wide: 800x600, Double-Wide: 1600x600 and Triple-Wide: 2400x600)
3. All image products require a 960x240 preview thumbnail.

### **Video Requirements:**

1. All video products must be Quicktime h.264 (.mov), Key Frame - 5 Frames, 29.97 FPS.
2. All video products must be uploaded in three different formats:  
SW: 640x480, DW: 1280x480 and TW: 1920x480.
3. All video products require a JPEG thumbnail for each of the three video resolutions in order to show how each resolution is cropped.
4. All video products require a 960x240 video preview file (low quality).

### How are producers paid?

When a member downloads one of your products, you will be paid a percentage of the credits spent by our member. Each credit is valued at \$0.95 and the producer royalty increases as you sell more units of a specific product. See the following tables to explain this better.

# of downloads per product	% to producer per product
1 - 79	50%
80 or more	60%

product type	cost	total value	1 - 79	80 or more
Still Image	3 Credits	\$2.85	\$1.43	\$1.61
Countdown	15 Credits	\$14.25	\$7.13	\$8.55
Motion or Footage	12 Credits	\$11.40	\$5.70	\$6.84

## how to apply/upload?

Once you and your team are ready to begin uploading content to be approved, you will need to submit 5 sample files to our FTP (We only need triple-wide resolutions for approval). Along with your 5 sample files, you must include a W9, Producer Contract and a text document with company contact information (including contact name, email, phone and any other contact information).

Place all these files in a ZIP file and upload to the FTP. Please name the document "PRODUCER\_NAME-application.zip" and send an email to Luke once your upload is complete.

Once you are approved as a producer, we will update your TripleWide Media account to Producer status and you will be able to begin uploading content to the site.

## producer documents

**W9:**

<http://www.triplewidemedia.com/wp-content/uploads/2010/10/W9.pdf>

**Producer Contract:**

[http://www.triplewidemedia.com/wp-content/uploads/2010/10/TWM\\_contract.zip](http://www.triplewidemedia.com/wp-content/uploads/2010/10/TWM_contract.zip)

**FTP Login Information:**

**Host Name:** ftp.orangethreadmedia.com

**Login/Username:** u35894740-triplewide

**Password:** twmproducer

## contact information

If you have any questions, please don't hesitate to contact us!

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BETA

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