

AUCKLAND LIVE DIGITAL STAGE CONTENT GUIDELINES AND TECHNICAL SPECIFICATIONS

—
FEBRUARY 2020

Apartment setting THE CAB



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AUCKLAND LIVE
DIGITAL STAGE



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This document is for external content providers and interested parties.
Auckland Live reserves the right to change these guidelines from time to time at its discretion.

1. INTRODUCTION

Auckland Live is New Zealand’s largest platform for live arts and entertainment. Its venues and iconic places, which include the Aotea Centre, Aotea Square, Auckland Town Hall, The Civic, Queens Wharf and the Bruce Mason Centre, are the stages for presenting a programme of world-class live performances, international companies, and local artists and arts communities.

The **Auckland Live Digital Stage (“Digital Stage”)** is an extension of our traditional stages, through which we champion and support new and existing works in dance, music, visual arts, theatre, and film in the heart of the Aotea Arts Quarter.

Located outdoors in Aotea Square, the Digital Stage is a large-scale portable screen on which Auckland Live presents a daily programme of curated digital content showcasing leading New Zealand and international arts, culture and entertainment stories to inspire, entertain, educate and inform people of all ages.

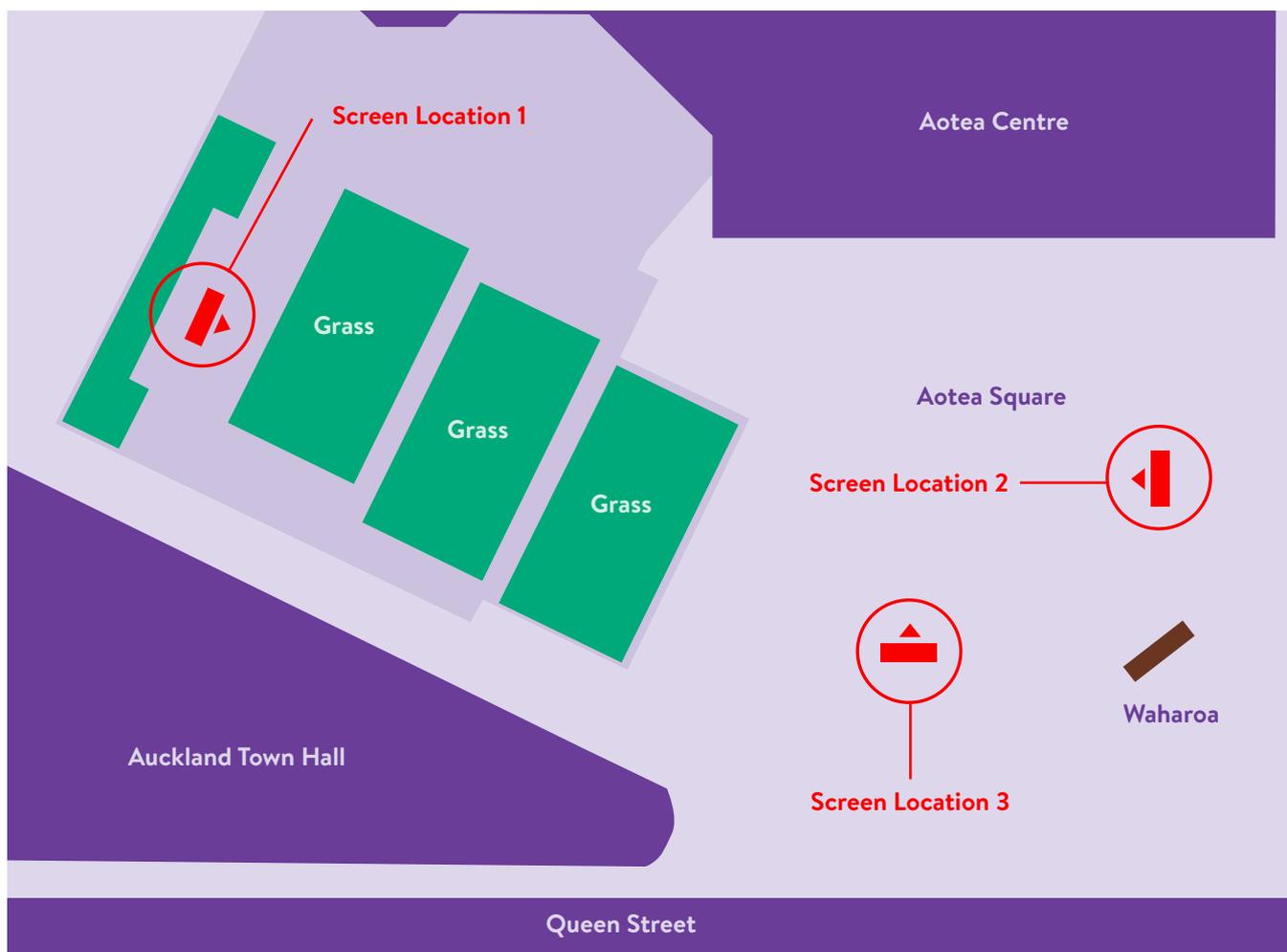
The Digital Stage offers artists and audiences the opportunity to take part in and reflect contemporary discussions around how technologies shape our world, communications, experiences and stories, and gives audiences a new means of accessing the arts in a relaxed, open-air setting.

The **Auckland Live Digital Stage Content Guidelines and Technical Specifications** are for external content providers considering making a submission of content and interested parties. All submitters of content are expected to be familiar with this document before making a submission.

Location

Aotea Square is the largest open-air space in inner-city Auckland and is used for a myriad of different events and activities. It is developing as Auckland’s prime public space and is the arts, culture and civic heart of the city. Auckland Live has an extensive and growing programme of Square-based activities and events. The Digital Stage will complement this programme.

The Digital Stage is a portable screen that can be positioned in three approved locations in Aotea Square.



Hours of operation

The hours of operation will vary according to Auckland Live's programming and technical capacity, weather conditions and other relevant factors. However, in accordance with its resource consent, the Digital Stage will not operate before 7am or after 11pm.

Objectives

By programming the Digital Stage, Auckland Live seeks to achieve the following objectives:

- enhance engagement with Aotea Square's existing patrons
- develop new audiences for arts, cultural and entertainment experiences in and around Aotea Square
- develop New Zealand digital artists and art works
- showcase Auckland's premium digital arts and culture experiences
- enhance and support the developing Aotea Arts Quarter as the city centre's premiere arts and culture destination
- increase awareness of the arts, cultural and entertainment offering available for visitors to Auckland

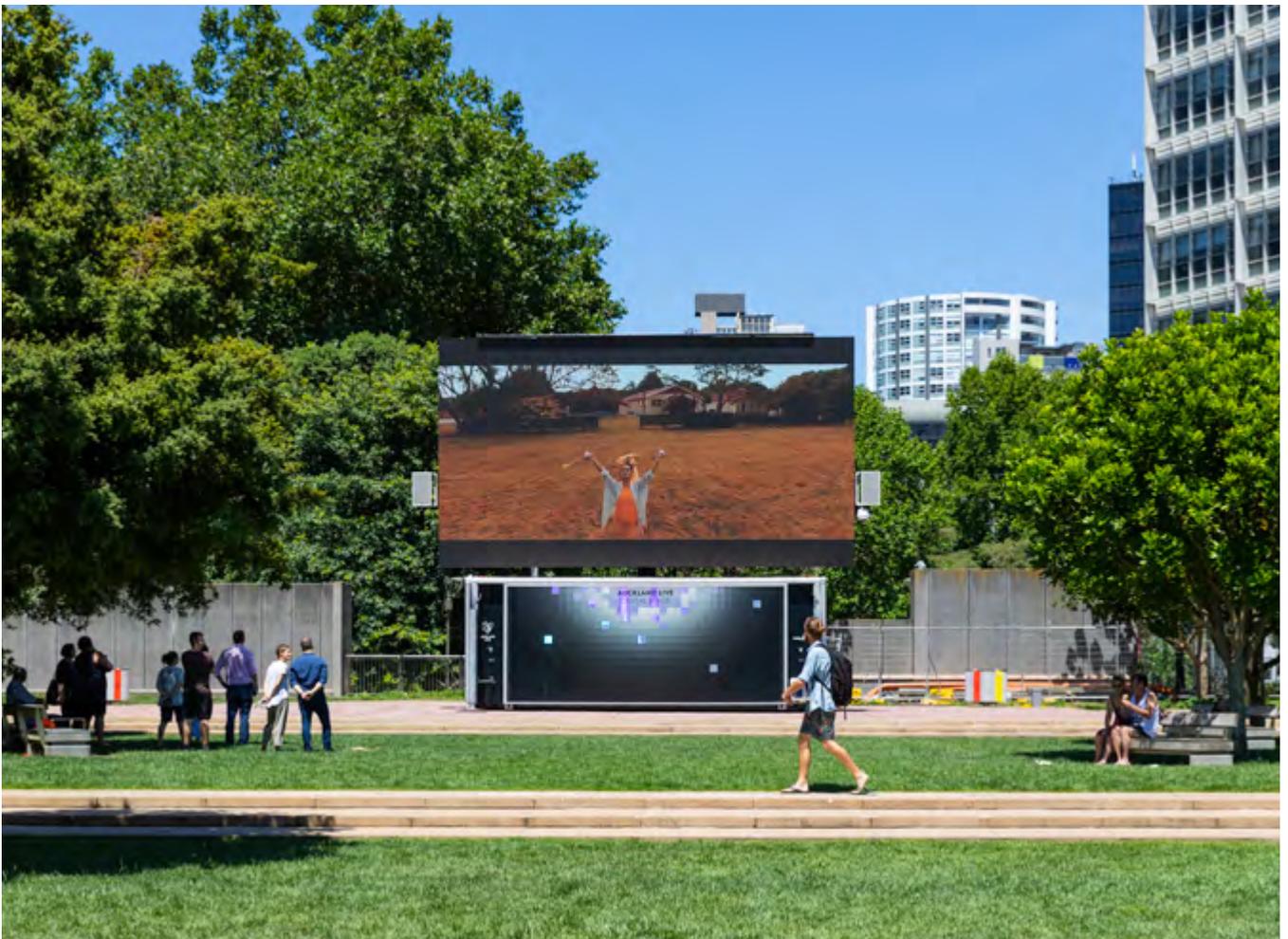
- support education about and awareness of Auckland Live and other Regional Facilities Auckland ("RFA") venues
- increase dwell time in and awareness of the Aotea Arts Quarter as an exciting and desirable destination within the city

These objectives and the content streams outlined below will help distinguish the Digital Stage from other public screens across Auckland.

Content streams

The content presented on the Digital Stage will be categorised under one of the following four streams of activity:

- **Inspire** – artistic content with a focus on New Zealand artists and stories
- **Entertain** – accessible content with links to art and culture
- **Educate** – general content offering opportunities for learning and stimulation
- **Inform** – practical and civic-focussed content mainly about Auckland and events occurring in RFA venues and the Aotea Arts Quarter.



2. CONTENT REQUIREMENTS AND PRIORITIES

This section sets out the requirements of all content screened on the Digital Stage and Auckland Live’s programming priorities and considerations. All content will be screened in accordance with the terms of the Digital Stage’s resource consent.

Preferred content

Auckland Live’s preferred content is:

- **Content showcasing the Arts**, including but not limited to dance, theatre, music, opera, circus, visual arts, literature
- **Artistic content**, including but not limited to experimental, film, music video, dance video, net art (digital artwork distributed via the internet)
- **Story-driven content**, including but not limited to local communities and New Zealand stories.

Preferred providers

Our preferred providers are:

- Auckland Live partners (including cultural organisations located within the Aotea Arts Quarter)
- RFA and city of Auckland cultural partners
- New Zealand arts and cultural companies/bodies/ artists
- New Zealand education institutions
- Communities from the Auckland region

International content will be considered in relation to current New Zealand interests, topics and practices.

Audio

The screen will showcase a mix of audio and non-audio content.

Language

All content will need to be delivered in English and/or in Te Reo Māori. Content in any other language must be subtitled.

Length

As the majority of audience will be passers-by, short-form content will be prioritised. Longer content will be programmed as part of special programmes or events.

Appropriacy of content

Being situated in a public place, the audience for the Digital Stage is broad. Auckland Live takes this into account in its programming decisions.

A “G” or “PG” rating classification as described by the Film and Labelling Body may be required.

G	Suitable for general audiences
PG	Parental guidance recommended for younger viewers

Content which is objectionable as defined by the Films, Videos, and Publications Classification Act 1993 will not be accepted. This includes content which:

- describes, depicts, expresses, promotes or supports exploitation, cruelty, hatred, violence, sexual abuse, torture, criminal acts or terrorism; and/or
- attempts to demean or discriminate against any person or group on the basis of ethnicity, nationality, race, gender, sexual preference, religion, belief, age, physical or mental disability or any other ground prohibited under the Human Rights Act 1993.

Audience

Auckland Live takes its diverse audiences into account in its programming decisions. The current and target audience for Aotea Square includes:

Auckland CBD residents and workers, Aucklanders from the central and outer suburbs, students and young people, tourists and other visitors to the city, cultural communities, families, passers-by, workers, regular users of the Square, show attendees.

Submitting content to Auckland Live

Content submission process

Submissions are currently by invitation only. By mid-2019, Auckland Live will update these guidelines to include a process for third parties to propose and submit content for consideration. Please visit the Auckland Live website for updates.

Auckland Live will not accept screen content which:

- does not meet the technical specifications outlined in this document
- does not adhere to classification guidelines

- is under a licence not suitable for public screening
- is excessively long
- does not meet the appropriacy requirement of the content guidelines outlined in this document
- is of low production quality, unless part of a specific programme where this expectation may not be appropriate (e.g. content made by children)

All content is programmed at the discretion of Auckland Live.

Show promotional or event sponsor content

- Appropriate promotional videos must align to arts, cultural and live entertainment activities that are occurring within Aotea Square, the wider Aotea Arts Quarter and in other RFA events/venues
- Promotional content must be engaging, highly visual and tell a story as opposed to a straight promotion tvc or commercial video clip
- The content must be an appropriate visual backdrop for Aotea Square and enhance the visitor experience in the Aotea Arts Quarter
- Content from companies, sponsors and/or advertising partners must align to RFA activity/event and live entertainment products
- All content will be considered on a case-by-case basis and must align with these guidelines
- Auckland Live will not accept advertising and promotions that breach the Fair Trading Act 1986 by containing misleading, deceptive or false statements or containing an unsubstantiated representation

Delivery method

Auckland Live prefers submissions to be made via Dropbox. However we will also accept masters on USB or hard drive. Please note that Auckland Live can not return USB keys or hard drives unless a return postage-paid envelope/courier bag is included with the submitted key/drive.

Content authorisation process

Auckland Live reviews all screen content before deciding whether and if so when to programme it to ensure these guidelines are adhered to.

All individuals or organisations submitting content must confirm:

- the content complies with the provisions of these guidelines and the technical specifications described below
- all relevant permissions for screening have been obtained. (eg. screening rights from a film distributor, relevant creative commons licence)

Video rating/certification

If your content is accepted for programming Auckland Live will take responsibility for submitting it to the Film and Video Labelling Body of New Zealand for classification rating under the relevant legislation; it also takes responsibility for deciding what content is exempt from rating. Final acceptance may be subject to receiving a G or PG rating from that body.

Rights clearance

Auckland Live is responsible for obtaining any APRA licences required for music comprising all or part of the audio component of content screening on the Digital Stage.

Schedule

Auckland Live will publish the Auckland Live Digital Stage Weekly Schedule on its website in advance www.aucklandlive.co.nz/venue/digital-stage.

The following information will be included for each piece of content.

- Title
- Director/Curator
- Artist/s
- Company
- Link to further credits or information

Management of public enquiries/ proposals/comments

Auckland Live acknowledges the rights of our audience to provide comment and make complaints about Digital Stage content. Auckland Live will make every reasonable effort to resolve complaints, which will be conscientiously considered and investigated.

To provide feedback about content and/or your experience of the Digital Stage, please email feedback@aucklandlive.co.nz.

Auckland Live welcomes programming ideas from its audiences. Email your creative thoughts to talkauckland@aucklandlive.co.nz.

Contact

If, after reading these guidelines, you have questions about submitting content for programming and/ or promotional or sponsored content, please email digitalstage@aucklandlive.co.nz.

3. TECHNICAL SPECIFICATIONS

Your content will need to conform to the specifications listed in this document before it can be screened on the Digital Stage.

Video

Playout of all content is High Definition (HD).

Please make sure video brightness and colour are set correctly.

Video export settings

(Based on Adobe Media Encoder)

Codec	H264
Container	Mp4
Width	1920px
Height	1080px
Frame Rate	25p or 50i
TV Standard	PAL
Encoding	CBR (Constant Bit Rate)
Bitrate	20Mbps

If converting progressive to interlaced video please make sure that field 1 (AKA: Top, Odd or Upper) is the first field throughout your content.

If content is provided as 4:3 it will be “pillar-boxed” on screen (black banding on left and right of image)

Audio

Playout of audio is through a set of stereo loudspeakers attached to the LED screen.

Please appropriately level all audio and avoid drastic changes in level and dynamics. The target audio level should be as close to **-20 dBFS** as possible.

Audio export settings

Codec	AAC
Sample Rate	48KHz
Channel Stereo	Channel 1 = Left Channel 2 = Right

If content is mono (one channel only), please make sure that the audio is also copied to channel 2 (dual mono) Please do not provide one-channel-only content.

We are unable to decode more than 2 channels, if you provide 5.1 audio, only left and right will be heard.

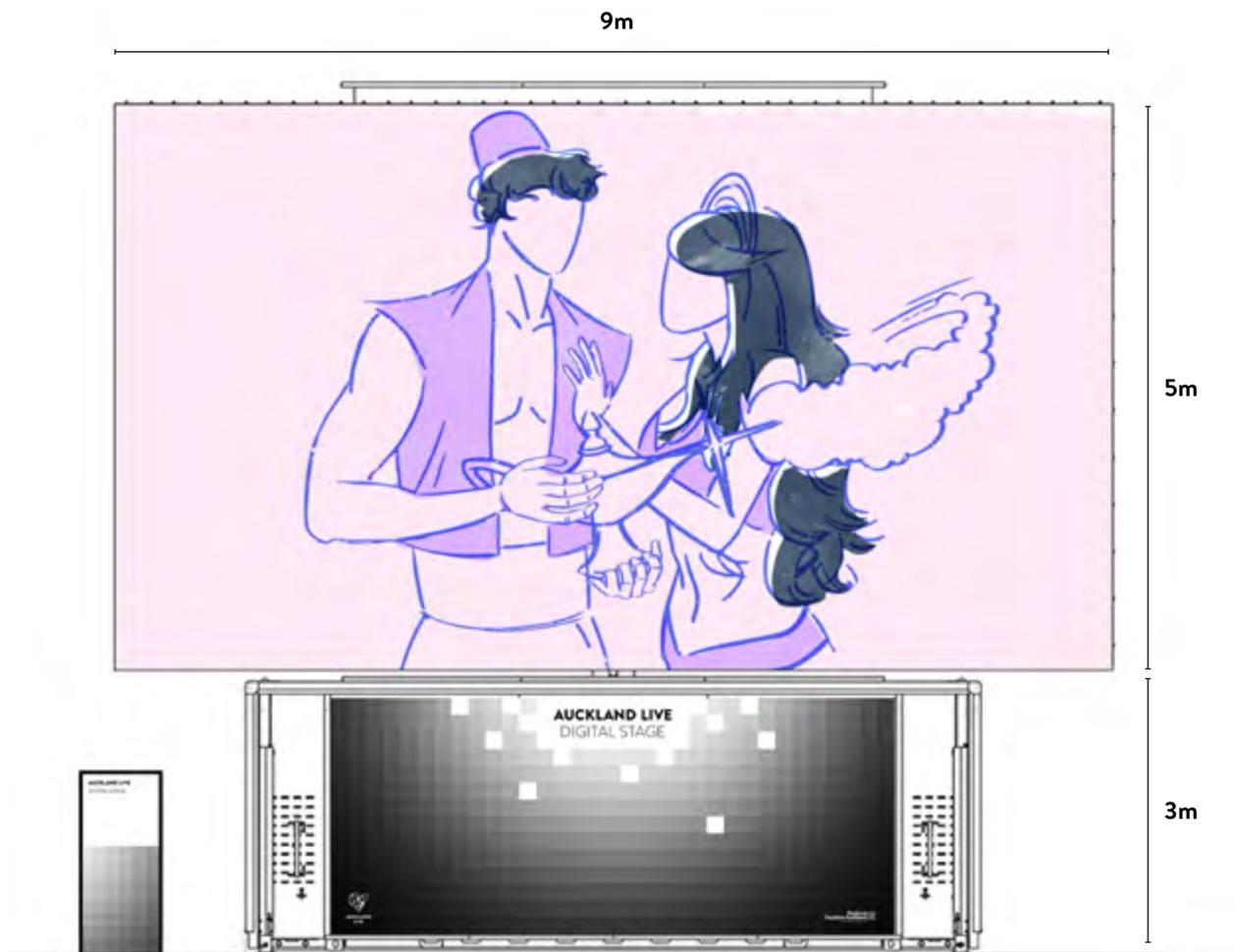
Subtitles

Auckland Live does not have capacity to subtitle or insert subtitles files provided (ie: .srt files). Content must be submitted with burnt-in subtitles in English and/or Te Reo Māori.

Screen

The physical specifications of the screen are:

Screen size	9m x 5m
Pixel pitch	6.9mm
Native LED resolution	1296x720 @ 60Hz
Height above ground	3m



Action and Title safe areas

The following action and title safe areas must be adhered to:

Title Safe	10% from edge of image (on all sides)
Action Safe	5% from edge of image (on all sides)

If Action or Title safe requirements are ignored cropping to your content may occur.

Interactive content

The Auckland Live Digital Stage (DS) can host interactive content. The following technical information is designed to give content providers the details to confidently present their work using the Auckland Live equipment and led screen.

System Description

- The main live video standard used for the DS is High Definition SDI (HD-SDI) – 1920 pixels x 1080 pixels
- All video files produced for use on the DS are High Definition (HD) – 1920 pixels x 1080 pixels
- Physically, the LED screen is 9m x 5m and has a native LED resolution of 1296 pixels x 720 pixels.

For more details on these specifications please see, B: TECHNICAL SPECIFICATIONS

Any interactive content needs to use the same video standards in order to function with the existing video and audio infrastructure at the DS. We highly recommend installing provided content on Auckland Live equipment as this equipment is already setup and working, and electrically tested.

Digital Stage Interactive Equipment

Computers

1	2
HP Elite Desk	HP Workstation
Intel i5	Intel 17-8700 @3.2Ghz
16 GB	32G RAM
Windows 10 64 bit	Windows 10 64 bit
Geforce GT710	NVidia GeForce RTX2080
On-board analogue audio out	SSD HDD Synaptics On-board Audio or NVIDIA HD Audio

Other Equipment

Video Capture - Blackmagic Decklink Mini Recorder 4k

Video Converter - Decimator MD-HX Cross Converter

Video Camera - Panasonic HE40 PTZ (Attached to the LED screen, audience facing, HD-SDI and rtsp video outputs)

Available Onsite

1x 10amp single phase power (no UPS)

1x Pair of Single Mode dark fiber (LC/LC) tie lines, connecting Aotea Centre (TCR) and LED container

1x Wired Internet connection (Has firewall and port restrictions – Strictly not for public access)

Content Requirements

Content needs to be supplied with an automatic start process that does not require any technical assistance. Ideally a standalone file of the work (eg .exe file) would be supplied by the provider. This file would run on one of the above computers.

The work should be stress tested on the setup that will be used for playout and should run 24/7 without technical assistance.

If additional equipment is needed then the provider will need to supply all cables, materials and devices required to make the installation work. Please also supply cable protection if you are running cables to wired devices. All equipment supplied by the provider needs to be insured by the provider.

Devices and electrical cables must be tagged and tested and comply to AS/NZ 3760 (or later)

Interactive content that requires low latency to function well (lower than 1.5 seconds), needs to be housed inside the container at the DS. A space of W 44cm x H 18cm x D 33cm is provided for interactive equipment.

If latency is not a concern, then a slightly larger space is available for equipment in the control room (TCR) at the Aotea Centre, with video links to the container at the DS.

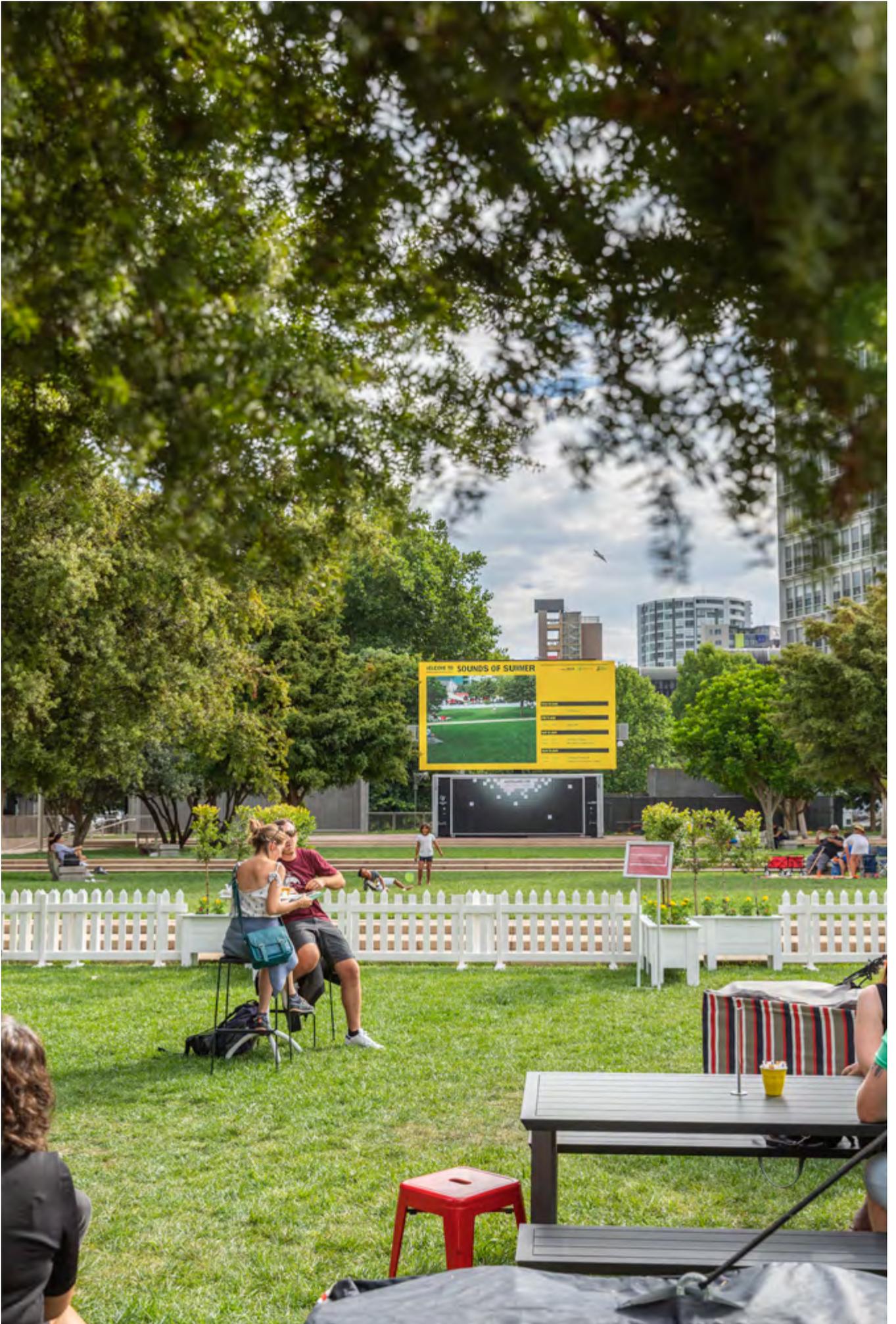
Any additional equipment or devices must fit into these spaces provided.

Auckland Live has no software licenses for any additional software needed to run any interactive work. Additional software and drivers can be installed on the above computers if needed but will need to be purchased and supplied by the provider.

Contact

If you have any questions about the technical requirements for content for the Digital Stage please contact tcr@aucklandlive.co.nz or phone **+64 9 307 5367**.

Please note that Auckland Live reserves the right to update and change these requirements at any stage and to reject any non-conforming content.



4. GRAPHICS

Digital credits

To give audiences a sense of what they are watching, we recommend:

- top-and-tailing the content clip with
 - opening tile featuring content title, artist name and any logos.
 - end tile featuring artist and creative credits, logos, partners etc.

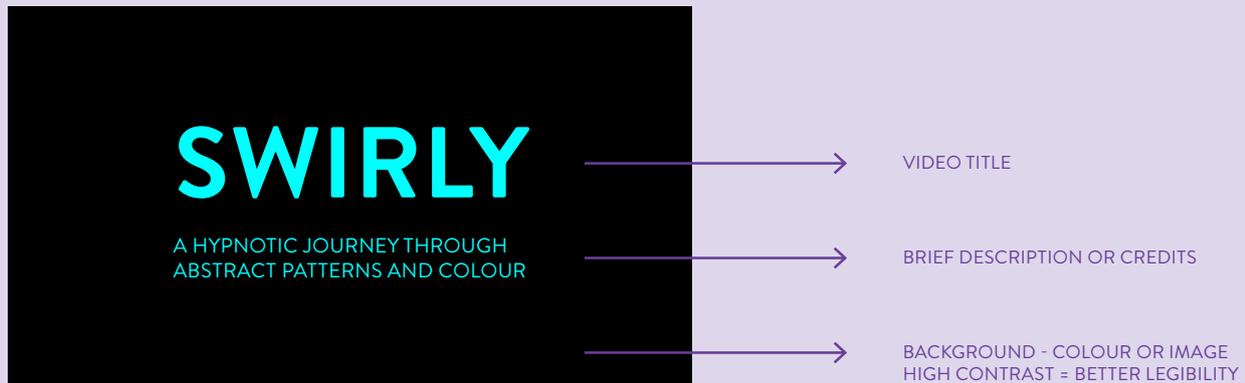
and

- including your organisation's logo as a burnt-in watermark on the content clip itself.

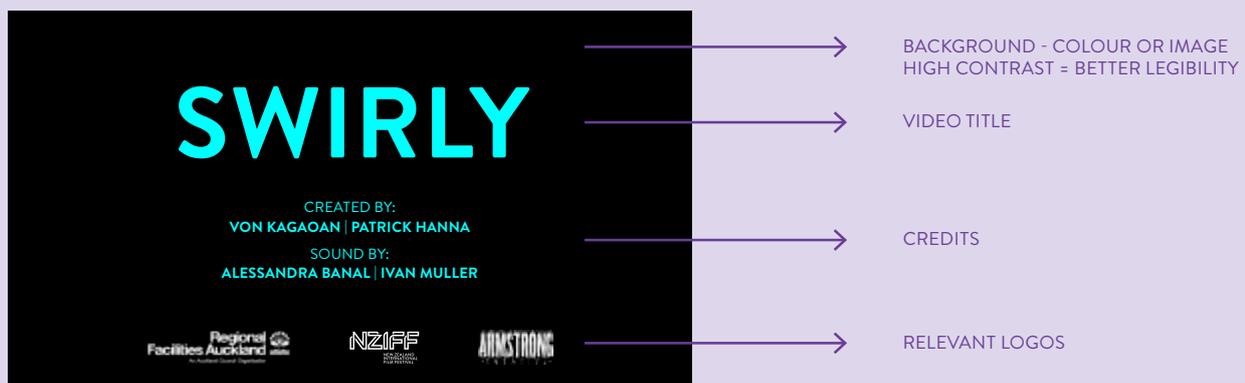
The following pages set out our recommended specifications for these.

We recommend the following font and font size for your opening/end tiles and positioning of logo.

Examples of front tile



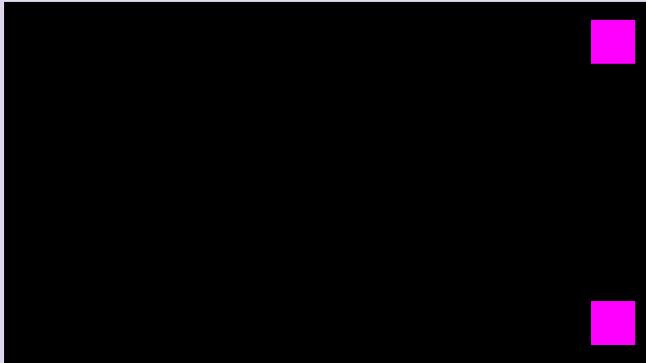
Examples of end tile



We recommend positioning your watermarked logo as follows.

Watermarks should be positioned in the top-right or bottom-right corner of the frame.

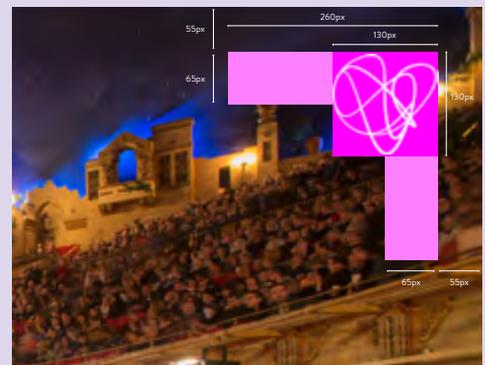
The preferred sizing and use of margins is indicated below.



Please keep a clear space of 55px in the horizontal and vertical margins.

Your watermark should be a maximum of 260px wide or 130px high.

Watermarks can be black or white with opacity set to 40-60%.



Watermarks can be black or white with opacity set to 40 - 60%



40%

60%





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