

# **The One Club Digital Upload - Standard Tutorial**

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## **Sorenson Squeeze**

This is the 2010 One Show Digital Upload Preparation Standard Tutorial for Sorenson's Squeeze application. This guide will walk you through the process of compressing your One Show Entry using the video specifications for submitted digital work - as outlined on The One Club's entry site.

For this guide Sorenson Squeeze version 5.1 was used. While all versions of Squeeze are similar some features, menus, and buttons may be different if your version of Squeeze is older than 5.1.



## **Step 1 - Export Your File**

First, export your video entry from your editing program of choice, or obtain the source video from your company's archives department. It is important that this source video be at maximum quality possible, as you will be compressing the information in the following steps.

If the video is obtained from a video department it may already be compressed. Check with your video department and verify that the file meets The One Club video guidelines (a checklist is provided at the end of this document). If the file already meets the guidelines there is no need to compress it further.

## **Step 2 - Add File to Squeeze**

Next, add the file to Squeeze. Open the Squeeze program and drag your source file into the Squeeze work area (see figure 2.1). You can also add a file by clicking on the *File*, then *Input Source...*

If you are compressing multiple files you can add as many files to the Squeeze work as you would like, then apply the same setting to all files and compress them all as one batch.

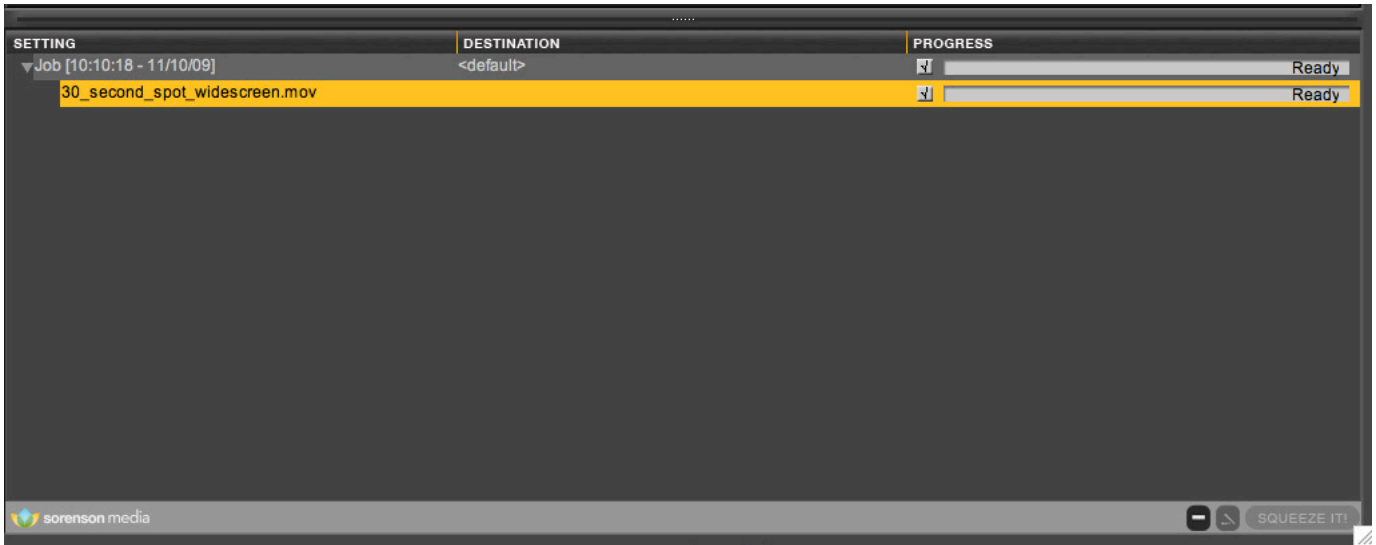


Figure 2.1 - Drag your file into the Squeeze work area.

## Step 3 - Create Quicktime Setting

Navigate through the Squeeze *Audience* Settings, clicking on the *Web* folder, then *Download*, then *Quicktime*, and finally on the *HQ* option. Right-Click on the *HQ* option and choose *Copy Audience Preset...*

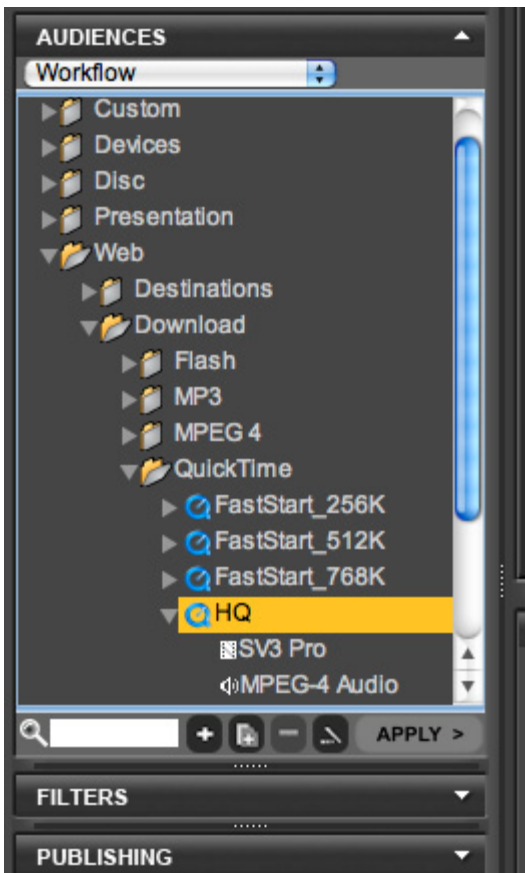


Figure 3.1 - Right-Click on the HQ setting and select Copy Audience Preset.

In the popup window that opens rename the Audience Preset to OneShow. Set the *Stream Type* to Non-Streaming. On the left side of the window click on the *Options* button at the bottom of the Audio settings. Set the *Bit Rate* to 64 kbits/second and click *OK*.

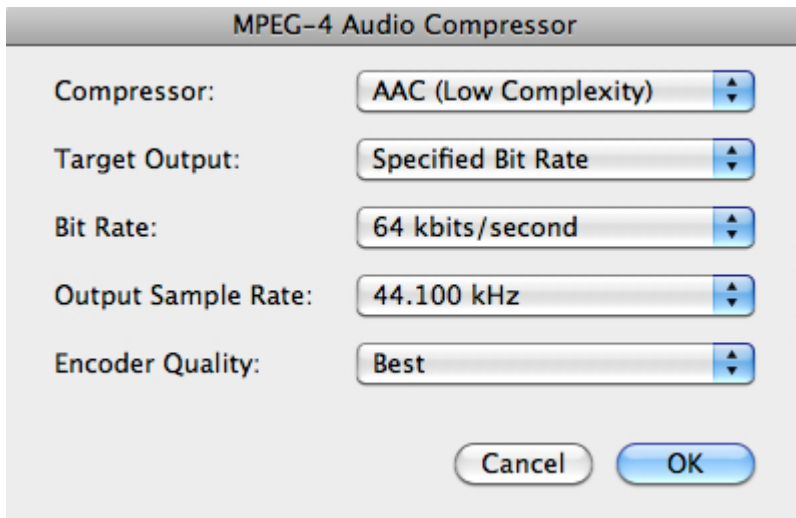


Figure 3.2 - Modify the audio settings.

Next, on the right side of the window change the *Data Rate* to 4096 Kbps, and set the *Frame Size* to 720 x 480. In the *Display Aspect Ratio Policy* area, make sure *Maintain Aspect Ratio* is selected.

Check the box for the *Minimum Quality* option and move the slider to 90. Click *Ok* to save the setting and a new preset named *OneShow* will appear in the *Audience Settings* list.

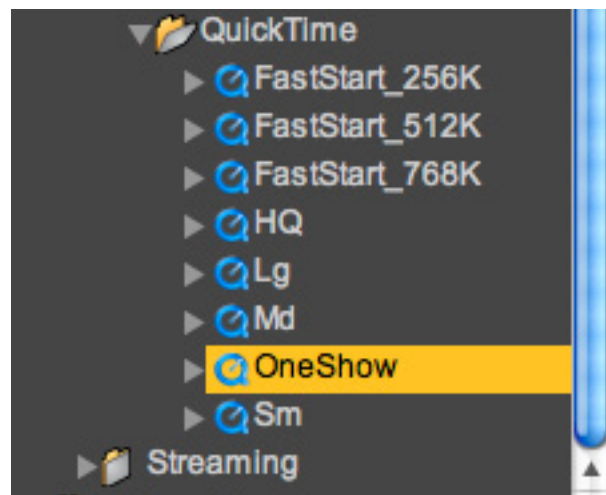
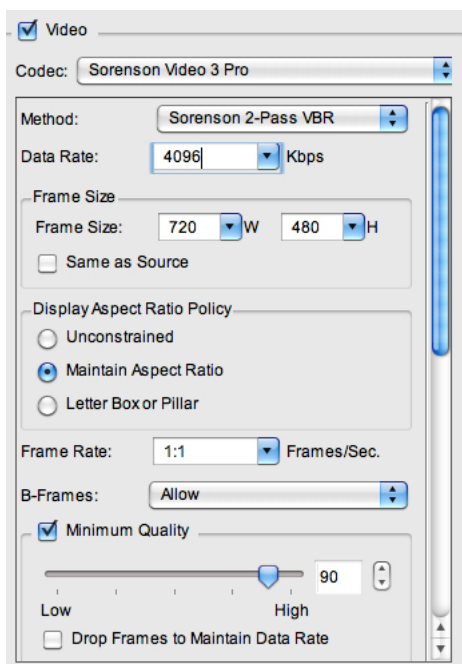


Figure 3.3 - Modify the video settings and save the OneShow Audience Preset.

## Step 4 - Apply Setting and Export

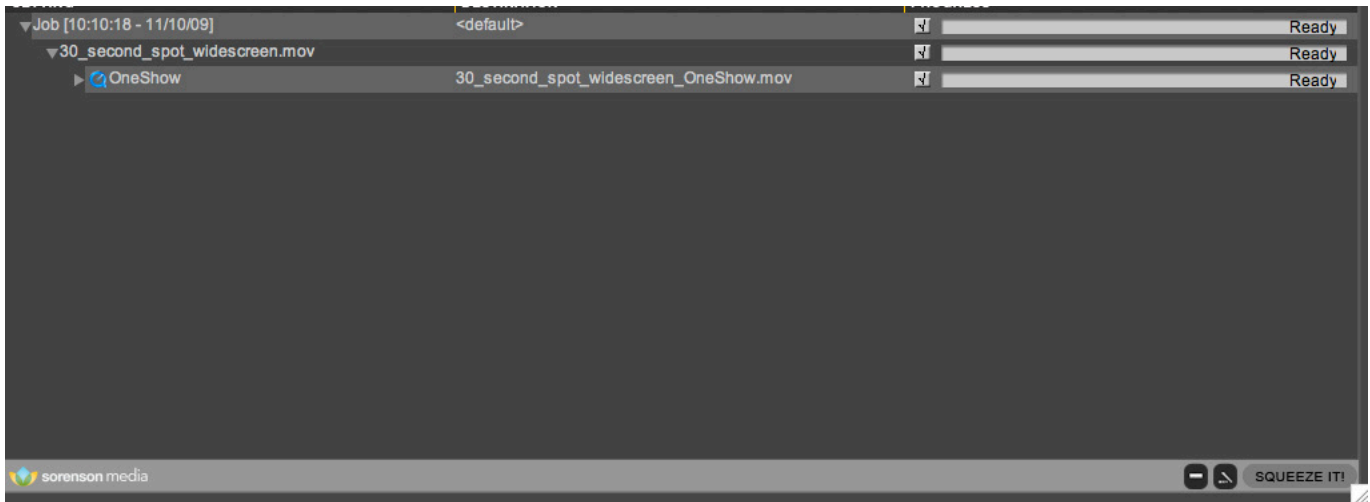


Figure 4.1 - Apply Setting to video entry.

Lastly, drag the *OneShow* setting onto the source video file in the Squeeze Work Area. This adds the setting to the file. If you have multiple files waiting to be compressed simply drag the setting onto the *Job* item to apply the setting to all files in the list.

Click *SQUEEZE IT!* to compress the files. Once complete verify the file quality of the file(s). The compression is now complete and you are ready for the upload process through The One Club Digital Upload service.

# Video Settings Checklist

Below is a complete checklist of all Video Settings for The One Club Digital Upload Service.

## **Standard Entries**

*Format* – H.264 Quicktime Movie (mov) with AAC audio at 44.1 kHz

*Frame Size* – 720 x 405 (or equivalent)

*Frame Rate* – 29.97 fps

*Data Rate* – 4 MB/s

*Average Size* – 1 MB per 1 second of video (30 seconds should equal about 30 MB)

## **Maximum File Sizes**

*30 Second Spot* - 40 MB

*60 Second Spot* - 80 MB

*90 Second Spot* - 110 MB

*3 Minute Video* - 200 MB

*5 Minute Video* - 325 MB

## **Estimated Upload Times\***

*30 Second Spot* - 7 minutes

*60 Second Spot* - 15 minutes

*90 Second Spot* - 25 minutes

*3 Minute Video* - 45 minutes

*5 Minute Video* - 75 minutes

*\*Note - estimate transfer times are based on your connection and server load. Above estimations based on a standard 1 MB/sec cable connection. Your speeds may vary, with slower connections taking up to 5 minutes per 1 MB of video and faster connections taking less than 30 seconds per 1 MB of video.*