

ANIBOOM AWARDS 4 SESAME STREET

Delivery Requirements + Content Suggestions

Here are some important delivery requirements and content guidelines that we wanted to stress to all filmmakers. For more detailed information please refer to the complete Commissioned Film Guidelines.

- Delivery requirements for Finalist/Winner:
HDCAM Tape – labeled “Master”
NTSC HD 1080i
59.94 / 29.97 DROPFRAME
Audio sample frequency 48K; 24 bit

HDCAM Tape – labeled “Backup”
NTSC HD 1080i
59.94 / 29.97 DROPFRAME
Audio sample frequency 48K; 24 bit

If delivering on returnable hard drive or through an outside FTP site (prior approvals required), please deliver as Quicktimes compressed with NTSC HD Apple ProRes 422 (HQ) codec, 1920 x 1080 interlaced (1080i).

- Audio Track Assignments:
 - Track 1: Stereo Full Mix Left
 - Track 2: Stereo Full Mix Right
 - Track 3: Stereo M&E Left
 - Track 4: Stereo M&E Right
- The film needs 3 FULL seconds of Animation video pad at the top and tail of the film. PAD means that the film is preceded and followed by continuation of visuals, not audio. All films need to be no longer than 5 minutes. 2 minutes and under is preferable for air.
- With no exception, all music must be cleared for all media worldwide in perpetuity. If you are chosen as a finalist you will need to provide clearance paperwork evidencing full rights.
- Please contact Sesame Workshop if you intend to use Guild affiliated talent.
- Do not animate any Sesame Street elements or Muppet Characters. We are looking for original content.
- If there is text in the film the preferred font is Zaner-Bloser or something similar.
- When referencing numbers on screen, use a straight one and an open four. Avoid fonts that distort the numbers in any way. Within an animation, use the same font.
- When presenting letter sounds, ensure that it is precise and does not include the schwa (“uh” sound) at the end.
- Play it safe and please be aware of title and action safe lines.

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- Interactivity is important and encouraging the viewers to participate works well for our age group.
- Sesame Workshop strives to naturally show diversity when ever possible.
- Pacing of animations should be slow enough to help maximize comprehension, interaction and appeal for young children.
- When producing songs and music videos, synch lyrics with visuals to help contextualize the messages for young children.
- Backgrounds should be kept simple and clutter free to help keep the focus on the main goal being presented.