

## Guide to publishing your content on iTunes Stores

### Purpose

This guide serves to clarify on which grounds we are unable to publish your content on the iTunes store, without further process. It also provides some tips what to pay attention to when acquiring your content to avoid disappointment later on in the value chain.

### Acquisition

When acquiring your content, include a clause in your contract allowing you access to the source material. Also include a clause allowing you to claim corrections for significant errors that are found during preparations for publishing your content on iTunes. Let press9 pre-check your content before you acquire. Keep this guide handy when acquiring your content, evaluating key aspects relating to quality and marketability.

### Rejection Reasons

- Digital Errors (blockings etc.) ([p. 2](#))
- Ghosting (throughout) ([p.3](#))
- Interlacing (throughout in progressive content) ([p.3](#))
- Bad de-interlacing/de-interlacing artefacts (throughout) ([p.4](#))
- Posterization/Banding (severe, throughout) ([p.4](#))
- Low image quality (pixelation/compression artefacts) ([p.5](#))
- Multiple subtitles burnt in simultaneously or overlapping ([p.5](#))
- Scenes explicitly showing genitalia
- Scenes explicitly showing intercourse
- Stark differences between original version audio and dubbed version audio
- Wrong frame rate conversions (resulting in drop frames/freeze frames)
- Freeze frames/drop frames (throughout)
- Up-converted content (SD content scaled to HD)
- Better source available (content exists with higher specifications than you can provide)
- Subtitles (burnt in or pop up) top and bottom

### Rejection Override

If the content you are trying to publish on iTunes already exists identically in another territory, we will contact iTunes and will try to get a greenlight for your content.

### Best Source Letter

A document issued by the producers or license holder of the content that describes inherent significant errors and confirms that no better source material is available anywhere. This letter is intended for old content and special cases. It must not be used as a “carte blanche” for badly produced or error ridden content.

## iTunes Definitions

### Forced Subtitles

A type of subtitle that must match the language of an audio asset present in the package and translates all dialogue and text that is not in the language of the audio and is imperative for the understanding of the narrative. Please note: regardless of which territory you are publishing your content to, you are always required to supply forced narrative subtitles for the audio language you are supplying. Example: If your movie has mostly Portuguese dialogue, but contains some English dialogue, and you are only delivering the title with German full subtitles to Germany you will still need to provide Portuguese forced subtitles for the English dialogue in the Portuguese audio.

### Full Subtitles

Subtitles that localize a feature or trailer asset, that include all text and dialogue in a feature, regardless of language. Example: If you want to localize a French speaking movie for an English speaking territory, and the asset contains mostly French dialogue but contains some English dialogue, the English dialogue must be translated also.

### Publishing your content in the United States of America

A requirement, by law, which cannot be overridden by iTunes, is that closed captions are present for all content published on the US-iTunes Store. For foreign language films that have never aired in the US, a normal full subtitle file can be used to substitute captions. If the film has mainly English audio you must provide at least SDH subtitles.

### Subtitles for the deaf or hard of hearing (SDH)

Normal subtitles that include description of non-diegetic sound (sound which source originates off-screen) or names of the characters currently speaking.

### Closed Captions (CC/Captions)

Special subtitles in a dedicated format with special line breaks, symbols and describing additional

### Multiple Subtitles

It is prohibited to display multiple subtitles at the same time

### Overlapping Subtitles

Subtitles may not overlap other text and should avoid overlapping faces

### Music Cue Sheets

All concert films must contain Music Cue Sheets listing exactly all songs contained in the asset with start times and durations. Chapters in a concert films must match the cue sheet entries.

### Dual Mono Audio

Only old content before the advent of stereo is allowed to be published with dual mono audio. In documentary films it is common, that interviews are dual mono, yet music and narrators will be in stereo.

Digital Errors



Blocking ▲

[top](#) ↑



Blocking with colour corrupted pixels ▲

[top](#) ↑



Ghosting ▲

[top](#) ↑



Interlacing (in progressive content) ▲

[top](#) ↑



Bad deinterlacing ▲

[top](#) ↑



Posterization/Banding ▲

[top](#) ↑



Low image quality (due to high compression) ▲

[top](#) ↑



Overlapping/multiple subtitles ▲

[top](#) ↑

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feedback/questions: [itunes@press9.de](mailto:itunes@press9.de)

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