

Explanation of IRS Television Digital File Offerings

1. **Live streaming** – This is a real time streamed video feed that occurs at the time of broadcast. All that is required is to let the TV Studio know that the program is to be streamed live. Because the live video is being captioned, this file will already have captioning embedded. There is no file created from this process unless requested.
2. **On Demand** – This file is created from a Closed Captioned master tape. (Usually DVCAM). After the file is created, it must be uploaded to the Detroit server by one of the TV Studio Engineers. This process needs to be initiated well in advance. It requires approval of several people and should start with Dianne White (Chief Corporate Television). At this time the link to this file can only be created after the file has been received by Detroit, so allocate adequate time in the request.
3. **Downloadable file** – This file is created to allow the client to download the file to their local computer and view it at anytime. We create this file from a Closed Captioned master tape (usually DVCAM). After the file is created, it must be uploaded to the Detroit server. At this time the link to this file can only be created after the file has been received by Detroit, so allocate adequate time in the request.
4. **Web page files** – This file is created from a master tape. For captioning on the Windows Media Video file (WMV), a captioned master is required and then a file can be created. We create a .wmv file and send it to the captioning company for them to create a .SMI file which contains the captioning information that Windows Media Player requires. They send back a .SMI file to associate with the .WMV file. The captioning company can also create the .WMV and .SMI files and this may speed up the process at times. These files are to be given to the client's web master. This is the client's responsibility, and they will coordinate this process with their Producer.
5. This entire procedure needs to be coordinated with the Producer, one of the TV Studio Engineers and Dianne White.