CTA BRAND GUIDE

CES B-Roll Requirements
and Recommendations

CES 2024 Exhibitor B-Roll Requirements and Recommendations

Throughout CES, CTA pitches exhibitor B-roll to media around the world. Submit B-roll for media to download and include in their CES coverage.

A B-roll media package gives media an engaging and visual look at your product announcement. Not all media will be able to attend the show in Las Vegas and providing B-roll will increase your opportunity for quality coverage for media attending digitally.

The package of loosely edited footage is offered rights- and royalty-free to media who can then edit the footage as they see fit. Packages can include A-roll interviews, B-roll clips of products and brand content.

Note that media packages should not include finalized videos for use as-is. All requirements and best practices are detailed below. Media outlets will download and use the media packages as part of their coverage.

Submission Process
Deadline: Tuesday, Jan. 9 at 10 AM PST
SUBMIT B-ROLL AT THIS LINK

All B-roll submitted by the deadline will be made available to media when the show floor opens on **Tuesday, Jan. 9 at 10 AM PST.**

B-roll submitted after the deadline runs the risk of being delayed for media access and will be made available when possible.

Questions?
Contact **media@cta.tech**.

HOW BROADCASTERS USE MEDIA PACKAGES
- Media outlets welcome B-roll and are more likely to run a story if they have video footage to go with it.
- B-roll media packages will not be perfectly polished. Station editors will edit and curate supplied footage in their own in-house style.
- The order of clips in a B-roll package is irrelevant to stations. Their editors will take what they need from the package.
- Longer clips of B-roll in a media package are normal so that station editors have more footage to work with.
- Including extra time at the beginning and end of each clip is best practice to allow editors more flexibility.
- Editors are unlikely to use an edited video, marketing style video or video with music and/or graphics.

FILE EXAMPLE
- View an example of a **media package** that broadcasters are likely to pick up.
- We will not accept edited pieces such as:
 **https://www.youtube.com/watch?v=dt2RQbg1Zxw**

VIDEO REQUIREMENTS
- **One video file per company will be accepted.**
  o Submit media package file as one video including all B-roll and/or interview footage back-to-back.
- Submit file name as "[CompanyName]_broll_CES2024"
- Container Format: .MP4 or .MOV
- Aspect Ratio: 16:9 landscape
- File Size: ≤ 2GB
- No music tracks or graphics overlaid on videos can be included in submitted files.

RECOMMENDATIONS FOR SUBMITTED FILES
- 30fps or 29.97fps (Broadcast Standards)
- 1920 x 1080 or 3840 x 2160
- Include raw interview footage of a product or company pitch
  o State each interviewee's name and title in clip to ensure correct pronunciation.
  o Do not add your own lower thirds or logo bugs.
- Include natural sound in B-roll.

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EXAMPLES:

Last Updated: 11/3/2022
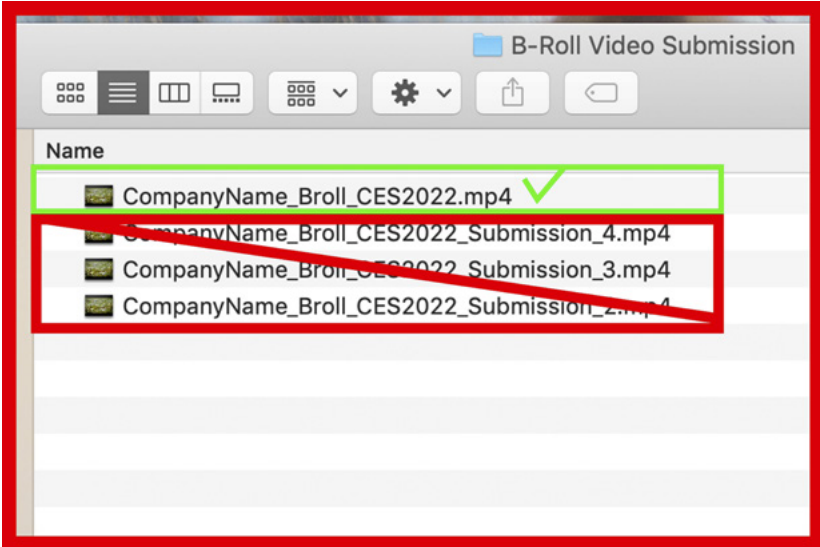
Consumer Technology Association | CES

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