

Management of Digital Assets



Objective: To introduce standard specifications for digital assets to drive a level of consistency across the industry.

Current Process: Each channel has their own individual naming convention, size and specifications for digital assets. This results in hoteliers undertaking duplicative, manual processes which are cumbersome to manage. This impacts the recipients trying to get what they need.

Future Recommendation: To provide a more consistent process that will streamline efficiencies and expedite the update process.

I. Initial Process was to Determine the Definition of Digital Assets

The group determined that this should be broken into two phases:

A. Phase One - Definition of Digital Assets:

1. Static Images
2. Text supporting each image - captions
3. Static Maps
4. Artists Illustrations
5. Logos

B. Phase Two - Definition of Digital Assets:

1. Video
2. 360's
3. Advertising Banners

II. Proposal for Phase One

A. Static Images Standards

1. Static maps, Artists illustrations and logos for the purposes of this project would be determined as static images/components.
2. JPEG will be the standard for static images/components. This format will be reviewed annually to check technology development.
3. Standard size – 200 pixels on one axis will be the minimum standard. 300 pixels is recommended. 256k colors as a minimum standard, however it is recommended with a higher color output. File size no maximum, but it will be proportional with pixel size.

B. Text to Support Images

1. Caption to follow OTA standards
2. Feedback on the number of characters – recommended less than 1,000 characters.

C. Categorization/ naming convention

1. Multiple standards exist across all channels of distribution and categorization will prove to be difficult.
2. However, each GDS will verify their own standard compared to the 14 OTA category codes for properties.

D. Copyright Standards

1. Arial, eight (8) font is standard
2. Copyright to be placed in the bottom right corner

III. Proposal for Phase Two – 360 Standards

A. 360 Panorama Recommendations

1. JPEG will be the standard for 360 Panoramas.
2. Rather than define standard image sizes, which may not meet the needs of all distribution channels, recommended minimum sizes are specified for both types of 360 panoramas (Cylindrical and Spherical). Where possible, the largest resolution available should be provided, as images can be scaled down but cannot be scaled up without significant loss of quality.
3. Recommended minimum image size is 1200W x 300H (Cylindrical) and 1200W x 600H (Spherical)
4. Image dimension ratios also specify minimum recommendations. The minimum recommended image ratio is 4:1 for Cylindrical Panoramas. Spherical panoramas, by definition, have a ratio of and 2:1.
5. The recommended image resolution is 72dpi, commensurate web based image standards.
6. 256k colors as a minimum standard, however it is recommended with a higher color output. File size no maximum, but it will be proportional with pixel size.
7. Since the viewer technology is independent of distribution and may vary based on individual requirements, no standard will be defined for the viewer technology.

IV. Items in Progress

A. Phase Two - Standards for video and advertising banners.

B. Security – understanding and having management responsibility for the distribution of images across affiliate powered by Pega, GDS etc.

C. Management of 3rd party rights with photographers – Copyright

D. Expiry timeline for images – 3-5 years?

E. Timeliness of updates to channels