

# How to deliver your film



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# File naming conventions

# File Naming Conventions

Please name your files according to the naming conventions below, replacing Project\_Title and Bonus\_Content\_Title with the actual titles of your primary film and bonus content (eg. Union\_Street\_VOD\_4k.mov; Union\_Street\_Burger\_Eating\_Challenge\_VOD\_4K.mov)

**Please note:** If you are required to make an Interim Delivery, please add **'INTERIM before 'Project Title'** (no space) and provide placeholders for all non-video deliverables, except boxart.

## Project/Series Information:

- SeriesProject\_Title\_LargeBoxArt.jpg
- SeriesProject\_Title\_KeyArt.jpg
- SeriesProject\_Title\_Thumbnail.jpg

## Primary Film:

- Project\_Title\_VOD\_4K.mov (or \_VOD\_HD.mov)
- Project\_Title\_LargeBoxArt.jpg
- Project\_Title\_KeyArt.jpg
- Project\_Title\_Thumbnail.jpg

## Bonus Content

- Project\_Title\_Bonus Content Title\_VOD\_4K.mov or \_VOD\_HD.mov)
- Project\_Title\_Bonus Content Title\_LargeBoxArt.jpg
- Project\_Title\_Bonus Content Title\_KeyArt.jpg
- Project\_Title\_Bonus Content Title\_Thumbnail.jpg

See next slide for episodic content naming conventions

# File Naming Conventions

Please name your files according to the naming conventions below, replacing 'Project\_Title\_S1\_Ep1\_Episode\_Title' with the actual title of your series and episode (eg. House\_Special\_S1\_Ep1\_New\_Traditions\_VOD\_4k.mov).

**Please note:** If you are required to make an Interim Delivery, please add 'INTERIM' before 'Project Title' (no space) and provide placeholders for all non-video deliverables, except boxart.

## Episode 1

- Project\_Title\_S1\_Ep1\_Episode Title\_VOD\_4K.mov (could be \_VOD\_HD.mov)
- Project\_Title\_S1\_Ep1\_Episode Title\_Thumbnail.jpg
- Project\_Title\_S1\_Ep1\_Episode Title\_LargeBoxArt.jpg
- Project\_Title\_S1\_Ep1\_Episode Title\_KeyArt.jpg

## Episode 2

- Project\_Title\_S1\_Ep2\_Episode Title\_VOD\_4K.mov (could be \_VOD\_HD.mov)
- Project\_Title\_S1\_Ep2\_Episode Title\_Thumbnail.jpg
- Project\_Title\_S1\_Ep2\_Episode Title\_LargeBoxArt.jpg
- Project\_Title\_S1\_Ep2\_Episode Title\_KeyArt.jpg

# Step by step instructions

# Getting started:

All TELUS original content is currently delivered through the My Content Hub delivery portal.

1. Create a profile on [www.mylocalcontenthub.com](http://www.mylocalcontenthub.com) (if you don't have one already) by clicking 'Join now'
2. Click on the unique link in your delivery instruction email to be redirected to the [mylocalcontenthub.com](http://mylocalcontenthub.com)
3. Log in

**Note:** *If you are creating a new account, you should receive an email in your inbox to confirm your email. Please click the link in the email to verify before proceeding.*

*Before you begin your delivery process, please ensure your Production Executive has provided approval on the final film, credit placement, box art and all other assets you plan to deliver.*

[My Content Hub](#)

[Our Programs](#) ▾ [Contact Us](#)

[Log In](#)

[Join now](#)

1. After logging into your My Content Hub profile, click on **'Dashboard'** at the top of the page.

2. On the Dashboard page, you will see the program you have been invited to.

3. When prompted to choose an edition, select **'TELUS originals 2024'**

4. Click **on the project name** to begin.

**Note:** You will receive an automated email from My Content Hub entitled 'Delivering your TELUS originals film or series and associated assets' - please ignore this email entirely. You can simply delete it.

The screenshot displays the My Content Hub interface. At the top, a navigation bar contains the following items: 'My Content Hub' (in purple), 'Dashboard', 'Our Programs' (with a dropdown arrow), and 'Contact Us'. A red arrow points to the 'Dashboard' link. Below the navigation bar is a search bar with the placeholder text 'Search...'. Underneath the search bar is a table with the following structure:

ID	Project Name	Program	Status
6550	<a href="#">Untitled</a>	2024 TELUS originals	<a href="#">Create</a>

A red arrow points to the '2024 TELUS originals' program name in the table. The 'Dashboard' text in the navigation bar is highlighted with a red rectangular box.

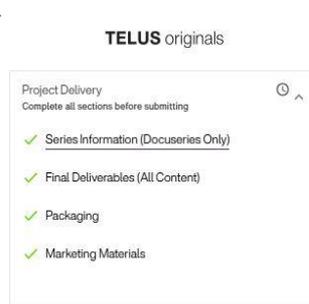
# Enter Series Level Production Information (if Applicable)

1. Complete the applicable fields for each asset. **Only docuseries must fill out the series information.** If you are delivering a standalone film, please skip this section and go to **Final Deliverables**.

If you are delivery an episodic docuseries, you will fill out the following:

Title (maximum 80 characters)  
Synopsis (maximum 500 characters)  
Boxart  
Keyart  
Thumbnail

2. Once all information is entered, click **“Save Application”** on the left-hand side and **‘Next’** at the bottom to move on to uploading your individual video asset information and artwork.



## Series Information (Docuseries Only)

This section is only required for a docuseries. If you are delivering a standalone film, please proceed to the Final Deliverables section.

For docuseries, please complete the following fields for your overall series. Episode-specific information will be submitted in the Final Deliverables section.

All assets are required to comply with the TELUS originals Brand Guidelines and require prior approval from TELUS originals before delivery.

### Docuseries Title OPTIONAL

Enter the approved docuseries title. (50 characters max.)

Please note: TELUS may modify your title to meet our system requirements.

Please complete this field

# Enter Video Asset Information

On the Final Deliverables page, you will see an 'Add Asset' button, you will add the amount of episode portals for each delivery/asset.

This means each film (Main production or Bonus Content/Behind the Scenes or episodes of series = an episode

Click the add an asset button to open up a portal and start uploading the asset package for your first (or only) video asset. You can always add more 'episodes' or portals later.

**TELUS originals**

Project Delivery  
Complete all sections before submitting

- ✓ Series Information (Docuseries Only)
- ✓ Final Deliverables (All Content)
- ✓ Packaging
- ✓ Marketing Materials

## Final Deliverables (All Content)

In this section, you can upload your standalone film, bonus content or docuseries episodes.

You can edit asset names and associated information on each asset details page.

Use this portal to upload your deliverables

Standalone Film and Docuseries Episodes [Add Asset +](#)

↑ Project Title – asset title  
↓ Standalone Film and Docuseries Episodes - asset 1 of 1 · Wed Feb 25 2026

Bonus Content [Add Asset +](#)

# Enter Video Asset Information

1. Complete the applicable fields

Please use the same naming convention as the file name.

eg. Union Street (Film)

or House Special S1 Ep 01: New Traditions  
(episode in a series)

When you upload the various images, (box art, thumbnail, and key art) **you must click 'save' as well as 'complete'** to confirm when uploading your artwork.

Here you will deliver your:

Asset Title (maximum 80 characters)

Synopsis (maximum 500 characters)

Boxart 

Thumbnail

Keyart

Video file

**TELUS** originals



\*Please note you will see a Free banner on boxart to drive viewership on Optik TV only

Project Title

Started 1 asset - Wed Feb 25 2026

## Standalone Film and Docuseries Episodes

asset 1 / 1

In this section, you can upload your standalone film or docuseries episodes and enter all associated information.

All assets are required to comply with the TELUS originals Brand Guidelines and Technical Standards and require prior approval from

436 Project Name 1 as

Show Tags

---

### Title

Enter the approved title. (80 character max.)

For docuseries episodes, each title must include the Docuseries Title followed by Season Number and Episode Number. For example: 'Not

Please note: TELUS may modify your title to meet our system requirements.

Please complete this field



thumbnail

example

Save

Change Complete

Please complete this field

# Deliveries Checklist

You must complete the Deliveries Checklist for each asset before you are able to complete your submission for review.

### TELUS originals

Standalone Film and Docuseries  

Episodes

Complete all sections before submitting

-  Standalone Film and Docuseries Episodes
-  Deliveries checklist

[Save Deliverable](#)

I understand that redelivering assets can be expensive, and TELUS may either refuse redelivery or charge additional fees for redelivery. I confirm that I've carefully checked and thoroughly reviewed everything listed below:

Names are spelled correctly and fully listed for all subjects and crew members in lower thirds, title cards, end credits, and subtitles.

Please complete this field

All required logos and credits are included and listed in the correct order. This includes CAVCO or similar logos required for tax credits, ensuring the production meets all credit obligations.

Please complete this field

The file is free of technical issues. The picture quality and sound are correct and meet the TELUS originals technical specifications including no 'bars and tone' at the start or end of the video.

Please complete this field

All marketing materials follow the TELUS originals Brand Guidelines.

Please complete this field

# Submit Your Deliverable

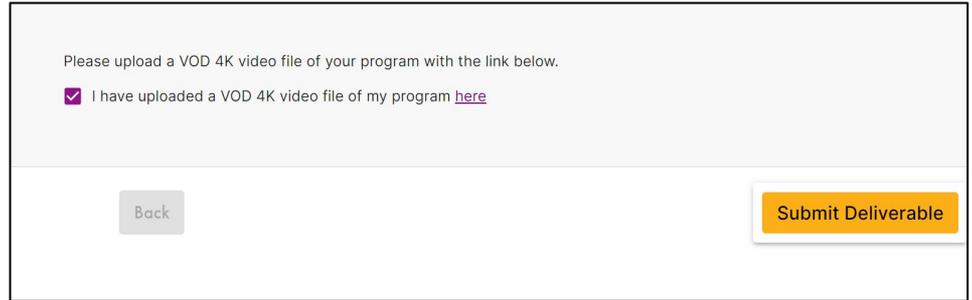
1. Select '**Submit Deliverable**' at the bottom of the page.

3. A pop-up will appear. Click on '**Submit Deliverable**' again to confirm.

**Delivering another video asset:** Go to the next slide.

**Delivering just this one video asset:** Click on the '**X**' in the top right corner to complete your delivery.

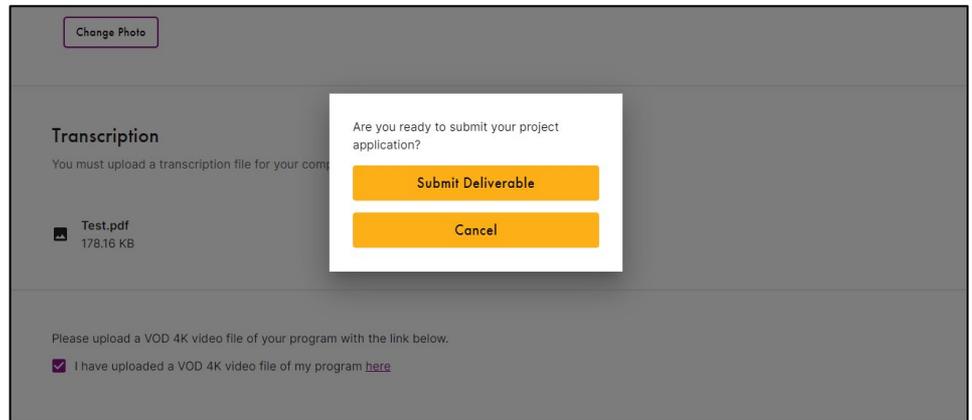
**Note:** You will not be redirected to another page after submitting your deliverable.



Please upload a VOD 4K video file of your program with the link below.

I have uploaded a VOD 4K video file of my program [here](#)

Back Submit Deliverable



Change Photo

**Transcription**  
You must upload a transcription file for your com

Test.pdf  
178.16 KB

Are you ready to submit your project application?

Submit Deliverable Cancel

Please upload a VOD 4K video file of your program with the link below.

I have uploaded a VOD 4K video file of my program [here](#)

# Delivering Multiple Video Assets

1. To submit another video asset, scroll to the top of the webpage and click anywhere on the status bar (see below) or the Final Deliverables button on the left hand side of the screen.



829	<b>Project Name</b>	<b>13 video assets</b>	<b>Delivery: TELUS originals</b>
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2. Click the 'Add Asset' button if you would like to submit another video asset. Repeat these steps until all your video assets are uploaded.

## Final Deliverables (All Content)

In this section, you can upload your standalone film, bonus content or docuseries episodes.

You can edit asset names and associated information on each asset details page.

Use this portal to upload your deliverables

Standalone Film and Docuseries Episodes **Add Asset +**



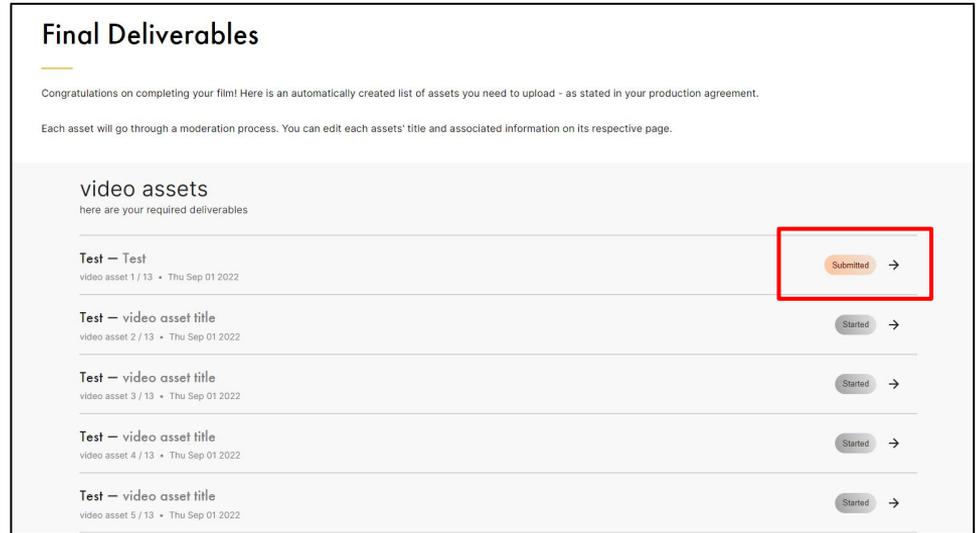
# Complete Your Submission

**Note:** Once each video asset and associated metadata is successfully delivered, it will show as **'Submitted'** on the Final Deliverables page. This page autosaves so there is no need to hit 'Save Application'.

1. Once all your video assets are submitted, you can close the tab.

2. Please email the TELUS original Production Executive you're working with to inform them you've completed delivery.

The Production Executive will confirm delivery and technical acceptance and communicate any further requirements.



**Final Deliverables**

Congratulations on completing your film! Here is an automatically created list of assets you need to upload - as stated in your production agreement.

Each asset will go through a moderation process. You can edit each assets' title and associated information on its respective page.

**video assets**  
here are your required deliverables

<b>Test - Test</b> video asset 1 / 13 • Thu Sep 01 2022	Submitted →
<b>Test - video asset title</b> video asset 2 / 13 • Thu Sep 01 2022	Started →
<b>Test - video asset title</b> video asset 3 / 13 • Thu Sep 01 2022	Started →
<b>Test - video asset title</b> video asset 4 / 13 • Thu Sep 01 2022	Started →
<b>Test - video asset title</b> video asset 5 / 13 • Thu Sep 01 2022	Started →

# Delivery Support

## Need more support?

If you encounter any issues delivering your project, please email the TELUS Local Content Ingest & Merchandising team at [localcontent@telus.com](mailto:localcontent@telus.com)

**Cassidy Anhorn** will answer your inquiry and be your direct support during your delivery phase.

Thank you for  
delivering your film to  
TELUS originals