

NTG Guideline for Media Files in the Online Section

Created by the competence team of experts from trade / industry

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Under consideration of the GS1 standard

“Product Images and Media Assets for Strategic Brand Management and Successful Content Marketing” (Version 4.1., 9th August, 2018 – GS1 Germany GmbH)

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1. Images

1.1. General Information on Images

Resolution	300 dpi
File format	As file format we recommend the .jpg format with a compression factor of 12 in maximum quality.
Image size / dimensions	The minimum requirement recommended for the image size is a value of 2000 pixels for the longest side at 300 ppi (about 17 cm at 300 dpi).
Color space	sRGB color space / ECI RGB V2 color space with 8 bit per channel
File name	<p>The file name starts with EAN or supplier article number (e.g. 4001508023658.jpg or G581728.jpg) and must not contain special characters, umlauts (Ä/ä, Ö/ö, Ü/ü, ß) or spaces. Permitted characters in the media file name are:</p> <ul style="list-style-type: none"> - A - Z / a - z - 0 - 9 - (-) - . - - - _
Clipping path	<p>Basically, only one clipping path is to be created for a picture. It is allowed to use a maximum conversion tolerance of 0,2. Preferably, the clipping path is to be created manually and be described as "Path 1". The optimum would be "0", i.e. no conversion tolerance. The path must be closed.</p>

1.2. Image types

In the following, the image types available are explained.

Basically, the following applies: Each image type corresponds to one field in the NTG item data template file (NTG-P-XXX). You can reference one or several image files per field. A comma is the separator character between the file names.

In the NTG portal, you will find the additional function “product import: media” under the menu option items → Import/Delete. By means of this function you can also import several image files per image type. Please read the service manual on the NTG portal concerning this subject. You will find it under:

<https://www.network-toys.de/Downloads/> → service manual WebEDI

Image type no.	Image type descriptions	NTG field code
Image type 1 (main picture)	Names of the image files: unpacked product	NTG-P-161
Image type 2 (sub picture)	Names of the image files: perspective packaging / 3D	NTG-P-168
Image type 3 (sub picture)	Names of the image files: front view / planogram view / 2D	NTG-P-169
Image type 4 (sub picture)	Names of the image files: product and packaging on one picture	NTG-P-170
Image type 5 (sub picture)	Names of the image files: display image	NTG-P-171
Image type 6 (sub picture)	Names of the image files: product with person / child	NTG-P-172

Image type 7 (sub picture)	Names of the image files: product with environment (without person/child)	NTG-P-173
Image type 8 (sub picture)	Names of the image files: rear view of packaging (2D or 3D)	NTG-P-174
Image type 9 (sub picture)	Names of the image files: other images that do not fit the previous image types (e.g. functional view, detail shot et cetera)	NTG-P-293
Image type 10 (sub picture)	Names of the image files: eCom images (Images especially for display in eCommerce area)	NTG-P-323
Image type 11 (sub picture)	Names of the image files: Main image for online display	NTG-P-368

The field description in NTG corresponds to the image type descriptions.

Product preview

The first image NTG-P-161 (unpacked item) will automatically be used for generating a product preview (thumbnail) within the NTG portal. Should you prefer a preview via NTG-P-169 (front view of packaging / planogram view / 2D), you can change that in the NTG portal in the menu option “Settings”.

1.3. 360° images

The recommendations stated in the following are to be regarded depending on the product. The corresponding NTG field code is:

- NTG-P-294 names of the image files: 360° image of the item

Display	2D consisting of 24 individual images, front perspective (for products with a slight depth, i.e. pouch products, CD / DVD, et cetera)
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	<p>2D consisting of 24 individual images, perspective: slight top view</p> <p>3D turn, consisting of 120 individual files, contains perspectives of 0, 15, 30, 60 and 90°</p> <p>When the individual images are created, the rotation of the products is effected clockwise by default.</p>
File format	We recommend to use the .jpg format as file format. The .png format is also possible.
Image size / dimensions	As minimal requirement for the size of the individual images, we recommend DIN A4 1136 x 640 pixels (retina display) (326 pixels per inch) and as maximum size, we recommend 2880 x 1800 pixels (retina display) (220 pixels per inch).
Color range	sRGB color range

2. Other Media Files

2.1. Video files

There are no special recommendations for the provision of video files. There are no size limitations from the part of NTG.

The file formats mp4, .mov, .avi, .wav, .wma, .mpg, .swf and .wmv are authorized.

Basically, the following applies here, too: one or several video files can be referenced via the NTG item data template file in the field “NTG-P-295 name of the media file: video”. The separator character between the file names is a comma.

In the NTG portal, you will find the additional function “product import: Media” under the menu option Product → Import/Delete. With this function, you can also import several video files for a product. Please read the instruction manual concerning the NTG portal in this connection:

<https://www.network-toys.de/Downloads/> → Instruction manual WebEDI

2.2. Audio files

There are no special recommendations for the provision of audio files. There are no size limitations from the part of NTG.

The date format mp3 is authorized.

Basically, the following applies here, too: one or several audio files can be referenced via the NTG item data template file in the field "NTG-P-296 name of the media file: audio". The separator character between the file names is a comma.

In the NTG portal, you will find the additional function "product import: Media" under the menu option Product → Import/Delete. With this function, you can also import several audio files for a product. Please read the instruction manual concerning the NTG portal in this connection:

<https://www.network-toys.de/Downloads/> → Instruction manual WebEDI

2.3. PDF documents

There are no special recommendations for the provision of PDF files. There are no size limitations from the part of NTG.

For the provision of PDFs, there are three fields available in the NTG item data template file:

- NTG-P-178 Name PDF file: product specification sheet
- NTG-P-179 Name PDF file: instruction manual
- NTG-P-180 Name PDF file: material safety data sheet

2.4. Digital logos

For the provision of the logo files, there are three fields available in the NTG item data template file:

- NTG-P-175 Name of the media file: company logo
- NTG-P-176 Name of the media file: brand logo
- NTG-P-177 Name of the media file: license logo

The following requirements exist:

Logo type	company logo, brand logo and/or license logo
File format	png format (high-quality, cropped, with transparency), tif or jpg format
Color range	sRGB color range

2.5. Excel documents

Please use Excel files in .xls or .xlsx only. Other files than those mentioned will be rejected. There are no size limitations from the part of NTG.

For the provision of Excel files, there is one field available in the NTG item data template file:

- NTG-P-325 Excel Sheets

3. Support

If you have questions concerning the guideline and/or the provision of media files within the NTG portal, please contact the NTG support:

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5. Modification history

Date	Modification
April 2020	Particulars concerning the NTG support modified
Oktober 2020	Particulars concerning the NTG support modified
January 2021	New video formats allowed
July 2021	Excel documents
March 2022	Change of naming convention for media files
May 2022	New image types