

2018 S Plus CONTENT PRODUCTION GUIDELINES

SAMSUNG

JUNE 2018

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Content Layout

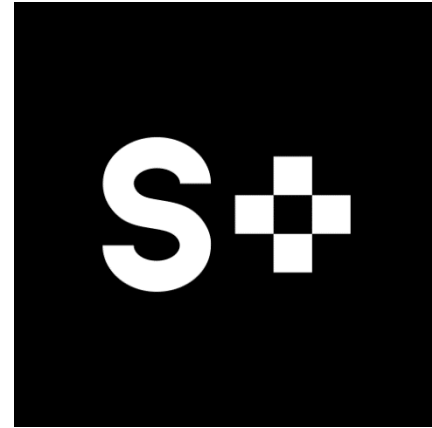
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※ Appendix

Objective

This guideline includes content production guides which content creators should adhere and take note when creating contents for S Plus.

By keeping these guidelines, content can be easily consumed and delivered to learners effectively.



Content Strategy

Reflect the recent trends that millennials tend to consume most contents through mobile.

Waiting	Can't wait They don't want to wait even for a few seconds.	In 2 sec Loading time should be within 2 sec for every contents.
Duration	Can't concentrate Their attention span is shattered easily.	In 2 min Running time should be within 2 min per content.
Substance	Can't share They won't share contents that are boring.	Gamification Strengthen to be gamified contents.

*Refer to the appendix 1. "Millennials online"

Content Format & Recommended Condition

There are three formats for contents on S Plus.

Each format has its own recommended condition to achieve the preferred loading speed.

Static Content

Content format : PDF

Recommended Condition

	Recommendation
Length	Max 10 Pages
File Size	Max 2 MB
Resolution	720 X 1,280

Dynamic Content

Content format : MP4

Recommended Condition

	Recommendation	
Length	In 1 min	1 ~ 2 mins
File Size	Max 10 MB	Max 20 MB
Resolution	720 X 1,280	
Technical Frame	1) Video - Codec : H.264 - Frame rate : 30 - Bitrate : SDR	2) Audio - Codec : AAC - Mixdown : Mono - Bitrate : 128kbps

Interactive Content

Content format : HTML

Recommended Condition

	Recommendation
Test Tool	Google PageSpeed Insights*
Speed	Over "Average" Level - FCP(First Contentful Paint) : In 2 Sec
Optimization	Best Level

*<https://developers.google.com/speed/pagespeed/>

*Refer to the appendix 2. "Why we recommend"

*Refer to the appendix 3. "Google PageSpeed Insights"

Content Structure : Product

There are two categories in product content.
Flagship contents will be developed in various format.
On the other hand, non-flagship content will be in PDF.

Product Contents		
Module	Content	Type / Format
Flagship	Product Key Features (Snap Card Type*)	Static PDF
	FSM Video (FSM : Floor Salesman)	Dynamic MP4
	Game	Interactive HTML
Non-flagship	Product Key Features	Static PDF

*Snap Card Type : Image centric learning content (More pictures, less text)

Content Structure : Softskill (On-boarding)

Softskill (On-boarding) curriculum is created for new comers, focus for field force(Promoter/MD/Trainer).

Various types of interactive contents will be offered to increase the mobile learning engagement.

Softskill (On-boarding) Contents		
Module	Content	Type/Format
Who we are	Samsung Retail	Dynamic MP4
	Samsung Core Value	Dynamic MP4
	Samsung History	Interactive HTML
	Game	Interactive HTML
What we provide	Product Line up	Dynamic MP4
	Product USP	Interactive HTML
	Virtual Store	Interactive HTML
How we offer	Introduction	Dynamic MP4
	On the start line	Interactive HTML
	Role Play Game	Interactive HTML

CONTENT LAYOUT

LOGOS

LOGOS

Use 'Samsung Retail Academy' as content watermark.

Word mark color

Black

RGB 0/0/0
HEX 000000

SAMSUNG
Retail Academy

Primary background color

Black

RGB 0/0/0
HEX 000000

SAMSUNG
Retail Academy

Contrast guidance

0

SAMSUNG
Retail Academy

30

SAMSUNG
Retail Academy

50

SAMSUNG
Retail Academy

70

SAMSUNG
Retail Academy

CONTENT LAYOUT

TYPEFACES

Typefaces

Samsung Sharp Sans Bold

Samsung Sharp Sans Bold is a custom and proprietary typeface. We use only one weight-bold.

[Main Usage : Title]

SamsungOne

SamsungOne is a custom and proprietary typeface. We have three weights-400, 600 and 700.

[Main Usage : Sub Title(700), Body(600, 400)]

*Note : Samsung typefaces are strongly recommended.
If Samsung typefaces are not supported, use other typefaces with the consideration of well-matched design factors.

Samsung Sharp Sans Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789!?.*

SamsungOne 700

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789!?.*

SamsungOne 600

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789!?.*

SamsungOne 400

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789!?.*

CONTENT LAYOUT

PRODUCT KEY FEATURES

Product Key Features | Cover Page

[Cover Page]

Product line

- Align : Left
(Top : 27% / Left : 8%)
- Height : 7%

Galaxy S9 | S9+

Tag Line

- Align : Left
(Top : 39% / Left : 8%)
- Font : Samsung Sharp Sans Bold
(Size : 10vw)

The Camera.
Reimagined.

Cover Photo

- Align : Center
(Top : 80%)
- Width : 89%
- Height : 89%



Product Key Features | Content Page & Summary Page

[Content Page]

Title

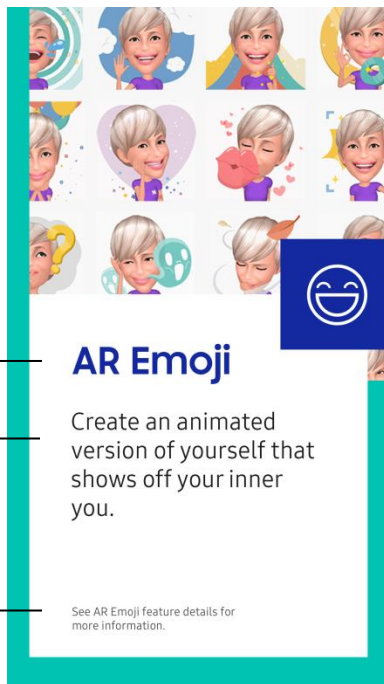
- Font : Samsung Sharp Sans Bold
(Size : 10vw)

Body

- Font : SamsungOne 400
(Size : 6vw)
- ※ Keep short and concise.
(Less than 20 words recommended)

Attribution

- Font : SamsungOne 400
(Size : 3vw)



[Summary Page]

Summary

Title

- Align : Left
(Top : 36% / Left : 8%)

- Font : Samsung Sharp Sans Bold
(Size : 10vw)

Shoot at incredible speed
960 frames per second

World's first F1.5 aperture

Body(Highlight)

- Font : SamsungOne 600
(Size : 5vw)

Unlimited storage
from Google Photos

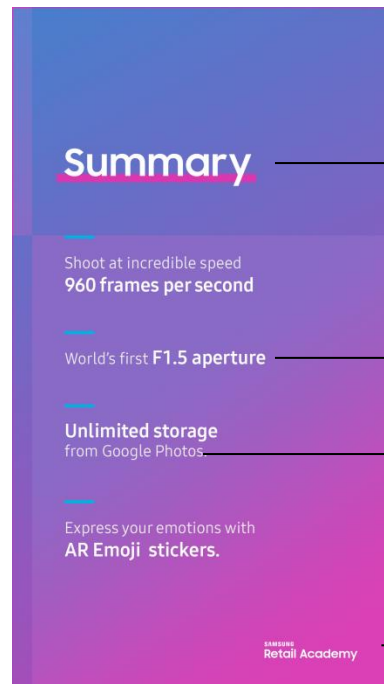
Body

- Font : SamsungOne 400
(Size : 4vw)

Express your emotions with
AR Emoji stickers.

Word mark

- Align : Right
(Bottom : 7% / Right : 9%)
- Width : 25%



Product Key Features | Cover Page

[Cover Page]

Cover Title

- Align : Left
(Top : 22% / Left : 11%)
- Font : Samsung Sharp Sans Bold
(Size : 13vw)

Galaxy J7 Duo



Product Key Features | Content Page & Spec Page

[Content Page]

Title

- Align : Left
(Top : 12% / Left : 9%)
- Font : SamsungOne 700
(Size : 8vw)

Description


- Align : Left
(Top : 24% / Left : 9%)
- Font : SamsungOne 400
(Size : 4vw)


Content

- Align : Left
(Top margin: 5% / Left : 9%)
- Title Font : SamsungOne 700
(Size : 4vw)
- Body Font : SamsungOne 400
(Size : 3vw)
- Body(Highlight) Font : SamsungOne 700
(Size : 3vw)

1. Camera


The Galaxy J7 Duo has two "eyes" that see from different angles and give you more options as a photographer.






Dual Camera

With the 13 MP / 5 MP Dual Rear Camera, you'll **capture bright photos even in low light.**



Live Focus / Bokeh Effects

Take pictures like a pro with Live Focus: adjust depth of field and add soft lights in different shapes, either before or after taking a shot.



Selfie Focus

Use Selfie Focus on the 8 MP front camera with the F1.9 lens and **get bright, high-resolution selfies.**

[Spec Page]

Specifications

Galaxy J7 Duo	
Launch	May 2018
Display	5.5" HD Super AMOLED
AP	1.6 GHz Octa
Memory	Global 3 GB RAM + 32 GB ROM South West Asia 4 GB RAM + 32 GB ROM
Camera	Rear 13 MP (F1.9) + 5 MP (F1.9)
	Front 8 MP (F1.9)
Battery	3,000 mAh
Dimensions & Weight	153.5 x 77.2 x 8.2 mm, 174 g
Fingerprint Scanner	O

Title

- Align : Left
(Top : 13% / Left : 10%)
- Font : SamsungOne 700
(Size : 3vw)

Table title

- Font : SamsungOne 700
(Size : 2vw)

Table head

- Font : SamsungOne 700
(Size : 1vw)

Table body

- Font : SamsungOne 400
(Size : 1vw)

Word mark

- Align : Right
(Bottom : 5% / Right : 10%)
- Width : 20%

CONTENT LAYOUT

FSM VIDEO

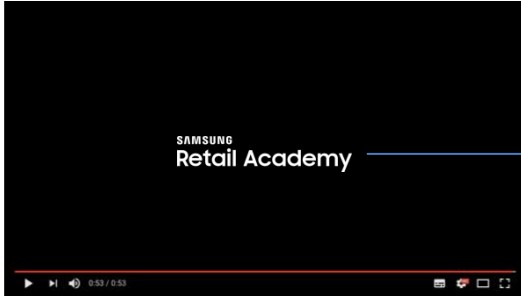
FSM Video | End tag & Disclaimer

[End Tag]



Product Line

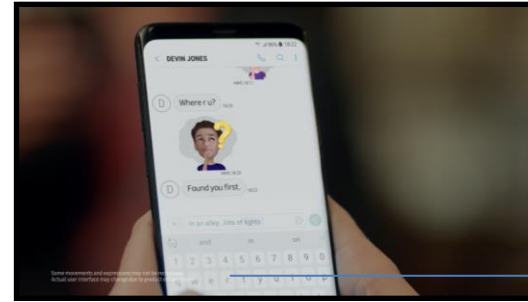
- Align : Right
(Right : 9%)
- Duration Time : 0.5 sec



Word mark

- Align : Center
(20% of the Screen)
- Duration Time : 0.5 sec

[Disclaimer]



Disclaimer

- Align : Bottom Left
(Left : 5% / Size : 0.5vw)
- It appears whenever product UI appears. (Max 3 lines)



CONTENT LAYOUT

GAME

GAME | End tag

[End Tag]



Word mark

- Align : Center
(20% of the Screen)
- Duration Time : 0.5 sec

Important

- 1) Create fun and exiting games
(Integrate fun and learning centric elements into games so learner gains knowledge through fun and engaging content)
- 2) Avoid stimulating subjects, game characters and images
(Content should not contain sexual, racism or violent elements)

[Example]



SUMMARY

PRODUCT KEY FEATURES	FSM VIDEO	GAME																												
<div>1) Recommended Condition</div> <table><tr><td>Format</td><td>PDF</td></tr><tr><td>Length</td><td>Max 10 Pages</td></tr><tr><td>File Size</td><td>Max 2 MB</td></tr><tr><td>Resolution</td><td>720 X 1,280</td></tr></table>	Format	PDF	Length	Max 10 Pages	File Size	Max 2 MB	Resolution	720 X 1,280	<div>1) Recommended Condition</div> <table><tr><td>Format</td><td colspan="2">MP4</td></tr><tr><td>Length</td><td>In 1 min</td><td>1 ~ 2 mins</td></tr><tr><td>File Size</td><td>Max 10 MB</td><td>Max 20 MB</td></tr><tr><td>Resolution</td><td colspan="2">720 X 1,280</td></tr></table>	Format	MP4		Length	In 1 min	1 ~ 2 mins	File Size	Max 10 MB	Max 20 MB	Resolution	720 X 1,280		<div>1) Recommended Condition</div> <table><tr><td>Format</td><td>HTML</td></tr><tr><td>Test Tool</td><td>Google PageSpeed Insights</td></tr><tr><td>Speed</td><td>Over “Average” Level</td></tr><tr><td>Optimization</td><td>Best Level</td></tr></table>	Format	HTML	Test Tool	Google PageSpeed Insights	Speed	Over “Average” Level	Optimization	Best Level
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<div>2) Content Composition</div> <table><tr><th>Flagship</th><th>Non-Flagship</th></tr><tr><td>More pictures, less text</td><td>More text, less pictures</td></tr><tr><td><div><div>• Cover Page</div><div>: Product Line / Tag Line / Cover Photo</div><div>• Content Page</div><div>: Title / Body (*Less than 20 words)</div><div>• Summary Page</div><div>: Title / Body / Word mark</div></div></td><td><div><div>• Cover Page</div><div>: Cover title</div><div>• Content Page</div><div>: Title / Description / Content</div><div>• Spec Page</div><div>: Title / Spec table / Word mark</div></div></td></tr><tr><td colspan="2"><div>• Typefaces</div><div><div>- Title : Samsung Sharp Sans Bold</div><div>- Body : SamsungOne 400/600/700</div></div></td></tr></table>	Flagship	Non-Flagship	More pictures, less text	More text, less pictures	<div><div>• Cover Page</div><div>: Product Line / Tag Line / Cover Photo</div><div>• Content Page</div><div>: Title / Body (*Less than 20 words)</div><div>• Summary Page</div><div>: Title / Body / Word mark</div></div>	<div><div>• Cover Page</div><div>: Cover title</div><div>• Content Page</div><div>: Title / Description / Content</div><div>• Spec Page</div><div>: Title / Spec table / Word mark</div></div>	<div>• Typefaces</div> <div><div>- Title : Samsung Sharp Sans Bold</div><div>- Body : SamsungOne 400/600/700</div></div>		<div>2) Content Composition</div> <table><tr><td>Disclaimer</td><td>Bottom Left (Max 3 lines)</td></tr><tr><td>End tag</td><td><div><div>• Product Line : 0.5 sec</div><div>• Word mark : 0.5 sec</div></div></td></tr></table>	Disclaimer	Bottom Left (Max 3 lines)	End tag	<div><div>• Product Line : 0.5 sec</div><div>• Word mark : 0.5 sec</div></div>	<div>2) Content Composition</div> <table><tr><td>Important</td><td><div><div>• Gain knowledge through fun game</div><div>• Avoid stimulating subjects</div></div></td></tr><tr><td>End tag</td><td><div><div>• Word mark : 0.5 sec</div></div></td></tr></table>	Important	<div><div>• Gain knowledge through fun game</div><div>• Avoid stimulating subjects</div></div>	End tag	<div><div>• Word mark : 0.5 sec</div></div>												
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APPENDIX

Appendix 1. Millennials Online

In 2 sec	<p>The mobile experience has to be QUICK</p> <ul style="list-style-type: none">• Millennials lead busy, active, lives, and every moment is valuable.• The recommended load time is under 2 seconds. <p>https://www.exclamationlabs.com/blog/3-ways-your-website-is-driving-millennials-away/</p>
In 2 min	<p>Millennials are unable to focus on anything for very long</p> <ul style="list-style-type: none">• If a video is over than 2 minutes millennials won't commit• Deliver one key message within 2 minutes otherwise millennials will turn their brains off and start to multi-task. <p>https://www.thedvigroup.com/video-production-blog/2016/02/short-form-video-marketing-to-goldfish/</p>
Gamification	<p>Hack the millennial brain by triggering innate reward systems with game mechanics</p> <ul style="list-style-type: none">• Enhance the effectiveness of their workplace training• Increase millennial engagement and retention• Provide opportunities for millennial learners to collaborate and share <p>https://thenextweb.com/business/2017/02/13/12-ways-to-grab-millennials-using-gamification/</p>

Appendix 2. Why We Recommend (File Size)

| Internet Speed & Coverage

(2017.1Q)

Sub.	Country	Average Download Speed(Mbps)		Coverage rate(%) of Maximum Speed	
		Maximum	Actual	Over 10Mbps	Over 4Mbps
SCIC	China	7.6	0.91	20.4	81.4
SEA	America	18.7	2.23	67.1	89.9
SEDA	Brazil	6.8	0.81	18.2	63.2
SEF	France	10.8	1.29	30.9	72.7
SEG	Germany	15.3	1.82	53.0	90.3
SEIN	Indonesia	7.2	0.86	17.6	75.9
SEM	Mexico	7.5	0.89	18.5	77.9
SERC	Russia	11.8	1.41	48.9	90.7
SETK	Turkey	7.6	0.91	19.4	75.7
SGE	UAE	8.6	1.03	23.2	94.3
SIEL	India	6.5	0.77	20.4	42.3
SSA	South Africa	6.7	0.80	11.5	58.1
TSE	Thailand	16.0	1.91	71.6	97.2
* Korea		28.6	3.41	85.2	97.6

1 The ideal and actual average speed in each countries varies

2 'Coverage rate' means percentage of speed coverage in a country

(Eg. Korea has 85.2% for 'Over 10Mbps'. It means 85.2% internet users are experiencing over 10Mbps when they access the internet)

From the coverage rate(%) result, we are assuming the average standard content loading speed is between 4Mbps and 10Mbps.

Source: www.fastmetrics.com

Appendix 2. Why We Recommend (File Size)

| Expected Loading time of Galaxy S9 | S9+ Contents

The current contents take longer time to load. We recommend to 2MB file size in order to load contents in 2 sec.

Sub.	Country	Download Speed	Loading Time(Sec)				Recommend (2MB)
		Actual(Mbps)	FSM Video(106MB)	Snap Card(34MB)	Snap Card(6MB)	Quiz(14MB)	
SCIC	China	0.91	116.5	37.4	6.6	15.4	2.2
SEA	America	2.23	47.5	15.2	2.7	6.3	0.9
SEDA	Brazil	0.81	130.9	42.0	7.4	17.3	2.5
SEF	France	1.29	82.2	26.4	4.7	10.9	1.6
SEG	Germany	1.82	58.2	18.7	3.3	7.7	1.1
SEIN	Indonesia	0.86	123.3	39.5	7.0	16.3	2.3
SEM	Mexico	0.89	119.1	38.2	6.7	15.7	2.2
SERC	Russia	1.41	75.2	24.1	4.3	9.9	1.4
SETK	Turkey	0.91	116.5	37.4	6.6	15.4	2.2
SGE	UAE	1.03	102.9	33.0	5.8	13.6	1.9
SIEL	India	0.77	137.7	44.2	7.8	18.2	2.6
SSA	South Africa	0.80	132.5	42.5	7.5	17.5	2.5
TSE	Thailand	1.91	55.5	17.8	3.1	7.3	1.0
* Korea		3.41	31.1	10.0	1.8	4.1	0.6

① Counted based on the actual average download speed

Appendix 2. Why We Recommend (Resolution)

| Image quality

On mobile screen, HD image quality has a little difference compared to FHD. But, file size can be reduced to about 50%.



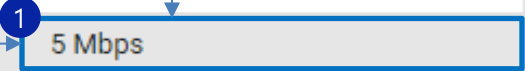
Recommended

Appendix 2. Why We Recommend (Technical frames for Video)

| Video Bitrate of Standard Dynamic Range

For stable streaming service, we recommend specific technical frames.

Type	Video Bitrate, Standard Frame Rate (24, 25, 30)	Video Bitrate, High Frame Rate (48, 50, 60)
2160p (4k)	35-45 Mbps	53-68 Mbps
1440p (2k)	16 Mbps	24 Mbps
1080p	8 Mbps	12 Mbps
720p	5 Mbps	7.5 Mbps
480p	2.5 Mbps	4 Mbps
360p	1 Mbps	1.5 Mbps



Recommendation for Dynamic Content

- Resolution : 720X1280(Max)
- Video | Codec : H.264
Frame Rate : 30
Bitrate : SDR

- 1 5Mbps speed is enough to watch the content (in streaming service)

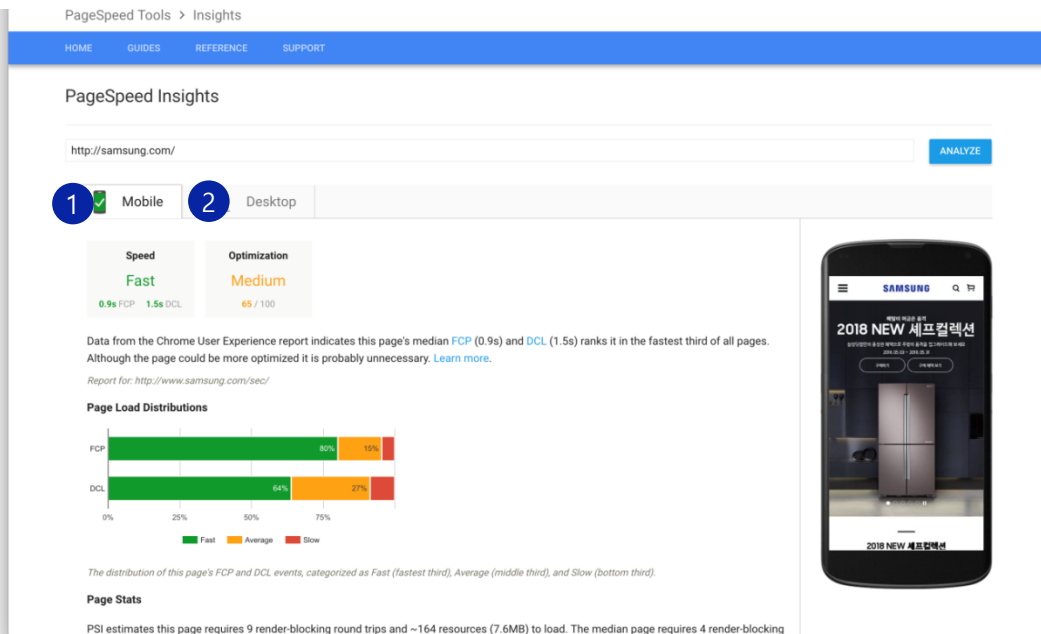
(About 20% of contents should be downloaded before the streaming service starts. That's the reason why we recommend max 10MB)

Source: <https://www.elegantthemes.com/blog/tips-tricks/5-best-ways-to-reduce-video-size-for-faster-loading>

Appendix 3. Google PageSpeed Insights

| The analyzing tool to improve page loading speed

This tool is for developers to analyze their site and coding. We can get the 2 types of data ; Loading time and Optimization



1 Loading time data

- FCP (First Contentful Paint)
: Waiting time to complete the page.
- DCL (DOM Content Loaded)
: waiting time to calculate html codes.

2 Optimization data

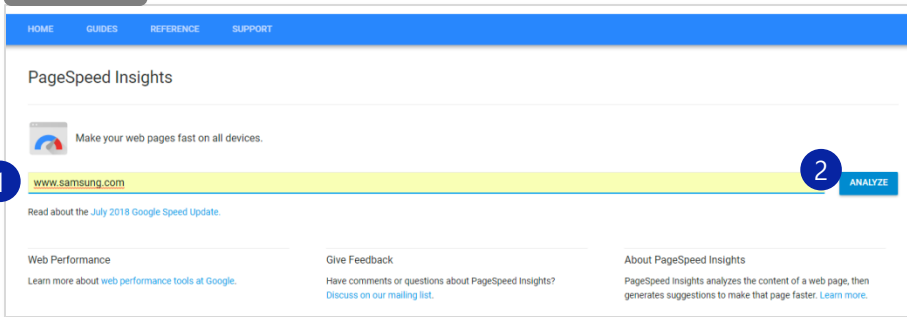
(Scoring on coding)

- Best : 80 ~ 100
- Medium : 60 ~ 79
- Low : 0~59

<https://developers.google.com/speed/pagespeed/insights/>

Appendix 3. Google PageSpeed Insights (How to Use)

Step 1



PageSpeed Insights

Make your web pages fast on all devices.

1 www.samsung.com 2 ANALYZE

Read about the [July 2018 Google Speed Update](#).

Web Performance
Learn more about [web performance tools at Google](#).

Give Feedback
Have comments or questions about PageSpeed Insights?
[Discuss on our mailing list](#).

About PageSpeed Insights
PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. [Learn more](#).

- 1 Type in the address
 - Type in the address you want to test.
 - When you test the html codes, your html codes should upload on the test server in advance.

- 2 Push the 'Analyze' button
 - It takes a while to analyze.

Step 2



- 3 Find the result
 - It gives you the data of speed and optimization.
 - Recommended Score
 - 1) Speed Score : Above "Average"
 - FCP(First Contentful Paint) : In 2 sec
 - 2) Optimization Score : Best

<https://developers.google.com/speed/pagespeed/insights/>

Appendix 3. Google PageSpeed Insights (How to Use)

Step 3

1

Optimization Suggestions

Eliminate render-blocking JavaScript and CSS in above-the-fold content

› [Show how to fix](#)

Leverage browser caching

› [Show how to fix](#)

Prioritize visible content

› [Show how to fix](#)

Optimize images

› [Show how to fix](#)

Optimizations Already Present

› [Show details](#)

1

Optimization Suggestion

- If your coding has not enough score, you can improve your coding by 'Optimization Suggestions'.

<https://developers.google.com/speed/pagespeed/insights/>