



CMAS

CONFÉDÉRATION MONDIALE
DES ACTIVITÉS SUBAQUATIQUES

WORLD UNDERWATER FEDERATION

Social Media and CMAS TV Specifications

V1 2025_01

1. Introduction

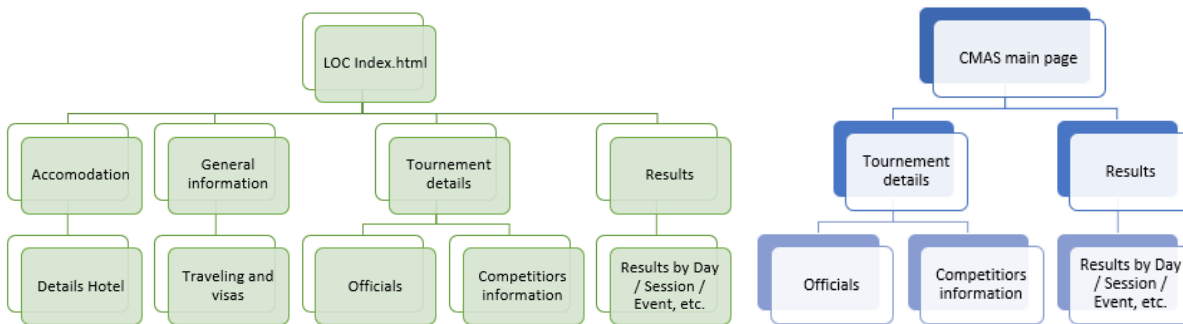
This document complements Chapter 2.13 of the CMAS contract. It offers clarification and essential technical details regarding Website, Social Media, and Live Streaming requirements for all Organisers of Cat A and Cat B CMAS Competitions.

2. CMAS Website

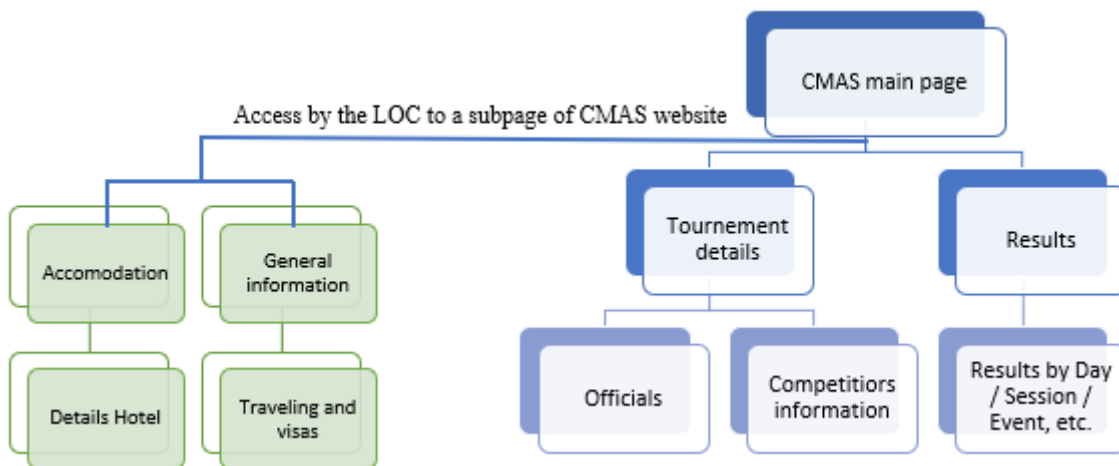
According to point 14 of the contract, CMAS requests the LOC not to build a specific website for the competition. This approach serves both organisational and archiving purposes. In the past, creating separate websites often led to issues with "dead" links and the eventual loss of valuable competition data. Integrating information into the CMAS website minimises the risk of losing essential data in the future.

Then, the LOCs will receive a link and access a subpage of the CMAS website

Previous architecture



New CMAS mandatory Organisation chart for Website:



Don't hesitate to get in touch with us if you need any additional clarification

3. CMAS Social Media Checklist

The competition's different stages must be covered only through the CMAS Social Mediaplatforms, CMAS Facebook and CMAS Website.

Below are the technical requirements for images and videos, as well as the file submission process that LOCs must consider during a CMAS Competition.

3.1. Images for Instagram, Facebook and [cmas.org](https://www.cmas.org) photo gallery

- Highest resolution possible
- No blurry photos
- Every photo should have free space on top of the subject for branding (this is specific to Instagram).
- Accompanying text:
 - Each Podium photo should be accompanied by a short text containing detailed information on the image context (Left to right: names and country of athletes, their ranking, and what event).
 - Each batch of photos (f.e. "Day 1 review") should be accompanied by a short text overview of the event
- Subject should be centred in the photo, and subjects should not be cropped
- Podium – Group/Teams should be together and not spread out
- Podium – Subjects should be looking at the camera, and their face should be visible
- Event banner or CMAS branding and event name should be included in the photos

3.2. Videos

- Instagram – 9:16 (Portrait) is better for Reels and Stories
- Facebook - 16:9 (landscape) is a better choice.

3.3. Sending Files

- Photos should be selected (Please avoid duplicates or random photos)
- Video should include CMAS branding on it
- Background information about the photos/videos should be sent to Gregory WELCH (gregory.welch@sport.cmas.org)
- Files should be uploaded in the CMAS event folder "SPORTING CURRENT EVENTS IMAGES" in Google Workspace where you have access, and an email of confirmation sent to Gregory WELCH (gregory.welch@sport.cmas.org)

3.4. Image and Video Ratios

3.4.1. Video

Reels: Up to 90 seconds.

Stories: Up to 60 seconds.

Video Posts: Longer durations are acceptable but less engaging—no more than a few minutes.

3.4.2. Image

Square Posts: 1:1 (1080 x 1080 pixels)

Portrait Posts: 4:5 (1080 x 1350 pixels)

Landscape Posts: 1.91:1 (1080 x 566 pixels)

Stories and Reels: 9:16 (1080 x 1920 pixels)

4. CMAS TV specifications

We notify in the preamble that the competition should be streamed exclusively on the CMAS TV Platform. For any request, please get in touch with Annette El Khoury from our communication department (annette.ek@sport.cmas.org).

We specify that YouTube is considered a digital broadcast and falls under the exclusivity of CMAS TV.

For National Terrestrial channels, an agreement can be made between CMAS and the broadcaster to expand the event's reach.

Contact will be directly with the Rights or CMAS Legal Department.

4.1. Streaming signal specifications

Coordination contact: production@sportall.fr.

- Video codec: H264
- Resolution: 1080p / Full HD progressive // Capable of 720p but with video degradation •
- Frame rate: 50 frames per second (fps) // Possible fallback at 25 fps
- Total Bitrate: min 8Mbps / max 20Mbps - CBR (Constant Bitrate // avoid VBR (Variable Bitrate))
- Audio mixing: AAC stereo
- Audio bitrate: 192-384 kbps
- Transport: RMPT or SRT (listener) pushed to Sportall platform, TS format (HLS not supported) - no Passphrase.
- IMPORTANT: CMAS TV receiver servers are located in EUROPE on Amazon Web Services (AWS).
- SRT transport protocol is HIGHLY recommended for any inter-continental transmission (e.g. for South America to Europe). Indeed, RTMP is not robust and reliable enough to ensure high-quality transmission over the internet over long distances.

4.2. Important points

The signal must be tested at least 10 days before the event. Thank you for contacting the CMASTV technical production team by mail (production@sportall.fr) to arrange a testing date. All the tests will be performed in one hour at most. If the provider is late, fails to attend, or is unprepared, they are responsible, and our technician will proceed with closing the test.

- Thank you for confirming in advance how many fields are streamed and whether the streaming team can follow the Sportall technical specifications.
- On the event day, the feed has to be on air one hour before the kick-off. During this period, the stream will be hidden from viewers, but the technical team from Sportall will run the necessary checks.
- The broadcaster must inform the team by email or WhatsApp when the feed starts and when the competition is over
- Please provide Sportall with a technical telephone number accessible via WhatsApp in case of an emergency during the live feed.

***** *End of text* *****