

# **iTunes Extras/iTunes LP Development: Asset Delivery Best Practices v1.0**



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## Best Practices for Core Assets vs. Bonus Content

iTunes LP and iTunes Extras packages include the core assets (for example, the main movie or the album associated with the iTunes LP and iTunes Extras) and bonus content assets. Bonus content assets can include “making of” videos, interviews, deleted scenes and so on. Here are some best practices for delivering and differentiating the two types of assets.

<ul style="list-style-type: none"><li>Any standard music video should be listed in the core album track listing.</li></ul>	<p>Appropriate content to be delivered on the core album are true music videos and bonus tracks.</p> <p>Appropriate content to be delivered outside the album and used within the iTunes LP only includes “making of” videos, documentaries, interviews, etc.</p>
<ul style="list-style-type: none"><li>It’s recommended to keep core albums that will receive iTunes LP very simple.</li></ul>	<p>Pre-order only content complicates iTunes LP core albums since two separate iTunes LPs will be required as they are two separate playlists.</p> <p>Similarly, differing core albums cross territories will require that separate iTunes LPs be delivered to address differences found between album offerings.</p>
<ul style="list-style-type: none"><li>Core album is required in advance of the iTunes LP.</li></ul>	<p>For albums receiving LP, the core album bundle is due to iTunes 21 days advance of the street date.</p>
<ul style="list-style-type: none"><li>Bonus content must match rating of core asset.</li></ul>	<p>If an album is rated Explicit, or a movie is rated R or Unrated, the bonus content within the associated iTunes LP or iTunes Extras can be explicit. If an album is not explicit, or a movie is rated G or PG, the bonus content should not be explicit.</p>
<ul style="list-style-type: none"><li>Bonus content should be pristine.</li></ul>	<p>Bonus content should not reference other products or marketers, such as DVDs, Blue Ray, CD retailers, etc.</p>