

TTV DYNAMIC CONTENT CLIENT REFERENCE SHEET

Last updated December 5, 2018

WHAT IS DYNAMIC CONTENT?

Dynamic Content affords clients customization in markets, which aids in optimizing network health in all TTV restaurants.

Dynamic Content can be utilized when a Client/Agency intends to use 1 piece of creative (a 'shell') at multiple locations, with the intention to customize end tags, locations or price points to specific markets and regions. Dynamic Content is coded in a pre-determined area, by a Cineplex developer to accept/display a *dynamic feed with up to date information. Dynamic Content is required for TTV scheduling. Additional set-up fees are required.

CAN AN ADVERTISER RE-USE DYNAMIC CONTENT ON MULTIPLE CONTRACTS?

Yes, if the 'shell' is exactly the same. If the 'shell' has been changed for subsequent contracts it cannot be reused. If a client changes their Dynamic Content 'shell' creative over the course of a year, Cineplex's Development team must re-quote setting up the new creative to use the client's Dynamic content. Additional fees and approx. 5 business days would be required for updating development and testing.

TO SECURE A DYNAMIC CONTENT PRODUCTION QUOTE THE CLIENT/AGENCY PROVIDES:

1. A clear description of what is expected of the client's campaign (please include start/end dates, English/French, etc. Disclose all intentions for the creative **campaign to insure an accurate production quotation. Include contact name, email address.)
2. English and/or French Dynamic content 'shell' noting the time stamps (eg: 24 sec -30 sec mark) as to when in the spot the Client's custom content is to appear. **If the Client's Media contract notes 30 secs, final Dynamic content must not exceed 30 secs.
3. A copy of the final intended creative which includes the dynamic content for reference (mp4 is acceptable), a copy of the client's *generic creative, and an uncompressed file without the dynamic content for the actual build.

*The client's 'generic' creative, would be used as temporary default content should any location's data feed lose connectivity. Generic content is client branded creative which is void of dynamic data. **Contact your Cineplex Media rep and please cc in Stephanie.Smith@cineplex.com and David.Seol@cineplex.com when ready to upload creative.**

4. An excel sheet referencing a list of the client's actual contracted TTV locations, showing the custom content intended to be aligned and displayed within the Client's creative, at the contracted TTV locations (eg: outline locations/dealers names & provide postal code

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breakdown to be custom assigned for Dynamic Content scheduling.)

5. Client must note their preferred font style, and colour to use for custom Dynamic Content.
6. *A dynamic feed would be a file Cineplex receives from a 3rd party that contains information which is routinely expected to update. Speak to Cineplex Media's TTV Production team should a Client wish to use a dynamic feed within their creative content "shell." An example would be adding a weather feed from a reliable source. This utilizes either an RSS, XML or JSON files – feeding data only (i.e. usually no creative). Additional production costs and development time/testing is required and will be quoted within 2 business days of providing a copy of the Client's Creative Content, and full outline as per 1-5 above.

PLAN AHEAD! SET UP TIME INVOLVED:

PLAN AHEAD! Set Up Time involved: Production quote accepted by the client? If so, Cineplex Media will ensure a developer codes the client's shell and confirms final approval. Allow *minimum 5 business days prior to the start of a client's flight date for coding/ad-testing, etc. to insure the client's creative displays the correct up-to-date information from the client's supplied info. *More time may be required if there are multiple languages and/or unique requests by the client.

Set-up: A Production quote will be provided within 2 business days of receipt of items 1-5 noted above. Production set-up rates are \$200.00/hour production.

**IF YOU HAVE ANY QUESTIONS REGARDING DEADLINES FOR YOUR CREATIVE,
PLEASE CONTACT YOUR CINEPLEX MEDIA ACCOUNT MANAGER.**

DIGITAL SUBMISSION

FTP: [ftp.cineplex.com](ftp://ftp.cineplex.com)

User ID: varclients

Password: cineplex

Folder: /TimsTV/

IMPORTANT: After successfully uploading your creative, please send a confirmation email with file names to stephanie.smith@cineplex.com or david.seol@cineplex.com.

DVD/CD HARD COPY SUBMISSION

Cineplex Media
102 Atlantic Avenue, Toronto, Ont., M6K 1X9
Attn: Stephanie Smith
(416) 539-8800 ext. 5219
stephanie.smith@cineplex.com

NOTE: Please mark all creative as "**TimsTV Network**" and label clearly with Client Name, Title, Length and Language.

PRIVACY NOTICE: Cineplex Media will strive to remove material from our FTP as it is received. However, your file name(s) may, for a short time, be visible to other FTP users using this upload account.

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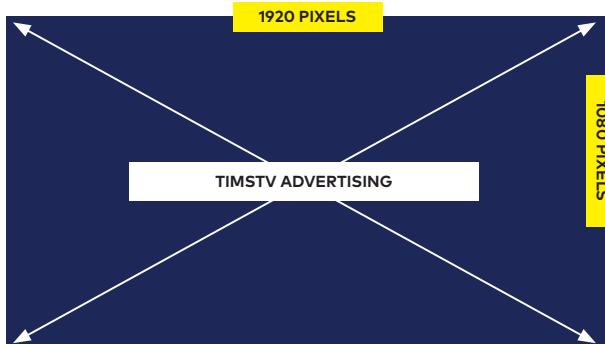
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PLEASE ENSURE ALL CONTENT HAS MOTION AND MOVEMENT. STILL OR STATIC IMAGES WILL NOT BE PLAYED ON TTV. VIDEO SPOTS MUST HAVE A TOTAL DURATION OF 15 OR 30 SECONDS. ALL CONTENT SCHEDULED FOR ON/ NB/ QC MUST BE PROVIDED IN BOTH ENGLISH AND FRENCH VERSIONS.

FINAL FILE: Using these specifications will produce a 1080p, high definition, MP4 video running at 30 frames per second. The video will be encoded with the industry standard H.264 compression codec for producing high quality videos with small file sizes.

PLAYBACK OPTIMIZATION: These specifications have been thoroughly tested, and take the guess work out of creating and encoding videos that run on the Tim Hortons TV network. Note there is a known issue with Media Encoder 6, please use Media Encoder CC.

TIMSTV VIDEO SPECIFICATIONS



WARNING!

Do not use: 29.97 fps, key frames, frame blending, a bitrate of less than 2.5 Mbps. Remove all audio tracks. If using Adobe Media Encoder, this is set in the preset. Using a 'mp42mp41' encoding is not supported and will result in playback failure. Please ensure that this codec is not used.

TECHNICAL SPECIFICATIONS

FINAL FORMAT	MP4
WIDTH	1920
HEIGHT	1080
FRAME RATE	30 fps
FIELD ORDER	Progressive
ASPECT	Square Pixels (1.0)
TV STANDARD	NTSC
VIDEO CODEC	H.264
BIT RATE ENCODING	VBR, 2 PASS
TARGET BIT RATE	2.5 Mbps*
MAXIMUM BIT RATE	6 Mbps
AUDIO CHANNELS	Remove all

*Any creative submitted will be reduced to a value between target bitrate and maximum bitrate.

Client's dynamic content spot approval is still subject to pre-approval by Cineplex Entertainment. All Content intended to be scheduled for ON/ NB & QC must be provided in separate English and French versions.