



TIMSTV

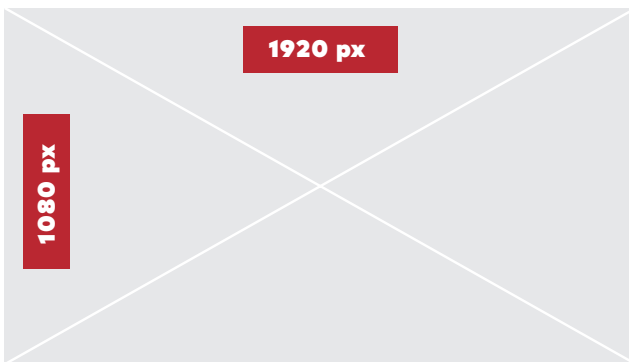
VIDEO NETWORK SPECIFICATIONS



The following document contains production and delivery specs for Digital Signage client creative contracted to appear in the TimsTV Network.

Please ensure all content has motion and movement. Still or static images will not be played on TimsTV Network. 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.

PLAN AHEAD! A storyboard enables clients to receive feedback on their TimsTV Network creative plans prior to finalizing creative planned for a campaign. Please submit storyboards as early as possible for review.



WARNING:

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

Content Resolution	Pixel Geometry	Aspect Ratio
1920 px x 1080 px	Square (1:1)	16:9
Frame Rate	Encoding	Audio
30 (Progressive)	.MP4 (.H264)	N/A
TV Standard	Bitrate Encoding	
NTSC	Target: 2.5 mpbs* Max. : 6 mpbs VBR, 2 PASS	

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

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 TimsTV Network.

DELIVERING YOUR CONTENT



SUBMISSION DEADLINES

Final creative is due **5 business days (1 week)** prior to start date. For creative being produced by Cineplex Media, creative elements are due **10 business days (2 weeks)** prior to start date.

ELECTRONIC SUBMISSION

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 TimsTV@cineplex.com

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 with access to our upload account.

DVD/CD HARD COPY SUBMISSION

CINEPLEX MEDIA

102 Atlantic Avenue Toronto, Ontario M6K 1X9
ATTN: Stephanie Smith
416-539-8800 Ext. 5219
Stephanie.Smith@cineplex.com

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

Any creative deadlines that are missed will result in additional costs and may result in a delay of the campaign for which Cineplex Media will not be held responsible. Cineplex must pre-approve all creative prior to production as per the terms and conditions in your client contract. Cineplex reserves the right to reject creative not delivered to published specifications, resulting in unsatisfactory video or audio quality.

If you have any questions regarding deadlines for your creative, please contact your Cineplex Media Account Manager

All client creative is subject to pre-approval by Cineplex Entertainment.

FOR PRODUCTION SPECIFIC QUESTIONS, PLEASE CONTACT A MEMBER OF OUR DIGITAL SIGNAGE PRODUCTION TEAM:

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Please ensure you are following the most up-to-date specifications. This document was last modified on **March 20, 2018.**