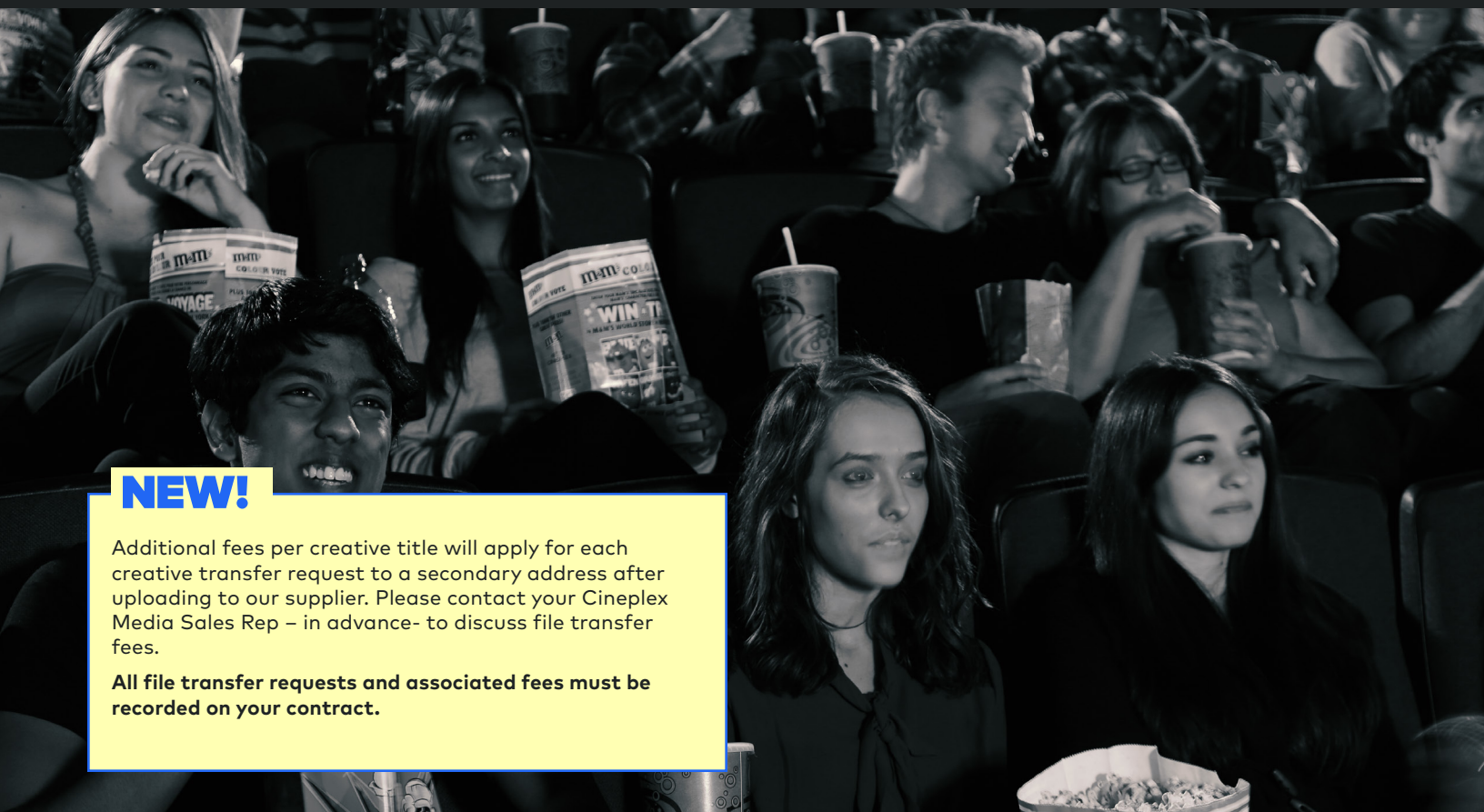




# SHOW-TIME DCINEMA TRANSFER

## SPECS & CREATIVE DELIVERY INFORMATION

Please forward this entire specifications document to the post-production house producing the elements for DCinema



### NEW!

Additional fees per creative title will apply for each creative transfer request to a secondary address after uploading to our supplier. Please contact your Cineplex Media Sales Rep – in advance- to discuss file transfer fees.

**All file transfer requests and associated fees must be recorded on your contract.**

The following document contains production and delivery specs for Show-Time creative (Cinema Spot DCinema Transfers) contracted to appear in theatres by Cineplex Media.

**Please use this document to facilitate the transfer of your creative in order to meet Cineplex Media's DCinema requirements. Cineplex Media's supplier of service is Deluxe Toronto.**

## INFORMATION ON DELUXE TRANSFER PACKAGES

To clarify which service is covered, please contact Shawn Irvin or Chandra Henderson.

### FULL SERVICE

#### PICTURE FORMATS

High Resolution HD QuickTime (Pro Res, MP4) or 16-bit Linear TIFF Sequence or 10-bit DPX file @ 23.98 or 24 fps in Format(s) on page 3.

(Contact Deluxe if frame rate conversion is required)

#### AUDIO FORMATS

##### Full 5.1 Mix

If 5.1 mix & stems, deliver as a Broadcast 24-bit WAV format in a Sample rate of 48KHZ at 23.98 or 24fps, with an audible "2-beep" (one frame of 1khz tone placed 2 seconds ahead of first frame of picture) and LABELLED track assignments – Left, Right, Centre, Left Surround, Right Surround & Sub.

##### Stereo Mix (with individual stems)

If Stereo track, please provide the separate stereo mix stems, if at all possible, and Deluxe will re-master it into a full Dolby 5.1 mix.

### BASIC SERVICE

#### PICTURE AND AUDIO FORMATS

**(PICTURE & AUDIO MUST BE PACKAGED AND DELIVERED AS ONE FILE)**

**High Resolution HD QuickTime (ProRes, MP4) file with embedded 5.1 mixed stems or stereo files @ 23.98 or 24 fps in Format(s) on page 3.**

Under the Basic Package, once material is delivered to Deluxe, it is considered 'client approved' (ready to air on screen).

No audio changes will be made unless the audio exceeds an average loudness level of 82db LEQ\*

Basic Service is best suited for clients who are 100% confident and knowledgeable of our picture and audio Show-Time specs delivery requirements. Secondary **full cost** will be applied for any client picture or audio revision or errors noted by our supplier.

#### IMPORTANT AUDIO LEVEL REQUIREMENT:

★ Please note that Cineplex Media has a technical requirement that the Audio does not exceed a loudness level of **82db LEQ**. This is an average frequency level, over the entire length of the spot.

## DELIVERY INFORMATION

Please deliver picture and audio files via a file sharing site or the Media Shuttle link\*\*:  
<https://cineplex-dropbox.mediashuttle.com/>

#### FOR MORE INFORMATION PLEASE CONTACT:

##### SHARON DAWE

Project Manager,  
Cinema Commercials - Postproduction  
Deluxe Toronto, Ltd.

Sharon.Dawe@bydeluxe.com  
Tel: (416) 957-6285

##### SHAWN IRVIN

Coordinator  
Show-Time Production

Shawn.Irvin@cineplex.com  
Tel: (416) 539-8800 ext. 5263

##### CHANDRA HENDERSON

Coordinator  
Show-Time Production

Chandra.Henderson@cineplex.com  
Tel: (416) 539-8800 ext. 5301

Please ensure you are following the most up-to-date specifications. This document was last modified on **March 14, 2019**.

### PICTURE FORMAT

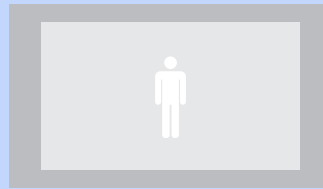
**BOTH FLAT AND SCOPE ASPECT RATIOS ARE REQUIRED FOR DELIVERY TO CINEPLEX.**



**FLAT 1:85:1 (1998 X 1080)  
OR HD 16X9 (1920 X 1080)**



**SCOPE (2048 X 858)**



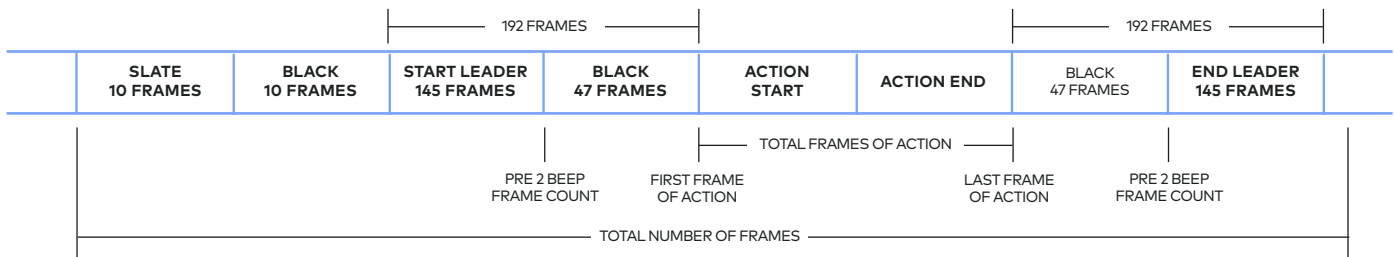
**PILLARBOX SCOPE**

**PLEASE NOTE:**

If you are only delivering Flat or HD (16x9) to Deluxe, they will Pillarbox to create the Scope version.

(Please note: this will result in a smaller image on-screen, but no content is lost).

**All files must contain:** 10 frames slate, 10 frames black, a visible "2-beep" (one frame of 1KHZ tone placed 2 seconds ahead of first frame of picture), followed by 47 frames black, followed by first frame of picture (**see below**).



**Important note for all:** Frame :00 is equal to Frame 1. In Other words :00 in video is frame 1 in absolute frames.

### IMPORTANT

- Make sure files are labeled as follows: **spotname\_scope or flat\_eng or fre\_0001.tiff**
- Assure all text is confined to Title Action Safe Area (consult users manual to pull up safe grids in your preferred editing software)
- Double-check all text, supers, legals, logos, and urls (spelling, content & placement) before delivering material to Deluxe, to reduce the possibility of revisions, which will incur additional charges, and may affect deadlines
- The English and French material **MUST** be delivered to Deluxe Toronto on the same day, to ensure there is no increase to the cost quoted for the transfer. Later delivery of either one of the versions will incur additional transfer fees. If picture or audio revisions are required after Deluxe has begun working on the transfer, additional charges will incur.

### NEW!

Additional fees per creative title will apply for each creative transfer request to a secondary address after uploading to our supplier. Please contact your Cineplex Media Sales Rep – in advance- to discuss file transfer fees.

All file transfer requests and associated fees must be recorded on your contract.

### DIGITAL CINEMA PACKAGE (DCP) REPLICATION NOTE

All DCP disks must be replicated by Deluxe Toronto to ensure DCP system compatibility on all digital screens contracted with Cineplex Media. **All supplied DCP packages must meet DCI (Digital Cinema Initiatives, LLC) specifications.**

To learn more about DCI specifications contact **Deluxe Toronto** or visit:

[http://dcimovies.com/archives/spec\\_v1\\_2\\_No\\_Errata\\_Incorporated/index.html](http://dcimovies.com/archives/spec_v1_2_No_Errata_Incorporated/index.html)

### SPOT CREATION PROCESS

Cineplex requires **1 additional week** to ship DCP's to theatres. Please plan accordingly to meet your deadline.

#### FULL SERVICE

Show Time DCP Package 5 Business Days

#### BASIC SERVICE

Show Time DCP Package 2 Business Days

**Picture & Audio must be packaged and delivered as one file**

**Communication with Client from Production Contact at Cineplex Media**  
Includes: Client call or email, deadline confirmation, review of creative assets required

**Client/Agency Provides Creative Assets to Deluxe Toronto by Deadline**  
via Media Shuttle\*\* link or their own file sharing site. (see pg 2)

##### Creative Elements Review

Deluxe Toronto determines if creative assets meet specifications

**Audio:**  
Deluxe Toronto takes Stereo or 5.1 mixed stem files delivered will remix into a 5.1 theatrical environment. (Audio Session \*Optional\*)

**Picture:**  
Dynamic Framing for 1.85:1 (Flat) and 2.40:1 (Scope) aspect ratios

##### Creative Elements Review

Deluxe Toronto determines if creative assets meet specifications

**Audio:**  
Utilize existing Stereo or 5.1 mixed stem files with no enhancements for theatrical settings.

**Picture:**  
Standard Framing for 1.85:1 (Flat) and 2.40:1 (Scope) aspect ratios

##### If an Error Is Discovered With Original Material:

Deluxe Toronto work is halted until all creative is received by creative agency, meeting outline specifications. Client's original flight date may be compromised if creative arrives after assigned deadline, or is not set according to our specs.

##### If an Error Is Discovered With Original Material:

Deluxe Toronto work is halted until all creative is received by creative agency, meeting outlined specifications. Client's original flight date may be compromised if creative arrives after assigned deadline, or is not set according to our specs.

**(Client has 3 hours to revise material once delivered via media shuttle link)**

##### All Assets Meet Specs

Deluxe Toronto creates Dcinema Masters

Client approval process is arranged and held at Deluxe Toronto exclusively.  
(Client approval process is only offered under the Full Service package)

Spot delivery are sent to theatres according to contract specifications.

**Ads Are Readied For Public Airplay!**

Spot delivery are sent to theatres according to contract specifications.

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