

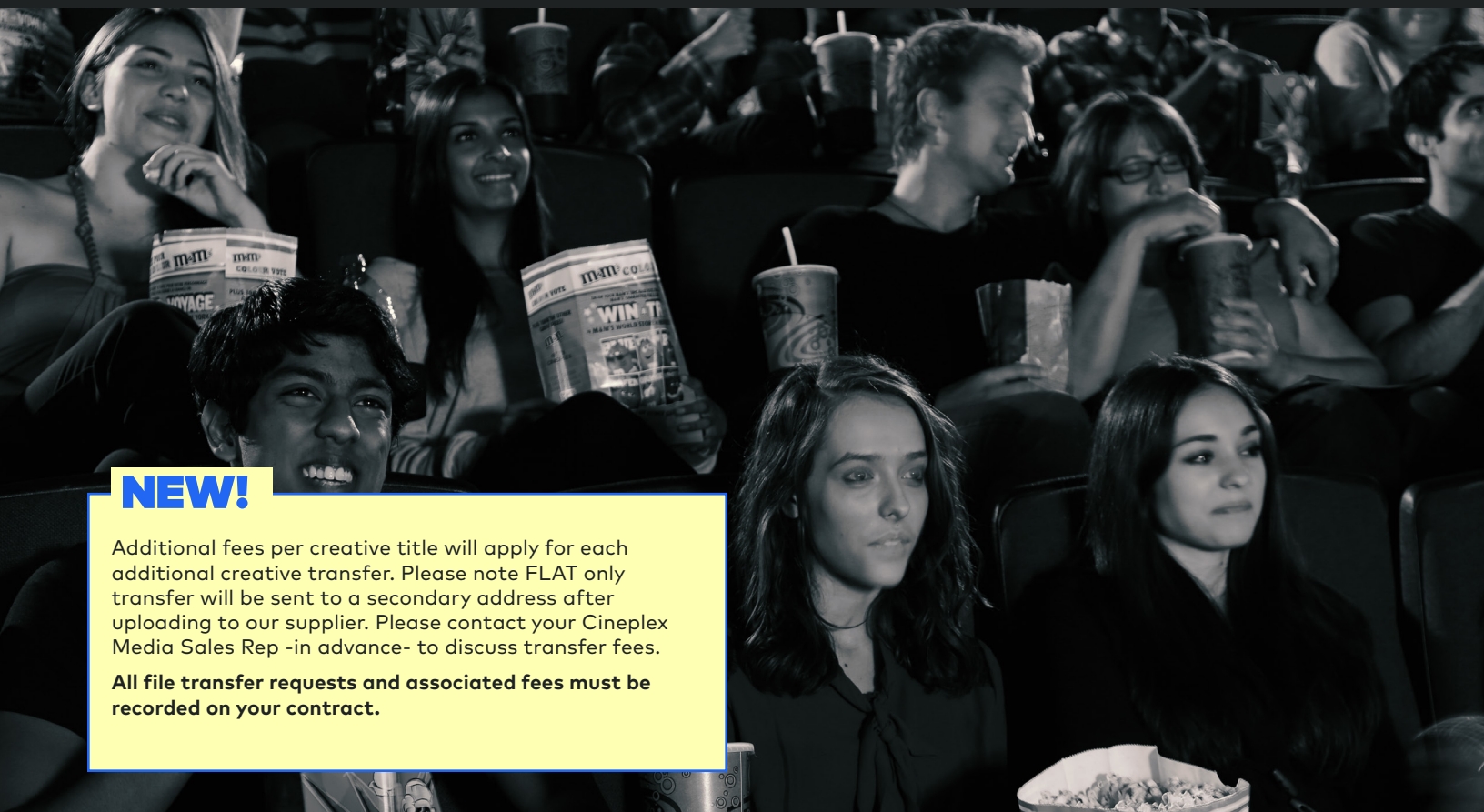


# SHOW-TIME

## FLAT 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 additional creative transfer. Please note FLAT only transfer will be sent to a secondary address after uploading to our supplier. Please contact your Cineplex Media Sales Rep -in advance- to discuss 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 Company 3.**

## INFORMATION ON COMPANY 3 TRANSFER PACKAGES

To clarify which service is covered, please contact Shawn Irvin or Victor Oladunjoye.

### 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 Company 3 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 Company 3 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 Company 3, 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:

##### COMPANY 3

Email:  
co3-to-cineplex@company3.com

##### SHAWN IRVIN

Manager  
Show-Time Production  
Shawn.Irvin@cineplex.com  
Tel: (647) 670-3372

##### VICTOR OLADUNJOYE

Coordinator  
Show-Time Production  
Victor.Oladunjoye@cineplex.com  
Tel: (647) 670-3307

Please ensure you are following the most up-to-date specifications. This document was last modified on **April 5, 2021**.

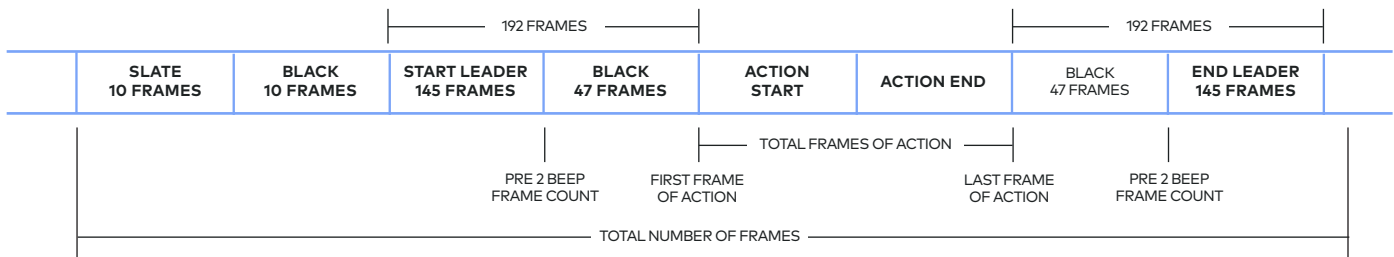
## PICTURE FORMAT

### FLAT ASPECT RATIO REQUIRED FOR DELIVERY TO CINEPLEX.

**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**).



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



**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\_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 Company 3, to reduce the possibility of revisions, which will incur additional charges, and may affect deadlines
- The English and French material **MUST** be delivered to Company 3 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 Company 3 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 Company 3 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 Company 3 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

#### 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 Company 3 by Deadline**  
via Media Shuttle\*\* link or their own file sharing site. (see pg 2)

**Creative Elements Review**  
Company 3 determines if creative assets meet specifications

**Audio:**  
Company 3 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) aspect ratio

**Creative Elements Review**  
Company 3 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) aspect ratio

**If an Error Is Discovered With Original Material:**  
Company 3 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.

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

**All Assets Meet Specs**  
Company 3 creates Dcinema Masters

Client approval process is arranged and held at Company 3 exclusively.  
(Client approval process is only offered under the Full Service package)

Spot delivery are sent to theatres according to contract specifications.

**\*When DCP Production completes, Scheduling team requires "+1 full business day" to digitally schedule for airplay. For any properties serviced by USB/DVD disk, clients are advised to factor in "+1 full additional week" for spot delivery to theatre.**

**Ads Are Readied For Public Airplay!**

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**Ads Are Readied For Public Airplay!**

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