CINEPLEX MEDIA

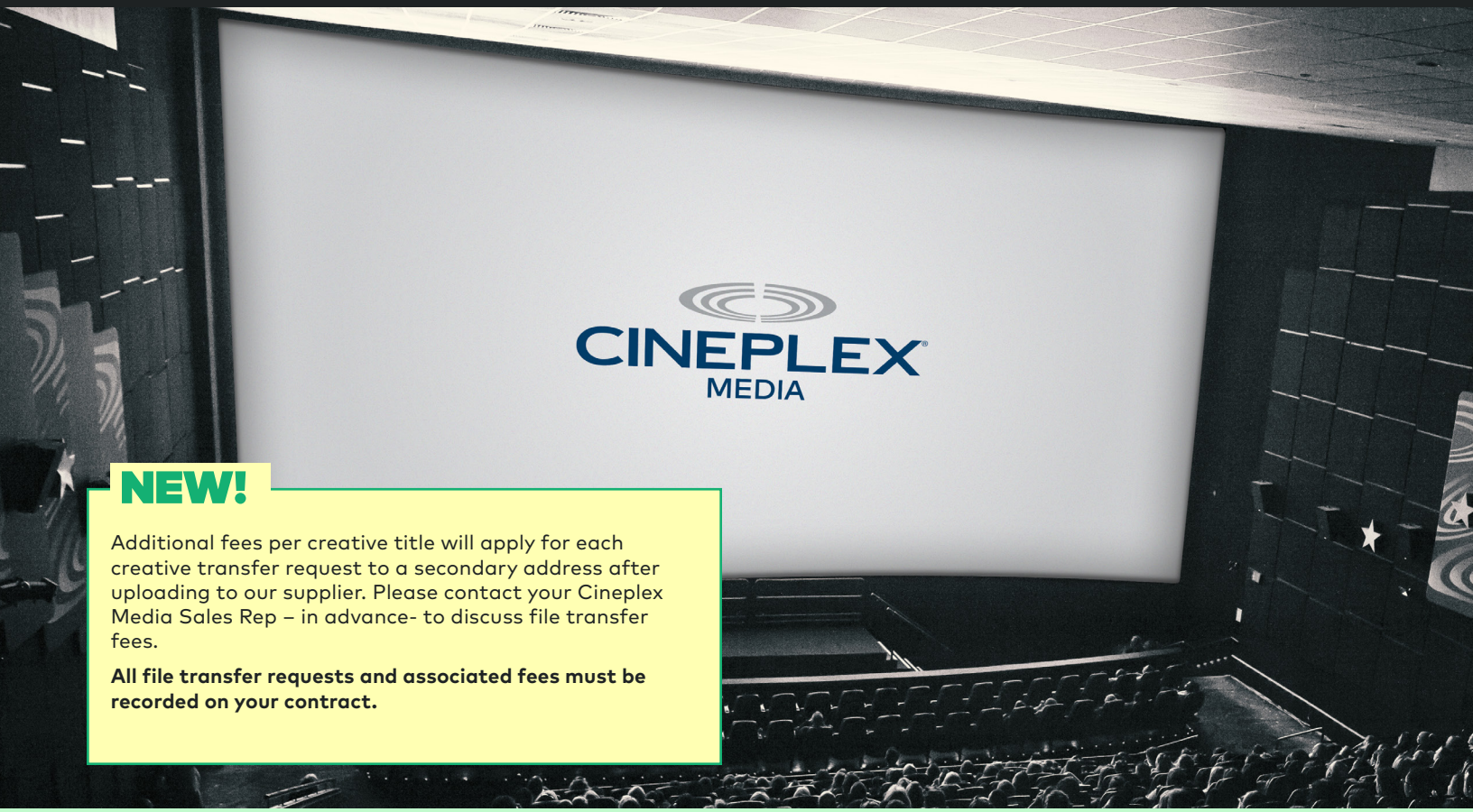
SHOW-TIME

DCINEMA MASTERS / JPEG 2000

FOR DCDM/ DCP PACKAGING DELIVERY

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.

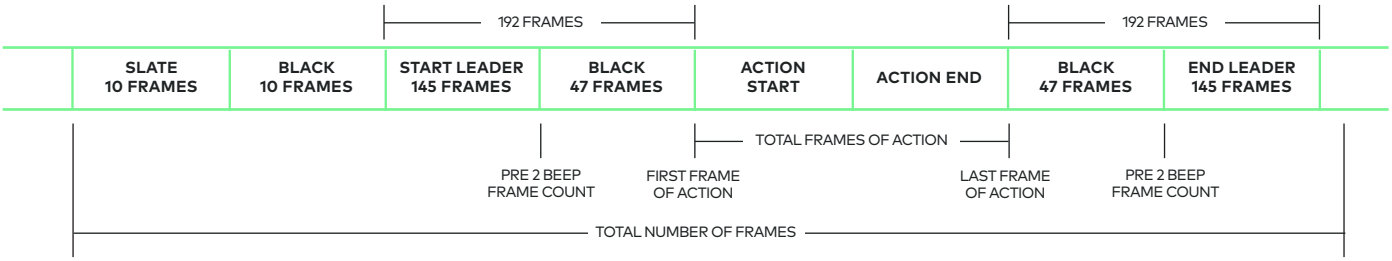
The following document contains production and delivery specs for Show-Time creative (DCinema masters/ JPEG 2000) contracted to appear in theatres by Cineplex Media.

For specs covering REALD 3D Masters, please see our spec sheet entitled: REALD 3D Masters at www.cineplexmedia.com

PRE DCDM / DCP PACKAGING

PICTURE FORMATS

1. Colour space must be in XYZ format
2. Image size for Scope aspect ratio must be 2048x858
3. Image size for Flat aspect ratio must be 1998x1080
4. Picture frame rate must be 24fps
5. Picture element must be in sync with sound element
6. MXF format must be set to Interop
7. Bit rate must not exceed 250MB
8. Assure all text is confined to Title Action Safe Area (consult users manual to pull up safe grids in your preferred editing software)
9. Ideal frame sequence should include: 10 frames slate, 10 frames black, a visible "2-beep" (one frame of 1KHZ tone placed 2 seconds ahead of first frame of picture), 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.

AUDIO FORMATS

1. Sound files Broadcast WAV format
2. 5.1 full surround audio. If only 2.0 (Stereo) audio, deliver as a 5.1 configuration with MOS on the extra channels
3. Sample rate 48KHZ at exactly 2000 samples per image frame (1/24 sec)
4. Frame rate must always be 24fps
5. Sound elements must be in sync with the picture element
6. The average sound level, over length of spot, (LEQ) must not exceed a loudness level of 82dB

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

DCINEMA MASTERS/JPEG 2000
DELIVERY REQUIRMENTS

CINEPLEX MEDIA

ELEMENTS SUPPLIED MUST INCLUDE

1. An ASSETMAP file. This file must list all files that are included in your DCP – DCinema shipment, and follow the naming convention guidelines.
2. A CPL data file (.xml) for Flat aspect ratio.
3. A CPL data file (.xml) for Scope aspect ratio.
4. A jp2k picture file (.mxf) for Flat aspect ratio.
5. A jp2k picture file (.mxf) for Scope aspect ratio.
6. A PKL data file for Flat aspect ratio.
7. A PKL data file for Scope aspect ratio.
8. A VOLINDEX data file.
9. A .wav audio file (.mxf) which will be used for both Flat and Scope aspect ratios.
10. Bit rate must not exceed 250MB per second.

Notes: All Master disks must be burned using IS09660+Joliet **ONLY**

DCINEMA MASTERS/JPEG 2000 PACKAGE REQUIREMENTS:

- Should be delivered on DVD, if space is not an issue. (Please make arrangements with Company 3 for alternate delivery options).
- Ensure that both the Flat and Scope spots (files) are presented in the same DCinema Package.
- Ensure that all files are at the route directory level on the media supplied. No folders or sub folders.
- Use separate DVD media for English Flat / Scope and French Flat / Scope.

The producer should contact all suppliers well in advance so that quotes and approvals can be obtained in a timely fashion. Creative material masters are due 2 weeks prior to the start of the campaign flight in theatres.

IMPORTANT

For Content Title Text (CTT) and CPL please refer to: isdcf.com/dcnc/
The CTT must match the CPL's Annotation text and the PKL's Annotation Text

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DELIVERING YOUR CONTENT

All creative must be sent by deadline date to Company 3. Please ship with the master elements to:

COMPANY 3
ATTN: CINEPLEX MEDIA TRANSFERS
901 King Streets West, 6th Floor W
Toronto, Ontario, M5V 3H5
Tel: 416-957-6215
co3-to-cineplex@company3.com

LABELING INSTRUCTIONS: All creative sent to Company 3 must be labeled with the client **name, title, length of spot, language, format (Flat & Scope) & flight date.**

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 **March 3, 2021.**

DCINEMA MASTERS/JPEG 2000
PRODUCTION PROCESS

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DCP ANALYSIS PROCESS TAKES 10 BUSINESS DAYS

If you require a DCinema Transfer, please factor in an additional 5-7 business days

Signed Contract Received at Cineplex Media

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

*Client affixes properly labeled creative, including an ASSETMAP file
(*See full specs, including label instructions, etc. on page 3 of this document)

Creative Elements Review

Company 3 determines if creative assets meet specifications

Assets Are Still Required Or Error Is Discovered With Incoming Creative Assets

If there is a problem with assets sent to Company 3, they will contact the agency to review. Next step options include: agency contacts original posthouse to have corrections made to masters, making arrangements to then have the revised masters sent back to Company 3 for another Analysis (this 2nd Analysis and subsequent Analysis' are subject to a nominal cost)... Or, Company 3 can make the changes for an additional fee in-house. Client's original flight date may be compromised if creative arrives after assigned deadline, or is not set according to our specs.

(Contact your Cineplex Media Sales Rep. for further info.)

All Assets Meet Specs

Company 3 completes 3D Digital Cinema package replication

3D Digital Cinema spots are sent to theatres according to contract specifications

ADS ARE READIED FOR PUBLIC AIRPLAY!

For Terms and Conditions, please refer to client contract.

For advertising policy, please go to cineplexmedia.com and view our advertising guidelines. Please contact your Sales Representative for further information.