



SHOW-TIME

2K/4K DCINEMA TRANSFER

SPECS & CREATIVE DELIVERY INFORMATION

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



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.

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.

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 142.

INFORMATION ON DELUXE 142 TRANSFER PACKAGE

DELIVERABLES:

All Picture and Audio assets must be exported at a working framerate of 23.98 or 24 (preferable) frames per second. All deliverables must contain active frames ONLY i.e. Cut to Cut - NO clock, end frame hold or black frames at start or end. The English and French material MUST be delivered to Deluxe 142 on the same day.

PICTURE DELIVERABLES

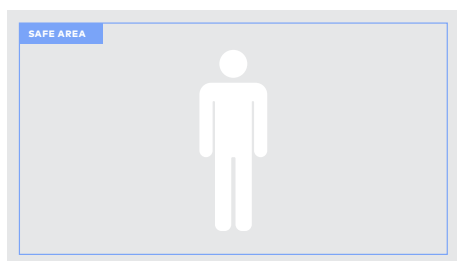
FLAT/HD AND SCOPE ASPECT RATIOS ARE REQUIRED FOR DELIVERY TO CINEPLEX.

Deluxe 142 accept source picture exported as ProRes 422HQ QuickTime*. It is essential that all text is confined to the Title Safety Area, any supply that does not adhere to this will be rejected or the picture will be re-fit which may result in your picture not appearing as intended on screen. A guide to fit text accurately can be provided. Please ensure all spelling, legals and logos are supplied accurately prior to delivery, revisions will incur additional charges and may affect deadlines.

*HD QUICKTIME EXPORT SETTINGS

ProRes 422HQ, Progressive frame rate, 23.98/24. Rec709, Head Range. It is preferred that the audio will be included as part of the ProRes with audio routed as per the SMPTE audio channel routing as seen on page 3. Audio must conform to SAAW regulations, also seen on Page 3.

INDIVIDUAL 2K OR 4K FLAT/HD AND SCOPE IMAGE SEQUENCES ARE REQUIRED FOR CINEPLEX AD CREATION.



2K FLAT 1:85:1 (1998 X 1080) OR **HD 16X9** (1920 X 1080)
OR **4K FLAT** (3996 X 2160) OR **4K** (4096 X 2160)

Title safety area guide for 2K 1:85 Flat picture

Title safety Zone 1798 x 972px
Whole picture 1998 x 1080px

Title safety area guide for 2K 16x9 HD picture

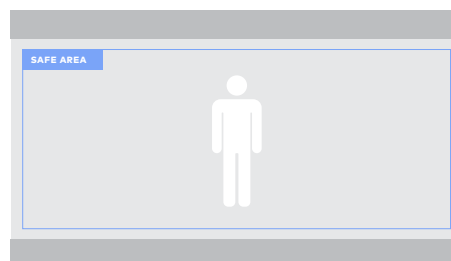
Title safety Zone 1728 x 972px
Whole picture 1920 x 1080px

Title safety area guide for 4K Flat picture

Title safety Zone 3596 x 1944px
Whole picture 3996 x 2160px

Title safety area guide for 4K picture

Title safety Zone 3686 x 1944px
Whole picture 4096 x 2160px



2K SCOPE (2048 X 858) OR **4K SCOPE** (4096 X 1716)

Title safety area guide for 2K Scope or 4K Scope (4096 x 1716)

Title safety Zone 1843 x 772px
Whole picture 2048 x 858px

Title safety area guide for 2K Scope or 4K Scope

Title safety Zone 3686 x 1544px
Whole picture 4096 x 1716px



PILLARBOX SCOPE

PLEASE NOTE:

If you are only delivering Flat or HD, a Scope DCP with Pillar boxing will be created. No content will be lost, but the image will be smaller on screen as seen here.

AUDIO DELIVERABLES

Audio can be delivered as either part of the QuickTime or as separate WAV files. All incoming audio will be checked and if necessary conformed by Deluxe 142. The volume must adhere to SAWA legal specifications with an upper level limit maximum set at Leq_{m82} , if the levels do not conform to SAWA specifications a new export will be conducted by Deluxe 142. All audio must be routed as per SMPTE routing specifications as seen below. We are unable to accept stems and reserve the right to request a resupply if required.

WAV SPECIFICATIONS

If audio is supplied separately from the source picture ProRes, we require 24bit PCM Uncompressed Wavs, Sample rate 48khz. These can be delivered as Mono or Stereo paired Wavs as per the SMPTE audio routing layout as seen below.

SMPTE AUDIO ROUTING SPECIFICATIONS

STEREO AUDIO ROUTING 5.1 AUDIO WAV ROUTING

STEREO AUDIO (MONO LAYOUT)

Track 1 - Left
Track 2 - Right

STEREO AUDIO (STEREO PAIRED LAYOUT)

Track 1 & 2 - Left & Right

5.1 AUDIO (MONO LAYOUT)

Track 1 - Left
Track 2 - Right
Track 3 - Centre
Track 4 - Lfe
Track 5 - Ls (Left Surround)
Track 6 - Rs (Right Surround)

STEREO PAIRED LAYOUT FOR 5.1

1 & 2 - Left & Right
3 & 4 - Centre & Sub
5 & 6 - Left & Right Surround

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DELIVERY REQUIREMENTS



ASSET NAMING

All Picture and Audio assets must be exported at a working framerate of 23.98 or 24 (preferable) frames per second. All deliverables must contain active frames ONLY i.e. Cut to Cut - NO clock, end frame hold or black frames at start or end.

Brand&SpotName_ProRes422HQ_Ratio_AudioProfile_Language_Facility_DateOfCreation

ACCEPTED NAMING EXAMPLES

BankNameGetAMortgage_ProRes422HQ_Flat_51_EN_PostHouse_20211029

DietColaThirsty_ProRes422HQ_1998x1080_20_FR-CA_Deluxe142_20211029

NewSUV2022SUV_ProRes422HQ_Scope_MOS_ENG_EditHouse_20211029

CineplexWatchThisMovie_ProRes422HQ_16x9_51_FrenchCan_Deluxe142_20211029

NewRadioStationTheGroove_ProRes422HQ_4096x2160_51_EN_Deluxe142_20221029

*MOS STANDS FOR MUTE OF SOUND, EG THERE IS NO AUDIO EMBEDDED IF AUDIO WILL BE SUPPLIED SEPARATELY AS WAVS.
ALSO ACCEPTABLE IS 00 TO REPRESENT MOS DELIVERIES IN THE AUDIO PROFILE NAMING.

DELIVERY INFORMATION

A secure Dropbox link will be provided to deliver your creative.

IMPORTANT

Please ensure you have a copy of your Source Material that is securely stored and easily accessible in the event re-upload is required.

SCHEDULING

When DCP Production completes, Scheduling team requires "+1 full business day" to digitally schedule for airplay.

**FOR MORE INFORMATION PLEASE CONTACT OUR TEAM AT
SHOWTIMEDCPPRODUCTION@CINEPLEX.COM**

CINEPLEX & DELUXE 142 ADHERE TO SAWA GLOBAL CINEMA
ADVERTISING ASSOCIATION STANDARDS

[HTTPS://WWW.SAWA.COM](https://www.sawa.com)

Please ensure you are following the most up-to-date specifications. This document was last modified on **February 2, 2022.**