

DCM CINEMA PRODUCTION REQUIREMENTS 35MM & 2D DIGITAL CINEMA EXHIBITION

Here are the items we require for cinema production on commercials running across both 35mm & 2D digital cinema screens. We handle the video to film/digital cinema transfers and make all the bulk/digital print copies for the campaign.

BBFC and CAA clearance submissions are required to be in place one week prior to the copy deadline. Please refer to our CAA & BBFC instruction documents for information on the submissions process.

Copy deadline for supply of the material to us is three working weeks prior to the first Friday airdate in cinemas, details below.

Please note that copy supply from you to us is now fully electronic.

Picture to be uploaded as follows:

HD DATA as DPX, Tiff or Targa Sequence

Ratio 1:1.78

Whole picture: 1920x1080

Cinema title safety: 1605x903

Colour Space: rec709

Frame Rate: 25fps or 24fps (*please ensure we receive the same picture that the Dolby 5.1 is mixed against*)

QuickTime is not accepted

Please upload the sequence in a folder named as follows:

Product_Title_Length_Fps_Colourspace_Clocknumber

Upload to DCM Picture FTP Site – login details tbc pending booking

Sound:

The sound needs to be done 2 ways for cinema and there are **two items** to deliver.

Please ensure that the sound mix is done to the same picture as the one you are supplying us so that there aren't any synch issues later in the process. The Dolby digital 5.1 cinema mix with backup Dolby SR cinema mix should be budgeted for by the creative agency, and processed at a Dolby licensed sound studio.

Deliverable 1)

5.1 mix Dolby MOD files comprising the final 5.1 and Dolby SR mixes, to be supplied via ftp link by Dolby Transfer (not uploaded to DCM picture ftp)

Please supply at 24 frames per second.

The frame rate, title and length should be clearly marked.

Deliverable 2)

6 x Broadcast Wav files, to be supplied via ftp link by Dolby Transfer (not uploaded to DCM picture ftp)

The Wav files need to be at 48k and 24bit

Reference level is -20db

No sync plop, WAV files are exact picture length, so no problems with sync, line up the WAV with the picture.

PCM Header information should be supplied

Wavs should not be saved as RS64 files

Please supply at 24 frames per second

The frame rate, title and length should be clearly marked.

All timecodes should be clearly marked.

We only accept the following channel mapping configuration:

Audio Track Channel

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

Leq (m) level should be strictly 82 Leq (m) measured on a Dolby 737 meter.

Please contact us for our list of recommended sound studios that specialise in mixing for cinema commercials.

Lucy Stern

Production Manager

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