

## DCM CINEMA PRODUCTION REQUIREMENTS 3D DIGITAL CINEMA EXHIBITION

Here are the items we require for cinema production on 3D commercials running across digital cinema screens. We handle the video to 3D digital cinema transfer and make all the digital print copies for the campaign.

**The requirements below are for ads which have been shot 3D. We also offer a 2D-3D conversion service; please contact a member of the Production team for technical enquiries and quotes.**

**CAA clearance submissions** are required to be in place one week prior to the copy deadline. CAA need to view the ad in 2D format. **BBFC need to view the ad in 3D** - please book in and pay for a 3D DCP viewing to take place two working days after the copy deadline. We will then deliver an un-certified version of the ad in 3D DCP format to the BBFC on your behalf for classification.

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:**

#### **Visuals @ 24fps**

The supplied picture size should be 1998x1080

Safe title area is 1798x972

One folder containing only left eye frames, one folder containing only right eye frames

Frames should always be supplied progressive, NOT interlaced

Files supplied should be only 10 bit DPX as "video" (sometimes incorrectly called "linear") colourspace

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:**

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 sync issues later in the process. The Dolby digital 5.1 cinema mix should be budgeted for by you, and processed at a Dolby licensed sound studio.

### **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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