

darkened
auditorium

captive
audience



MOTIVATE VAL MORGAN

c i n e m a a d v e r t i s i n g



no distractions
all eyes on the
big screen

cinema
media rates
unrivalled advertising impact

onscreen advertising

CINEMACITY

30-Second Four Weekly Film Advertising Rates

Dubai

	Screen	Seats	AED
Arabian Center	1	156	12,000
	2	176	14,000
	3	176	14,000
	4	159	12,000
	5	121	10,000
	6	98	8,000
	7	122	10,000
	8	98	8,000
		Follow an English Movie	14,000
		Follow an Asian/Arabic Movie	10,000



Durations

45 Sec	30% loading	60 Sec	40% loading
75 Sec	75% loading	90 Sec	100% loading

- Rates for other time lengths are available on request
- Rates for 'Follow the Movie' is for the entire period the selected movie is playing
- An additional 25% loading applicable on 'Follow the Movie' rates for English Blockbuster movies

1 week	60% discount	on the above
2 weeks	35% discount	on the above
3 weeks	10% discount	on the above

Material Requirements & Minimum Standards

For digital screens

- One DCP (Digital Cinema Package) for each location
- The visual should be 1998 x 1080 pixels and sound should be in Dolby Stereo at maximum 82dB
- RAW File: High resolution .mov file (1998 x 1080 pixels) OR TGA File
- Audio: Full mix or separate tracks with sync beeps

onscreen advertising

CINE ROYAL

30-Second Four Weekly Film Advertising Rates

Abu Dhabi

	Screen	Seats	AED	
Dalma Mall	3	169	8,500	
	4	125	4,000	
	5	99	3,500	
	6+R2	232+43	22,500	
	8	117	4,000	
	9+P	234+61	22,500	
	CP+R1	286+61	25,000	
	11	231	16,000	
	12	99	3,500	
	13	125	4,000	
	14	169	8,500	
	Follow an English Movie			25,000
	Follow an Asian/Arabic Movie			12,500

Deerfields Mall	CP+R1	336+46	26,500	
	3	155	7,500	
	4	98	7,000	
	5	98	7,000	
	6	97	7,000	
	7	98	7,000	
	8	216	13,500	
	9+R3	222+24	20,000	
	10+R2	282+24	22,500	
	11	216	13,500	
	Follow an English Movie			26,500
	Follow an Asian/Arabic Movie			12,000



R - Royal

P - Platinum Class

CP - Cine Royal Plus

	Screen	Seats	AED	
Khalidiyah Mall	CP+R	369+36	20,000	
	2	288	18,000	
	3+P	301+70	19,000	
	4	173	7,500	
	5	141	4,500	
	6	110	4,000	
	7	183	10,000	
	Follow an English Movie			20,000
	Follow an Asian/Arabic Movie			10,000

Ruwais Mall	1	116	10,000
	2	116	10,000
	3	91	8,000
	4	91	8,000
	Follow an English Movie		
Follow an Asian/Arabic Movie			8,000



Durations

45 Sec	30% loading	60 Sec	40% loading
75 Sec	75% loading	90 Sec	100% loading

- Rates for other time lengths are available on request
- Rates for 'Follow the Movie' is for the entire period the selected movie is playing
- An additional 25% loading applicable on 'Follow the Movie' rates for English Blockbuster movies

1 week	60% discount	on the above
2 weeks	35% discount	on the above
3 weeks	10% discount	on the above

Material Requirements & Minimum Standards

For digital screens

- One DCP (Digital Cinema Package) for each location
- The visual should be 1998 x 1080 pixels and sound should be in Dolby Stereo at maximum 82dB
- RAW File: High resolution .mov file (1998 x 1080 pixels) OR TGA File
- Audio: Full mix or separate tracks with sync beeps

onscreen advertising



30-Second Four Weekly Film Advertising Rates

Abu Dhabi

	Screen	Seats	AED	
Al Wahda Mall	1+P**	290 + 39	22,000	
	3	141	10,000	
	4	161	14,000	
	5	163	14,000	
	6	162	14,000	
	7	101	6,000	
	8	143	10,000	
	9	125	8,000	
	Follow an English Movie			22,000
Follow an Asian/Arabic Movie			12,000	
Al Raha Mall	1	140	8,000	
	2	140	8,000	
	3	165	12,000	
	Follow an English Movie			8,000
	Follow an Asian/Arabic Movie			8,000



Durations

45 Sec	30% loading	60 Sec	40% loading
75 Sec	75% loading	90 Sec	100% loading

- Rates for other time lengths are available on request
- Rates for 'Follow the Movie' is for the entire period the selected movie is playing
- An additional 25% loading applicable on 'Follow the Movie' rates for English Blockbuster movies

1 week	60% discount	on the above
2 weeks	35% discount	on the above
3 weeks	10% discount	on the above

Material Requirements & Minimum Standards

For digital screens

- One DCP (Digital Cinema Package) for each location
- The visual should be 1998 x 1080 pixels and sound should be in Dolby Stereo at maximum 82dB
- RAW File: High resolution .mov file (1998 x 1080 pixels) OR TGA File
- Audio: Full mix or separate tracks with sync beeps

P* - Pearl Suite

Al Ain

	Screen	Seats	AED
Al Foah Mall	1+P**	216+48	12,000
	2	180	6,500
	3	152	6,000
	4	105	5,000
	5	130	5,500
	Follow an English Movie		
Follow an Asian/Arabic Movie			6,000
Barari Outlet Mall	1	140	5,500
	2	155	6,000
	3	220	7,000
	4	139	5,500
	Follow an English Movie		
Follow an Asian/Arabic Movie			5,500
Sports Club	1	807	6,500
	Follow an Asian/Arabic Movie		

Sharjah

	Screen	Seats	AED
Al Shaab Village	1+P**	172+42	10,000
	2	114	5,000
	3	114	5,000
	4	115	5,500
	5	184	7,000
Follow an English Movie			10,000
Follow an Asian/Arabic Movie			6,000



onscreen advertising



30-Second Four Weekly Film Advertising Rates

Dubai

	Screen	Seats	AED
The Dubai Mall	1	138	12,500
	2+PS1	176+32	27,500
	3+PS2	176+32	27,500
	4	138	11,500
	5+PS3	215+32	32,500
	6	176	16,500
	7	138	12,500
	8	136	12,500
	9	176	16,500
	10	138	12,500
	15	80	7,500
	16*	120	12,000
	17	106	8,500
	18	145	13,000
	19	94	7,500
	20	94	7,500
	21	106	8,500
	22+PS4	271+24	37,500
	Follow an English Movie		45,000
	Follow an Asian/Arabic Movie		16,500
Dubai Marina Mall	1	79	7,000
	2	170	20,000
	3	82	7,000
	4	204	20,000
	5	78	7,000
	6	88	7,500
	7	88	7,500
	Follow an English Movie		25,000
	Follow an Asian/Arabic Movie		7,000

Durations

45 Sec	30% loading	60 Sec	40% loading
75 Sec	75% loading	90 Sec	100% loading

- Rates for other time lengths are available on request
- Rates for 'Follow the Movie' is for the entire period the selected movie is playing
- An additional 25% loading applicable on 'Follow the Movie' rates for English Blockbuster movies

1 week	60% discount	on the above
2 weeks	35% discount	on the above
3 weeks	10% discount	on the above

4 Week Campaign on MX4D

Location	Screen	Seats	AED
Dubai Mall	16	120	25,000

Material Requirements & Minimum Standards

For digital screens

- One DCP (Digital Cinema Print) for each location
- The visual should be 1998 x 1080 pixels and sound should be in DolbyStereo at maximum 82dB
- RAW File: High resolution .mov file (1998 x 1080 pixels) OR TGA File
- Audio: Full mix or separate tracks with sync beeps



* MX4D

PS - Platinum Suite

onscreen advertising packages



Emirates Blockbuster (30-Second Four Weekly Rates)

Maximise your coverage of UAE cinema audiences across all Reel locations with the Emirates Blockbuster package. Your ad appears on **29 screens across 2 cinemas. Four weekly 30-second rate is AED 201,000** inclusive of one digital transfer (DCP).

Follow the Movie Package

Position your brand by targeting an audience of a specific English, Asian or Arabic Movie.



English Movie

The commercial will play for as long as the movie runs across the 2 Reel locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 66,500.

Notes:

- English movies are anticipated to run for 4 weeks
- If the movie runs for less than 4 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week, or you will be offered another movie playing on another screen (provided its completed a 2 week run)



Asian Movie

The commercial will play for as long as the movie runs across the 2 Reel locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 23,325.

Notes:

- Asian movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week



Arabic Movie

The commercial will play for as long as the movie runs across the 2 Reel locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 23,325.

Notes:

- Arabic movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week

Rates not inclusive of taxes.

An additional 25% loading applicable on 'Follow the Movie' rates for English Blockbuster movies, kindly contact our sales team for more information.

For customized packages, kindly contact our sales team.

onscreen advertising



روكسي سينما
ROXY CINEMAS

30-Second Four Weekly Film Advertising Rates

Dubai

	Screen	Seats	AED
City Walk	1	75	7,000
	2+DL3	75+39	17,000
	3+DL2	130+40	17,000
	4+DL1	130+39	17,000
	5	75	7,000
	6	75	7,000
	7	75	7,000
	Follow an English Movie		25,000
	Follow an Asian/Arabic Movie		7,000

	Screen	Seats	AED
The Beach	1+DL1	109+36	25,000
	2+DL2	109+36	25,000
	3+DL3	109+36	25,000
	4	109	12,000
	5	109	12,000
	6	109	12,000
	7	109	12,000
	Follow an English Movie		17,000
	Follow an Asian/Arabic Movie		12,000

	Screen	Seats	AED
Boxpark	1	21	7,000
	2	21	7,000
	3	21	7,000
	5	20	7,000
		Follow an English Movie	
	Follow an Asian/Arabic Movie		7,000

Durations

45 Sec	30% loading	60 Sec	40% loading
75 Sec	75% loading	90 Sec	100% loading

- Rates for other time lengths are available on request
- Rates for 'Follow the Movie' is for the entire period the selected movie is playing
- An additional 25% loading applicable on 'Follow the Movie' rates for English Blockbuster movies

1 week	60% discount	on the above
2 weeks	35% discount	on the above
3 weeks	10% discount	on the above

Material Requirements & Minimum Standards

For digital screens

- One DCP (Digital Cinema Package) for each location
- The visual should be 1998 x 1080 pixels and sound should be in Dolby Stereo at maximum 82dB
- RAW File: High resolution .mov file (1998 x 1080 pixels) OR TGA File
- Audio: Full mix or separate tracks with sync beeps

City Walk (Screens 1-7) - **Editor's Suite** The Beach (Screens 1-7) - **The Set**
DL - **Director's Lounge**



onscreen advertising packages



Emirates Blockbuster (30-Second Four Weekly Rates)

Maximise your coverage of UAE cinema audiences across all Roxy Cinemas locations with the Emirates Blockbuster package. Your ad appears on **24 screens across 3 cinemas. Four weekly 30-second rate is AED 138,000** inclusive of one digital transfer (DCP).

Follow the Movie Package

Position your brand by targeting an audience of a specific English, Asian or Arabic Movie.



English Movie

The commercial will play for as long as the movie runs across the 3 Roxy Cinemas locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 49,400.

Notes:

- English movies are anticipated to run for 4 weeks
- If the movie runs for less than 4 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week, or you will be offered another movie playing on another screen (provided its completed a 2 week run)



Asian Movie

The commercial will play for as long as the movie runs across the 3 Roxy Cinemas locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 24,700.

Notes:

- Asian movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week



Arabic Movie

The commercial will play for as long as the movie runs across the 3 Roxy Cinemas locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 24,700.

Notes:

- Arabic movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week

Rates not inclusive of taxes.

An additional 25% loading applicable on 'Follow the Movie' rates for English Blockbuster movies, kindly contact our sales team for more information.

For customized packages, kindly contact our sales team.

onscreen advertising



30-Second Four Weekly Film Advertising Rates

Dubai

	Screen	Seats	AED		Screen	Seats	AED		Screen	Seats	AED
City Centre	1+GC1	386+40	25,000	Mall of	IMAX® +T1	359+36	37,500	City Centre	1	131	7,500
Mirdif	2+GC2	261+40	22,500	The Emirates	2*	160	17,000	Shindagha	2	143	8,000
	3	152	7,500		3+T3	178+36	16,500		3	124	7,000
	4*	124	14,500		4	138	12,000		4	130	7,500
	5	161	8,000		5	140	12,000		5	205	10,000
	6	162	8,000		6	140	12,000		6	45	3,000
	7	161	8,000		7	48	4,000		7	91	5,000
	8	261	15,000		8	48	4,000		Follow an English Movie 10,000		
	Follow an English Movie		32,500		9	48	4,000		Follow an Asian/Arabic Movie 7,500		
	Follow an Asian/Arabic Movie		12,000		10	48	4,000				
City Centre	1+GC1	546+40	40,000		11	47	4,000	Burjuman	1+GC1	224+50	22,000
Deira	2+GC2	380+40	36,000		12**	48	4,000		2**	43	3,500
	3+GC3	261+32	26,000		13	108	7,000		3+GC2	191+50	15,000
	4	105	5,500		14+T4	152+34	12,000		4	31	3,000
	5	207	7,500		15	110	9,000		5	48	4,000
	6	181	7,000		16	78	5,000		6+GC3	137+50	12,000
	7	181	7,000		17+T2	187+36	32,500		7	125	10,000
	8	209	7,500		18**	94	7,000		8	41	3,500
	9	104	5,500		19	92	7,000		9	38	3,500
	10*	124	14,500		20	116	9,000		10+GC4	221+50	20,000
	11+GC4	259+32	25,000		Follow an English Movie		49,000		Follow an English Movie 22,000		
	12**	37	4,000		Follow an Asian/Arabic Movie		16,500		Follow an Asian/Arabic Movie 15,000		
	17	135	6,000	Mercato	1	120	10,000	Cineplex	1	460	15,900
	18	153	6,500		2	143	12,000	Grand Hyatt	2	388	15,900
	19	107	5,500		3	177	17,000		3	296	15,900
	20	35	4,000		4	174	15,000		4	296	15,900
	Follow an English Movie		40,000		5	174	17,000		5	200	13,800
	Follow an Asian/Arabic Movie		26,000		6	129	10,000		6	200	13,800
					7	110	7,000		7	130	8,500
					Follow an English Movie		17,000		8	130	8,500
					Follow an Asian/Arabic Movie		12,000		9	130	8,500
									10*	68	8,500
									11	100	7,200
									12	94	7,200
									Follow an English Movie 15,900		
									Follow an Asian/Arabic Movie 13,800		

[If the selected movie is playing across IMAX & Normal Screen(s), the Follow an English Movie rate would be AED 70,000]

Durations

45 Sec	30% loading	60 Sec	40% loading
75 Sec	75% loading	90 Sec	100% loading

- Rates for other time lengths are available on request
- Rates for 'Follow the Movie' are for the entire period that the selected movie plays
- An additional 25% loading applicable on 'Follow the Movie' rates for English Blockbuster movies

1 week	60% discount	on the above
2 weeks	35% discount	on the above
3 weeks	10% discount	on the above

Material Requirements & Minimum Standards

- One DCP (Digital Cinema Print) for each location
- The visual should be 1998 x 1080 pixels and sound should be in Dolby Stereo at maximum 82dB
- RAW File: High resolution .mov file (1998 x 1080 pixels) OR TGA File
- Audio: Full mix or separate tracks with sync beeps

OUTDOOR at Galleria - Dubai 1 98 7,500
Follow a Movie 7,500

* 4DX
GC - Gold Class

T - thEATre
** VOX kids

onscreen advertising



30-Second Four Weekly Film Advertising Rates

Abu Dhabi

	Screen	Seats	AED
Marina Mall - Abu Dhabi	1	257	15,000
	2	190	7,500
	3	151	5,500
	4	241	8,000
	5+GC	389+32	30,000
	6	273	20,000
	8*	189	7,500
	9	262	14,500
Follow an English Movie			39,000
Follow an Asian/Arabic Movie			12,000

YAS Mall - Abu Dhabi

	Screen	Seats	AED
	1+T1	478+36	32,500
	2	90	5,500
	3	144	8,000
	4	131	8,000
	5	81	5,000
	6+T3	214+36	20,000
	7	43	3,500
	8	80	5,000
	9	69	5,000
	10**	39	3,500
	11**	70	5,000
	12**	38	3,500
	13*	96	10,000
	17	193	12,500
	18	135	8,000
	19+T2	241+36	22,500
	20	193	12,500
Follow an English Movie			32,500
Follow an Asian/Arabic Movie			12,500

Nation Towers - Abu Dhabi

	Screen	Seats	AED
	1	84	6,000
	2	52	5,000
	3	72	5,500
	4+T4	111+23	11,500
	5+T1	124+21	12,500
	6+T2	124+21	12,500
	7+T3	121+23	12,000
Follow an English Movie			12,500
Follow an Asian/Arabic Movie			11,500

Ajman

	Screen	Seats	AED
City Centre Ajman	1	348	6,000
	2*	111	3,000
	3**	44	1,500
	4	130	4,000
	5	52	1,500
	6	156	4,000
	7	100	3,000
	8	156	4,000
	9	376	6,500
Follow an English Movie			6,500
Follow an Asian/Arabic Movie			4,000

Fujairah

	Screen	Seats	AED
City Centre Fujairah	1+GC1	251+78	8,500
	2+GC2	167+78	8,500
	3*	134	6,000
	4	74	4,000
	5	97	5,000
	6	98	5,000
	7	74	4,000
	8	120	5,500
	9	153	6,500
Follow an English Movie			8,500
Follow an Asian/Arabic Movie			6,000

Ras Al Khaimah

	Screen	Seats	AED
Al Hamra Mall	1+GC	293+18	8,500
	2	75	4,000
	3	72	4,000
	4	196	6,500
	5	61	3,500
	6	99	5,000
	7	50	3,500
Follow an English Movie			8,500
Follow an Asian/Arabic Movie			5,000



Durations

45 Sec	30% loading	60 Sec	40% loading
75 Sec	75% loading	90 Sec	100% loading

- Rates for other time lengths are available on request
- Rates for follow the movie are for the entire period that the selected movie plays

1 week	60% discount	on the above
2 weeks	35% discount	on the above
3 weeks	10% discount	on the above

Material Requirements & Minimum Standards

- One DCP (Digital Cinema Print) for each location
- The visual should be 1998 x 1080 pixels and sound should be in Dolby Stereo at maximum 82dB
- RAW File: High resolution .mov file (1998 x 1080 pixels) OR TGA File
- Audio: Full mix or separate tracks with sync beeps

* 4DX

T - thEATre

** VOX kids

GC - Gold Class

onscreen advertising



30-Second Four Weekly Film Advertising Rates

Dubai	Seats	AED
City Centre Deira	124	20,000
City Centre Mirdif	124	20,000
Mall of the Emirates	160	30,000
Cineplex Grand Hyatt	68	10,000
Abu Dhabi	Seats	AED
Marina Mall - Abu Dhabi	73	20,000
Yas Mall - Abu Dhabi	96	20,000
Ajman	Seats	AED
City Centre Ajman	64	10,000
Fujairah	Seats	AED
City Centre Fujairah	72	10,000



Durations

45 Sec	30% loading	60 Sec	40% loading
75 Sec	75% loading	90 Sec	100% loading

1 week
2 weeks
3 weeks

60% discount
35% discount
10% discount

on the above
on the above
on the above

- Rates for other time lengths are available on request
- Same rates apply for 'Follow the Movie'
- Rates for 'Follow the Movie' are for the entire period that the selected movie plays
- An additional 25% loading applicable on 'Follow the Movie' rates for English Blockbuster movies

Material Requirements & Minimum Standards

- RAW File: High resolution .mov file (1998 x 1080 pixels) OR TGA File
- Audio: Full mix or separate tracks with sync beeps

onscreen advertising packages



Emirates Blockbuster (30-Second Four Weekly Rates)

Maximise your coverage of UAE cinema audiences across all VOX locations with the Emirates Blockbuster package. Your ad appears on **162 screens across 13 cinemas**. **Four weekly 30-second rate is AED 685,050** inclusive of one digital transfer (DCP).

Follow the Movie Package

Position your brand by targeting an audience of a specific English, Asian or Arabic Movie.



English Movie

The commercial will play for as long as the movie runs across the 13 VOX locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 235,120.

Notes:

- English movies are anticipated to run for 4 weeks
- If the movie runs for less than 4 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week, or you will be offered another movie playing on another screen (provided its completed a 2 week run)



Asian Movie

The commercial will play for as long as the movie runs across the 13 VOX locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 123,040.

Notes:

- Asian movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week



Arabic Movie

The commercial will play for as long as the movie runs across the 13 VOX locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 123,040.

Notes:

- Arabic movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week

Rates not inclusive of taxes.

An additional 25% loading applicable on 'Follow the Movie' rates for English Blockbuster movies, kindly contact our sales team for more information.

For customized packages, kindly contact our sales team.

onscreen advertising packages



MOTIVATE VAL MORGAN
c i n e m a a d v e r t i s i n g

Circuit

Emirates Blockbuster (30-Second Four Weekly Rates)

Maximise your coverage of UAE cinema audiences across the Motivate Val Morgan circuit (VOX, Oscar, Cine Royal, and Cinemacity) with the Emirates Blockbuster package. Your ad appears on **239 screens across 24 cinemas**. **Four weekly 30-second rate is AED 1,028,300** inclusive of one digital transfer (DCP).

Follow the Movie Package

Position your brand by targeting audience of a specific English or Asian movie.



English Movie

The commercial will play for as long as the movie runs across the 24 VOX, Oscar, Cine Royal, and Cinemacity locations (on every screen the movie plays) for a guaranteed period of 4 weeks for AED 353,520.

Notes:

- English movies are anticipated to run for 4 weeks
- If the movie runs for less than 4 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week, or you will be offered another movie playing on another screen (provided its completed a 2 week run)



Asian Movie

The commercial will play for as long as the movie runs across the 24 VOX, Oscar, Cine Royal, and Cinemacity locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 198,240.

Notes:

- Asian movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week



Arabic Movie

The commercial will play for as long as the movie runs across the 24 VOX, Oscar, Cine Royal, and Cinemacity locations (on every screen the movie plays) for a guaranteed period of 2 weeks for AED 198,240.

Notes:

- Arabic movies are anticipated to run for 2 weeks
- If the movie runs for less than 2 weeks you will be offered another movie playing on the screen on which your advertisement ran in its last week

Rates not inclusive of taxes.

An additional 25% loading applicable on 'Follow the Movie' rates for English Blockbuster movies, kindly contact our sales team for more information.

For customized packages, kindly contact our sales team.

3D & 4D format

3D

Here are 3D conversion Source Movie requirements for better conversion

- **Video Specs**

- **High Quality**

- 4K
 - 3840 × 2160 (Square pixels) @ 24fps

- **Good Quality**

- 2K
 - 2048 x 1080 (square pixels) @ 24fps

- **Average**

- HD
 - 1920 x 1080 (square pixels) @ 24fps

*(If the fps is 25/30 will be pull-down and interpreted to 24 fps after 3D conversion)

- **Formats Requirements**

- h.264/ h.265 Pro.Mp4/.Mov
 - Cineform.mov/.avi
 - Apple Pro.Res. mov

- **Audio Specs**

- Stereo L/R

4DX

- **Format requirement**

4D programming task is proceeded with the files **with an 8 second black at the beginning** of the commercial for the 4Dx effects to start:

- MOV File with 8 sec blank at the beginning - **has to be 24fps**
 - DCP with 8 sec blank at the beginning

4Dx needs the above two format files for 4D programming and eventually they will deliver the DCP and Codes to client at the end of task.

- **Lead time of 4D programming task**

- 1~2 weeks

- **What happens then:**

- 4Dx proceeds with the 4D programming and delivers the DCP with Codes to receive feedback from us and the advertiser/agency
 - And additional revisions of 4D programming is proceeded according to the feedback and request for certain 4D effects.

digital advertising production (dcp)

STANDARD REQUIREMENTS FOR GOOD QUALITY TRANSFERS TO DCP

Picture Format*

- Image sequences with uncompressed or lossless compressed file types such as TGA or TIF with 1998 x 1080 (for widescreen)
- RAW File : High resolution .mov file (1998 x 1080 pixels) OR TGA File

Audio Format*

- Full mix or separate tracks for true Dolby transfers
- Separate, unmixed audio tracks for each element such as voice-over, music as AIFF or WAV files on CD or ProTools V.7 files on CD
- Separate audio channels must be unmixed and unprocessed with any filters like 'maximize' or 'normalize'
- Each track must have a sync signal at the beginning
- Stereo mix for reference on the video file



Safe Action:

36 pixels from left and right
21 pixels from top and bottom

Safe Title:

71 pixels from left and right
41 pixels from top and bottom



Guidelines

Text and graphics must be within the 'safe title' area. Outside of the 'safe action area' has the risk to be cropped during projection.

The entire commercial including text & graphics must not be rendered in 'interlaced/field' mode. The commercial must be rendered in 'progressive/frame' mode.

There should be no problem with the general image quality. (Color and light inconsistency, compression defects, low sampling, underexposure, overexposure, transfers with bad connections, etc).

Alternative:

- Digital Betacam recording with 1.85:1 frame aspect ratio. (720 x 415 non-square pixels within the PAL frame of 720 x 576 non-square pixels)
- Master Film within tape formats and resolutions such as HDCAM (1920x1080), HDCAM-SR (1920x1080), Digital Betacam (720x576)

*For Cinemascope, kindly contact our sales team.



DCP (Digital Cinema Package) Specifications

If you are supplying us with finished DCP please ensure that the content supplied adheres to the specifications outlined below, and that files are pre-checked for quality.

Content is to be in widescreen 1.85:1(1998 x 1080) format due to technical restrictions on changing to cinemascope format. The images **should not** be in letter-box format.

Content is to be supplied on a USB flash drive or emailed via online file sharing portals such as wetransfer, dropbox etc.

DCPs which are in the normal ad presentation must be in Flat format. Scope DCPs are only accepted if the DCP is booked for sponsorship, ticker or silence your mobile position. Kindly get in touch with your respective sales representative on the position of the DCP.

When a DCP gets rejected, the title of the revised DCP must change. We will not accept the revised DCP with the same title as that of the original DCP.

For Example:

QC attempt 1:

Client_Brand_ADV_F_EN_AE_51_2K_20160108_IOP_OV"

If attempt 1 fails, the title of the second DCP should be:

Client_Brand_New_ADV_F_EN_AE_51_2K_20160108_IOP_OV

If attempt 2 fails the title of the third DCP should be:

Client_Brand_New2_ADV_F_EN_AE_51_2K_20160108_IOP_OV

PICTURE FORMAT

The images shall be compressed with JPEG2000 ACTIVE IMAGE ONLY per the DCI specification and shall have the following attributes:

4:4:4 12 bits per sample, X'Y'Z' color space, DCI-P3 Color Gamut Image sizes:

- 2K scope: 2048 x 858
- 2K flat: 1998 x 1080

AUDIO FORMAT

The audio files shall have the following attributes:

- Files must be in reels matching the image file reels
- The sampling clock rate shall be exactly 48,000.000 Hz or 48 KHz at exactly 24 fps

The presentation level for sound must not exceed a loudness level of 82dB Leq.

SUBTITLES

For non-English DCP's, please ensure to provide English subtitles

DCP (Digital Cinema Package)

Specifications

SOUND LEVEL RESTRICTIONS

We require a loudness level that does not exceed an average of 82dB - JPEG 2000 sound elements. This standard is based on measurements by the Dolby LEQ Meter, which gives a numeric value to a loudness average over the length of a commercial. The sound level of 82dB is considered internationally to be the acceptable maximum level.

DCP FORMAT

The DCP files shall be wrapped using the MXF Interop for DCI. The DCP shall consist of the following types of files:

- Asset map
- Vol Index
- Packing List (PKL)
- Composition Playlist (CPL)s
- MXF Wrapped image track file(s)
- MXF Wrapped audio track file(s)

CONTENT KIND CATEGORIZATION

When creating the DCP, it is **mandatory** to categorize the "ContentKind" of the DCP with "advertisement" and **not** "feature"

IMAX REQUIREMENTS

- Aspect ratio must be 1998 X 1080
- Sound Level should be -6 db to -9db
- Picture frame rate must be 24 fps
- If 3D content needs to be played, need to contact IMAX team for encoding the DCP in IMAX 3d

DCP (Digital Cinema Package) Specifications

COMPOSITION PLAYLISTS [CPLs] MUST COMPLY WITH THE DIGITAL CINEMA TITLE NAMING CONVENTION

The below describes the naming convention for the Content Title Text and Annotation Text fields in a Composition Playlist (CPL) for all Digital Cinema Packages (DCP).

The most significant information about the DCP is contained in the first 40 characters of the CPL text fields, to accommodate certain digital cinema servers with limited user interface character displays.

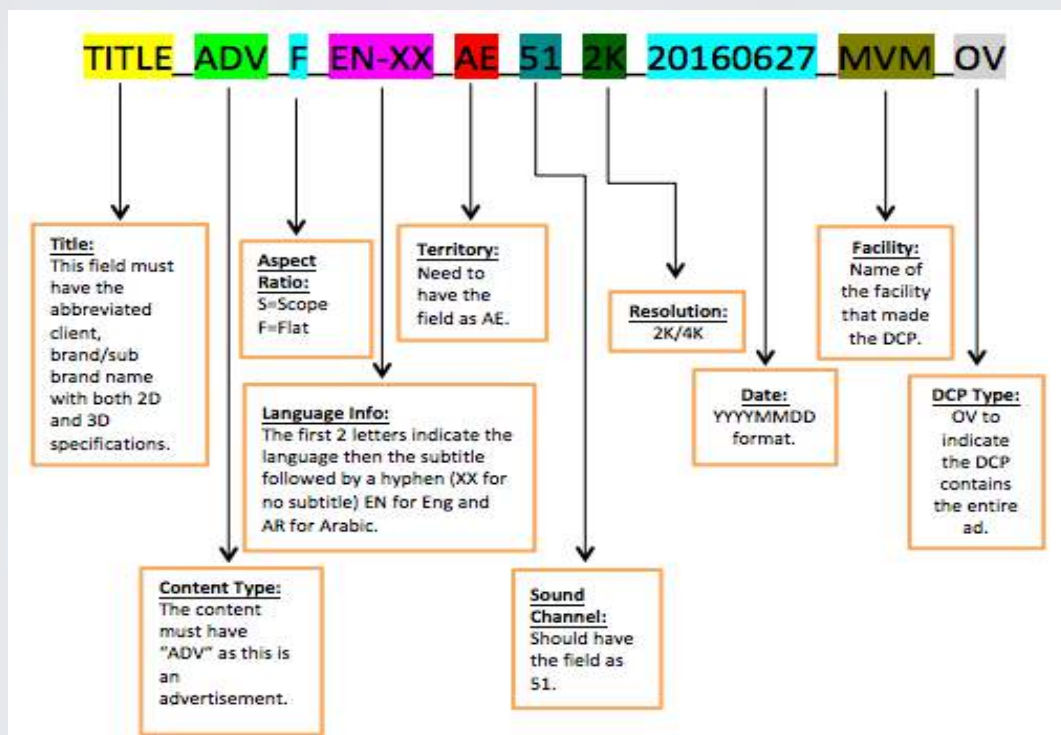
Additional information is included for servers that can display more than 40 characters.

The title name must appear in the Content Title Text field and it may appear in the Annotation Text field.

Underscores separate each field of information in the title name. Hyphens can be used to separate words or parts within a field.

No blank spaces are to be used. Generally, upper case letters are used, with lower case letters used in specific instances as described below.

DCP TITLE REQUIREMENTS



Incorrectly Named DCP:

- Client_brand_ENG-15secs
- Client_04_1_dcp

Correctly Named DCP:

- Client_Brand_ADV_F_EN_AE_51_2K_20160108_IOP_OV
- Client_Brand_ADV-1_F_AR-EN_INT-G_20_2K_20160608_SMPTE_OV



MOTIVATE VAL MORGAN

c i n e m a a d v e r t i s i n g

Contact



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sawa

SCREEN ADVERTISING WORLD ASSOCIATION



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