

Darkened  
auditorium

Captive  
audience



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



Cinema  
Media Rates 2023  
unrivalled advertising impact

Cinema  
turns audiences  
into customers

# Follow an English Blockbuster Movie

## 30-Second Four Weekly Film Advertising Rates

Cinema Operator	Cinema Location	AED
<b>Cinemacity</b>	Alqana	31,250
	Arabian Centre	20,250
	Zero 6 Mall	28,750
	Fountain Views	21,500
	Rahmania	6,250
<b>Cinépolis</b>	Oasis Mall	25,750
<b>Royal Cinemas</b>	Khalidiyah Mall	28,750
	Dalma Mall	36,000
	Deerfields Mall	31,500
	Ruwais Mall	11,500
<b>Oscar Cinema</b>	Al Wahda Mall	31,500
	Al Foah Mall	17,250
	Al Shaab Village	14,250
<b>VOX Cinemas</b>	City Centre Mirdif	46,750
	City Centre Deira	57,500
	Mall of the Emirates	70,500
	Mercato	24,500
	Burjuman	31,500
	MEGAPLEX	22,750
	City Centre Shindagha	14,250
	Nakheel Mall	36,000
	Wafi City	30,250
	Yas Mall - Abu Dhabi	46,750
	Nation Towers - Abu Dhabi	18,000
	Abu Dhabi Mall	21,500
	The Galleria Al Maryah Island	37,250
	Reem Mall	36,250
	Al Jimi Mall	18,750
	City Centre Sharjah	36,000
City Centre Al Zahia	28,750	
Dubai Festival City Mall	37,500	
City Centre Ajman	9,250	
City Centre Fujairah	12,250	
Al Hamra Mall Rak	12,250	
<b>Reel Cinemas</b>	The Dubai Mall	64,750
	Dubai Marina Mall	36,000
	The Springs Souk	13,000



• Rates not inclusive of taxes.  
 • If the movie runs for less than 4 weeks, you will have the option of playing your ad with another movie that is currently playing in cinemas, in order to complete the 4 weeks guarantee.  
 • The campaign has to play continuously for 4 weeks (without any breaks).

# Follow an English Blockbuster Movie - Packages

## MVM Circuit

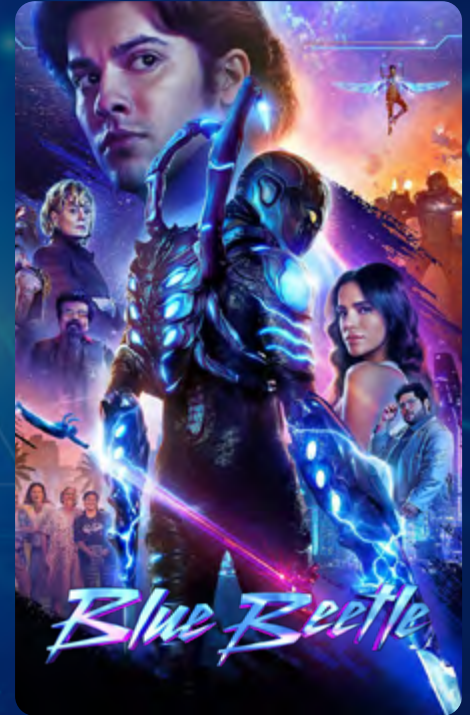
The commercial will play for as long as the movie runs across the **33** Cinemacity, Cinépolis, Royal, Oscar and VOX locations (on every screen the movie plays) for a guaranteed period of **4 weeks** for AED **751,000**.

## VOX Cinemas

The commercial will play for as long as the movie runs across the **21** VOX locations (on every screen the movie plays) for a guaranteed period of **4 weeks** for AED **518,800**.

## Reel Cinemas

The commercial will play for as long as the movie runs across the **3** Reel locations (on every screen the movie plays) for a guaranteed period of **4 weeks** for AED **91,000**.



• Rates not inclusive of taxes.  
• If the movie runs for less than 4 weeks, you will have the option of playing your ad with another movie that is currently playing in cinemas, in order to complete the 4 weeks guarantee.  
• The campaign has to play continuously for 4 weeks (without any breaks).

# Blockbuster Movie Release Dates



## Blockbusters Releasing July - September 2023

Movie Title	Genre	Release Date
<b>Insidious: The Red Door</b>	Horror, Mystery, Thriller	July 6
<b>Mission: Impossible - Dead Reckoning Part One</b>	Action, Adventure, Thriller	July 9
<b>Oppenheimer</b>	Biography, Drama, History	July 20
<b>Barbie</b>	Adventure, Comedy, Fantasy	July 20
<b>Haunted Mansion</b>	Comedy, Drama, Family	July 27
<b>Sympathy for the Devil</b>	Action, Thriller	July 27
<b>Meg 2: The Trench</b>	Action, Adventure, Horror	August 3
<b>Gran Turismo</b>	Action, Adventure, Drama	August 10
<b>Blue Beetle</b>	Action, Adventure, Sci-Fi	August 17
<b>The Equalizer 3</b>	Action, Crime, Thriller	August 31
<b>The Nun II</b>	Horror, Mystery, Thriller	September 7
<b>A Haunting in Venice</b>	Crime, Drama, Horror	September 14
<b>Expend4bles</b>	Action, Adventure, Thriller	September 21
<b>The Creator</b>	Action, Adventure, Drama	September 28



Movie release dates are subject to change

# 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

\*(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 blank 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.

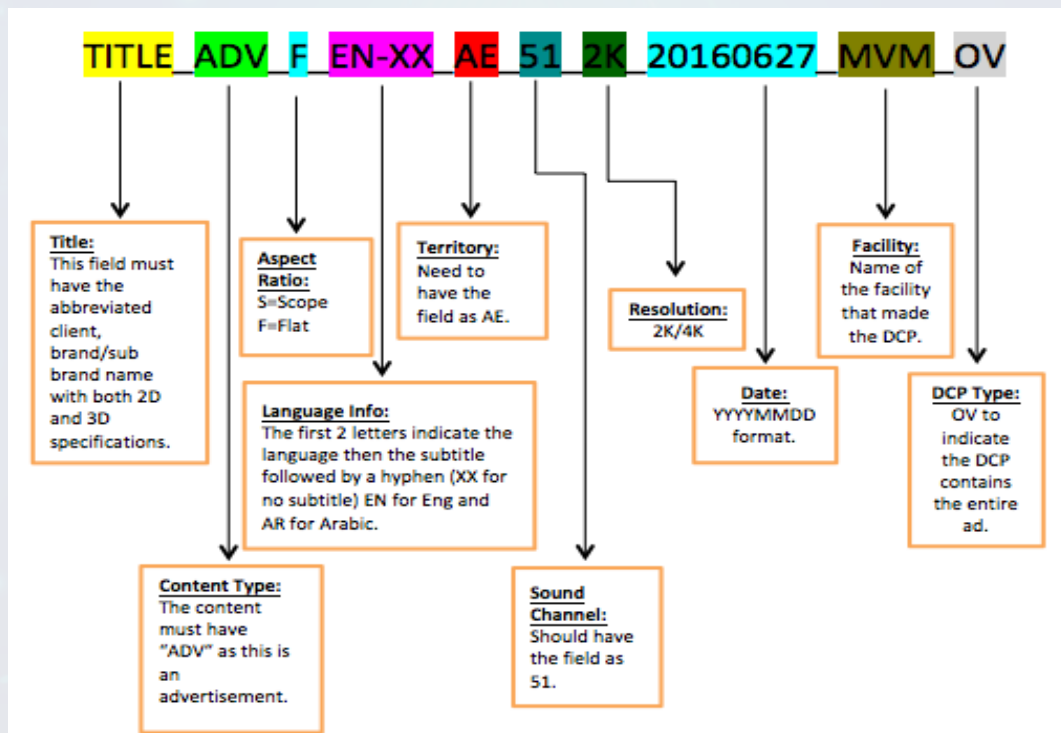
Additional information is included for servers that can display more than 40 characters.

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



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