



CINEMA PRODUCTION REQUIREMENTS

Leadtime

The cinema week runs from Friday to Thursday. The lead time for digital cinema copy running on cinema screens is now just five working days prior to exhibition date for ROI and 10 working days for NI.

Clearance

Cinema clearance from the **Cinema Advertising Association** (CAA) is required in order to show a commercial in ROI & NI cinemas.

ROI approval a fee of €150 applies, for NI approval a fee of stg £180 (inc VAT) applies. Once approved you will receive a letter with their decision.

For Northern Ireland, clearance is also required from the **British Board of Film Classification** (BBFC), but only for public sector information/ awareness and charity ads.

For NI public sector information/awareness and charity ads the BBFC will give either a "U", "PG", "12A", "15", "18" or "18R" certificate. The BBFC certificate will be scanned onto the commercial by Pearl & Dean when the ad is transferred to cinema format

Link to form here: <https://cinemaadvertisingassociation.co.uk/submissions/create>

Clients are encouraged to submit ads to the CAA as soon as possible, to ensure approval within the deadline communicated to you by Pearl & Dean.

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Alcohol adverts need to be cleared by the CCCI. Please see the link below for further information.

<http://copyclear.ie/>

TECHNICAL SPECIFICATIONS

PICTURE

ACCEPTED FORMATS

DPX Sequence

TIFF Sequence

ASPECT RATIOS

1998 x 1080 - CINEMA TITLE SAFETY: 1798 x 972 BEST

FRAME RATE

24fps

Frame rates should always be supplied as 'progressive' not interlaced

No Clocks

SOUND

5.1 Mix

6 x MONO WAV FILES

WAV files need to be 48hz & 24bit

Reference level is -20dbfs

WAV files should be the exact length of the 24fps picture.

It is imperative that the audio will match/sync with the picture at 24fps

No clocks & No sync plop

Please supply with the following channel mapping configuration

Audio Track	Channel
1	Left Front
2	Right Front
3	Center
4	LFE/SUB
5	Left Surround
6	Right Surround

Maximum Leq(M) Level Should Be Strictly No Higher Than 82 Leq(M) Measured On A Dolby Mme1000 or A Dolby Media Meter.

If the advert contains interactive content please contact us for requirements.

NOTE: MOVIE FILE SEQUENCES ARE NOT ACCEPTABLE

For further information on technical specifications, please contact:

production@mailudc.com

SOURCE MATERIAL DELIVERY

Materials should be uploaded to the following portal.

<https://pearlanddeanie.mediashuttle.com/>

For P&D Production queries please contact: production@pearlanddean.ie

Please note that elements that are uploaded to Unique Digital are **only stored for 29 days**