

Commercials and leaders

Specifications Movies that Matter Festival

There are legion available codec and container standards in the world of digital content. To make sure your content screens in the best way possible, we have set up a set of guidelines corresponding with our editing capabilities and hardware-based play-out systems.

When you submit your content, please adhere to the following guidelines, otherwise we will not be able to accept the submitted material for screening.

FILMS

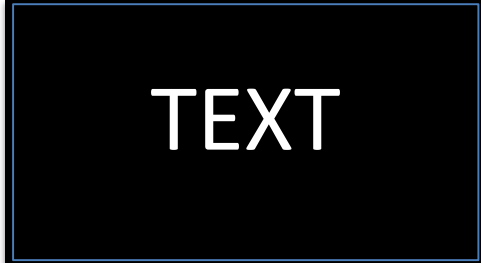
Container	Quicktime Movie (.mov)
Codec	Apple Prores 422 LT, 422 or 422 HQ
Resolution	Flat - 1920x1080 pixels or 1998x1080 pixels <i>Anamorphic content will NOT be accepted. All commercials will be shown in a FLAT (16:9) aspect ratio. Scope delivered commercials cannot be shown as such.</i>
Framerate	25 fps <i>Due to problems occurring on cinema projectors during frame rate changes only content with 25 frames per second is accepted!</i> <i>Incorrectly delivered content will initially be refused or converted by us in case of necessity. We are not responsible for changes in the quality of the image/sound caused by a possible conversion.</i>
Interlacing	All content needs to be Progressive or PsF
Audio	- 6 channel 24bit 48KHz PCM wave (L,R,C,LFE,Ls,Rs) - 8 channel 24bit 48KHz PCM wave (L,R,C,LFE,Ls,Rs,Lbs,Rbs) <i>AC3/Dolby digital is not accepted.</i> <i>Content delivered with 2-channel audio is upmixed to a 3.1 or 4.1 mix.</i> <i>We are not responsible for changes in the quality of the sound caused by this conversion.</i>
Timing	Content should be cut to size, NO clocks, countdown, color bars etc. <i>Cut your film to just the content, no frills or blacks before or after.</i>
Title Safety	As always, adhere to the Title Safety norms, see below.

STILLS

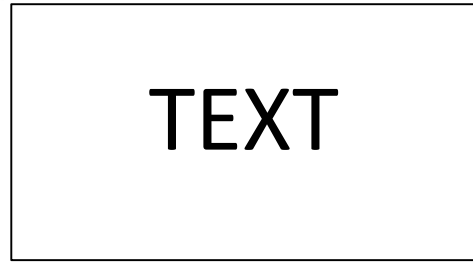
Container	.jpg, .tiff, .png
Resolution	1920x1080 px or 1998x1080 px
Formatting	Make sure the background is black, not transparent. Read next page for further formatting instructions.
Title Safety	As always, adhere to the Title Safety norms, see below.

Background colour

When possible, create your slide or slide show with a black background. This will hide the edges on the projection screen and will give a much better viewing experience. If you have doubts about this; imagine setting your display background to 100% white, brightness to full and sit 15 cm from your screen in darkness for the duration of your slideshow, you'll get the point.



Correct



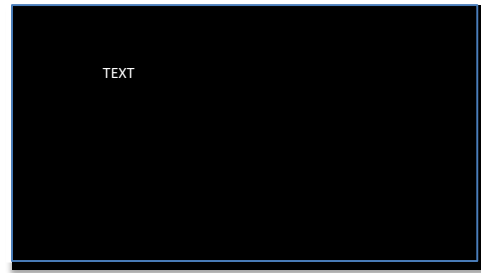
Incorrect

Font Size

Cinema screens are huge, but the actual resolution is limited. Small fonts will look rough around the edges when projected.



Correct



Incorrect

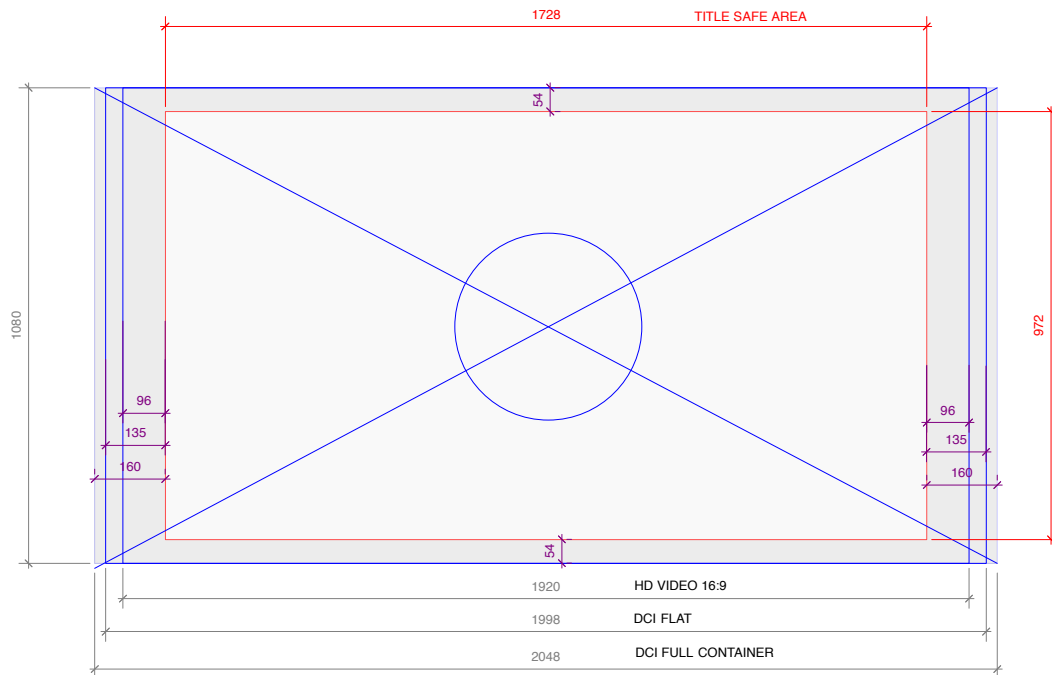
Any Questions?

Should you have any technical questions regarding the creation of content, please contact your liaison at the festival.

Title Safety

Because every cinema screen is different and the DCI norm only allows for masking to create a well-placed projection, there is a real chance that content will be dropped around the edges. As in cinema, TV screens can also crop the image. Therefore, regardless of the location of the screening, it is important to maintain the title safety.

Below is a short introduction to the concept of title safety, if you do not know what this entails, please read carefully and adjust titles and essential imagery to fit within the borders.



More information: [http://en.wikipedia.org/wiki/Safe_area_\(television\)](http://en.wikipedia.org/wiki/Safe_area_(television))

If you have any questions regarding this document, please contact your liaison at the festival.