

Production Specifications and Requirements

2D Digital Cinema Commercial Mastering (2D DCP)

This document outlines what Val Morgan requires to turn your completed commercial into a Digital Cinema Package.

IMAGE SPECIFICATIONS AND FORMAT

HD VIDEO	High Definition: 1920 x 1080 (1.77:1) Cinema Widescreen 2K: 1998 x 1080 (1.85:1)
FRAME RATE	24 or 25fps
FIELD DOMINANCE	Progressive
PREFERRED	Quicktime Apple ProRes 444 or 422 HQ Codec (.MOV)
ACCEPTABLE	Quicktime 10bit Uncompressed (.MOV) Targa / Tiff / DPX sequence. Please include reference file, and ensure all files are zipped with the zip file size no greater than 2GB. Split frames across files as necessary, and clearly label with frame numbers
NOTES	Standard Definition (SD) material accepted on approval only. Please contact the Production Executive at Val Morgan 4:3 aspect ratios (1.33:1) will not be accepted Please ensure all graphics are within safe title. Graphics outside this area may be clipped in cinema. Image reference is available on request.

AUDIO SPECIFICATIONS AND FORMAT

PREFERRED	5.1 mix required: Unmixed sound stems (music, FX, dialogue, voiceover) as separate files Quicktime files should have the stereo soundtrack embedded for reference purposes
ACCEPTABLE	5.1 sound mix supplied as 6 x mono or stereo files (labelled as L, R, C, Lfe, Ls, and Rs), or 1 x multichannel file Any cost associated with client supplied content is not covered by Val Morgan. Content is required to comply with Val Morgan specifications, and DCI compliances. Each track must have a 2 pip for syncing purposes, and / or a guide track for reference If you are providing a completed 5.1 mix, the audio level cannot exceed 82dB Leq(m) (average loudness based on measurements by the Dolby LEQ meter) Please ensure all audio tracks are equal length from first until last frame of picture
FORMAT	WAV or AIFF files. 48KHZ or 96KHZ, 16 bit or 24 bit
NOTES	MP3, MVA files, .OMF, Mono or Dual Mono audio will not be accepted Stereo (SR) sound mixes are accepted on approval only. Please contact the Production Executive at Val Morgan

PLEASE CONTACT:

Amy Blanch
Production Executive
02 8113 5680
ablanch@valmorgan.com.au
PO Box 20038, World Square NSW 2002

VAL MORGAN FTP:

Server: 49.128.14.8
Username: val_download Password: jl2unxa
Login with FTP client like Filezilla
Please ensure all files are zipped and labelled clearly.
Please contact Val Morgan when files have uploaded

AUDIO SPECIFICATIONS AND FORMAT

24 / 25 FPS

Cinema is projected at 24 frames per second (FPS).

Components supplied at 25fps will have a 4% slow-down in image and audio when playing back in cinema. The tempo of the audio slows down slightly but will have pitch correction applied.

If it is critical that the audio tempo does not change, please supply a 24fps cinema edit of both image and audio, or your own 5.1 mix at 24fps.

SHAZAM

A 5.1 mix is required for all Shazam jobs – for ease of transaction, it is preferred that Val Morgan produce the 5.1 mix on your behalf. Once a mix has been done the files are sent overnight to Shazam for a Pitch Shift. This process programs in the additional information behind the audio that allows the app to pick up the specialized content.

Once this process has been completed, the files are sent back to the production house for normal Dcinema mastering processes.

For clients who supply their own 5.1 mix, they are also required to arrange their own Shazam mix.

Any cost associated with client supplied content is not covered by Val Morgan. Content is required to comply with Val Morgan specifications, and DCI compliances

LABELLING

Please ensure that your data file is labelled in the following format:

(Client/Project name)(Duration)_(Pixel Size)_(Frames per second)_(Codec)

E.g. VMCommercial60_1920x1080_25fps_PRORES444

CONTENT AND DELIVERY

CONTENT

Cinema does not require CAD classification for placement of advertising. Where ads already have a CAD classification Val Morgan will use the corresponding FreeTV code to inform our movie programming decisions. Val Morgan also abides by the AANA and Classification Board, as well as industry codes of conduct. Movie classification restrictions for advertising adult products, gambling, alcohol, QSR & fast food, movies & TV

shows, and console games apply. If you are concerned about any part of your content, please contact the Production Executive or your Val Morgan Account Manager.

Movies, DVD's, TV shows and console games that have been classified must display the classification tag or ticker and under the audience commensurate rule can only screen with movies carrying the same classification or higher.

Tags need to be clearly visible and remain on screen for at least 3 seconds for content up to 60 seconds duration and for at least 5 seconds on longer content. Tickers need to be onscreen for at least 10 seconds.

FILE DELIVERY

Val Morgan FTP Details are on the below bar. Please contact the Production Executive or your Val Morgan Account Manager when files have been uploaded

OTHER METHODS

Client supplied FTP link

Val Morgan can supply you with a direct production house FTP link

Dropbox, Hightail, WeTransfer, or other online transfer link

USB / Hard Drive (NTFS / FAT 32). Please arrange your own courier for drop off and collection.

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