

adstream

UK Cinema Delivery Guidelines

Adstream requires all material to be supplied to the following HD specification for UK cinema delivery. For delivery to international markets, please contact us to discuss specs and workflows.

VIDEO

Quicktime ProRes 422HQ 1080p 25 or 24fps

Codec : Apple Quicktime ProRes 422 (HQ)

Container : MOV

Profile : HQ

Chroma Subsample : 4:2:2 Non-Interlaced (Progressive)

Frame Size : 1920x1080

Frame Rate : 25fps or 24fps

Aspect Ratio : 16:9

Audio: (Reference Full Stereo Mix containing fold down of all elements from 5.1 mix)

Codec : Integer (Little Endian) PCM Sample Rate : 48kHz

Sample Size : 24bit Channels : Stereo

Please note: We can no longer accept Interlaced files due to video field related errors this can cause at presentation. Cinema is a natively Progressive delivery format and best practice is to supply at source frame rate to avoid conversion related quality concerns (e.g. frame blending, duplicate frames). Audio will need to be mixed against the delivery material version and will need to be supplied as per the DCM and Pearl and Dean guidelines.

NB: If source material is Interlaced, the video must be correctly de-interlaced before delivery

TITLE SAFETY

All supers and graphics should fall within the cinema title safe area of 1605x903 pixels for HD 1920x1080 delivery.

Title Safe grid available for download

AUDIO

Audio must be supplied directly from a Dolby-certified posthouse. We will need to be informed of who is supplying the 5.1 mix and the name of the posthouse used.

In order to assist your delivery, we can also create the 5.1 mix via our Dolby approved partner. To do this, we will require the following:

Audio Splits of the separate elements used for the advert as WAV uncompressed 48khz, 24Bit files in the following configuration:

VO (Supplied as Mono / Dual Mono Discrete)

SFX and Music Stems (Supplied as Stereo)

or M&E combined (Supplied as Stereo)

CLEARANCE

We can also help with CAA and BBFC clearance (where required) through The Traffic Bureau.