



# CINEMA PRODUCTION GUIDE

## COPY CLEARANCE

All commercials shown on cinema must have received final clearance from the Cinema Advertising Association.

Copy should be uploaded via the [CAA Website](#).

Public information/campaigning films will also require BBFC classification .

To determine whether your advertisement falls into this category please contact the BBFC Helpdesk on 020 7440 0299.

### Cinema Advertising Association

Corinthian House  
279 Tottenham Court Road  
London  
W1T 7RJ

cinemaadvertisingassociation.com  
+44 (0)20 7199 2433  
submissions@cinemaadvertisingassociation.com

### BBFC

3 Soho Square  
London  
W1D 3HD

bbfc.co.uk  
+44 (0)20 7440 1570

CAA reference & corresponding clock no. should be emailed to [production@pearlanddean.com](mailto:production@pearlanddean.com) ahead of upload.

You will receive a CAA final approval cert which will need to be sent to the production team before copy can be scheduled.

If applicable, you will receive a BBFC cert which will also need to be sent to the production team before copy can be scheduled. Please note, if there is a discrepancy between the CAA cert and the BBFC cert, Pearl & Dean will need to schedule the copy using the highest certification (i.e. if CAA gives the copy a 12A cert and the BBFC give the copy a 15 cert, Pearl & Dean will need to schedule the copy as a 15 cert, so this will run against movies with a 15 cert or above).

The BBFC cert will also need to be burnt onto the first few second of the copy.

## UPLOAD DETAILS

Please deliver the materials via the Unique Digital upload portal:

<https://upload.uniquedigitalcinema.com>

user: upload  
pass: GTvqM02A

Please ensure to fill out the form, failure to do so will cause production delays.

## PICTURE

### ACCEPTED FORMATS

- DPX sequence
- TIFF sequence

### ASPECT RATIOS

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

### FRAME RATES

- **24fps BEST**
- 25fps ACCEPTABLE

PICTURE SHOULD ALWAYS BE SUPPLIED AS 'PROGRESSIVE' **NOT** INTERLACED

**NO** CLOCKS

## AUDIO

### ACCEPTED FORMATS

- 5.1 mix!
- 6 x mono WAV files
- The 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	CENTRE
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

## PRODUCTIONplus SERVICE

For anyone that cannot meet the Tech Spec requirements we offer a PRODUCTIONplus SERVICE please contact [production@mailudc.com](mailto:production@mailudc.com) for more details.

Disclaimer

The process we offer is not a creative one. Costs of this service will differ based on the materials supplied and the timelines required.

## CONTACT

[production@pearlanddean.com](mailto:production@pearlanddean.com)