

## Recommendations for digital cinema advertising in Austria

### image

- TIFF-sequence
- 1920x1080 or 1998x1080 resolution
- 8 or 16 bit colour depth, RGB-colour space
- 24 frames per second

3D-commercials require separate sequences for each eye.

e. g. folder left eye: *filename\_left\_0001.tif; filename\_left\_0002.tif; etc.*  
 folder right eye: *filename\_right\_0001.tif; filename\_right\_0002.tif; etc.*

We recommend to adhere to the title safe area (5% space from edge).



### sound

- 5.1-surround-mix:  
6 separate wav-files, each file has to be named due to its channel (L/R/C/LFE/Ls/Rs);  
e.g. *filename\_L.wav, filename\_R.wav, filename\_C.wav, etc.*  
or
- stereo-wav, 16 or 24 bit, PCM, 48 kHz  
Please note: a specific cinema mix is recommended!  
Audio level must not exceed a loudness level of 82 dBLeq8(m).

### data

- The image sequence has to be in sync with the audio files.
- No pre- and postroll.
- DCP files (digital cinema package) will not be accepted.
- Don't use special or space characters within file names.
- delivery:

Data delivery via FTP or download-link.

We may provide you with upload details if necessary.

Always zip the data files.

contact: [produktion@weischer-cinema.at](mailto:produktion@weischer-cinema.at)

If the data supplied does not meet the specified criteria, restrictions of the broadcast quality on cinema screens must be expected.