

## The better the quality – the better the experience for the audience

Movie theatres have unique characteristics with giant screens and speakers surrounding the audience. To use the theater's capacity to the maximum and to give the audience a special and appreciated experience, it is important to use the highest possible image and sound quality. Let your production company take part of this technical specification, so they can deliver your spot to us in the best possible digital format.

All spots shown in our theatres are encoded in a digital cinema format called 2K Flat. We recommend that all spots be produced in this format. This gives the film a sharper and more detailed image. We also recommend that the sound is mixed in 5.1 surround – a sound format that will give the audience a true cinema sound experience.

If you have a spot produced in any of the TV Formats known as Full HD, HD or SD we can handle that as well.

When a TV formatted spot is received we will scale it to completely fill the flat format and the cinema screen.

However this process may cause some loss of quality primary depending on the design of texts and graphics.

We can transform a stereo track to a surround track, if needed, as well as to help you to create a real surround mix\*.

To ensure a pleasant cinema experience for the audience a technical Quality Control of every spot is always performed in a real theatre before Distribution to the theaters were it is scheduled for screening.

If any problems should occur during quality control we will correct them before distribution or contact the producer for delivery of a corrected version.

### Contact

If you have technical questions, please contact SF Media Studio at  
+46 8 680 37 73 or +46 8 680 36 81 or send an e-mail to [studio@sfmedia.se](mailto:studio@sfmedia.se)

### Deliveries and Deadlines

Screening periods start on Friday each week. The film material must be delivered to SF Media at the latest on Thursday by 5 p.m. the week before screening start. Exceptions from this can occur in connection with holidays. For specific information about deadlines, please see page 5 of this document.

If the material is delivered after deadline an Express Distribution Fee of SEK 5 500 will be charged, unless other agreement is made with SF Media well in advance of the regular delivery date and an exemption has been granted in the specific case.

If the material is delivered after granted exemption deadline or the transfer of the material is not completed at that time, the screening will start as soon as it is possible for practical reasons and the above Express Distribution Fee will be charged.

If the material is delivered after stipulated deadline SF Media shall not be held liable for any missed screening and no compensation is granted for loss of contacts.

\* Requires delivery of soundmix as separate stereo stems for Voiceover, Music and Effects (see page 2 for details).

Please ensure that you've got the latest version of the technical specification.  
You can find and download the latest version here: [www.sfmedia.se/rikstackande-reklam](http://www.sfmedia.se/rikstackande-reklam)

Upload your material via [www.sfmedia.se](http://www.sfmedia.se). (SF Media can also receive the following formats via hard drive or DVD-ROM). Film shall be delivered with a text file containing the contact details of the supplier. We accept two different formats. Quicktime or DCP. Below you can see different combinations on delivery of Quicktime.

## QUICKTIME

Video and audio-files  
Audio files shall have the same length as the film.  
Audio and picture files shall have the same file name.

Name files as following: (Filmcode supplied by SF Media:  
sfmediabokning@sfmedia.se).  
filmcode\_RR\_Company\_title\_length  
(Example: S160001\_RR\_CocaCola\_CokeZero\_30s)

Attention!

It is very important that every mono audio file in the 5.1 surround group contains the correct channel adress and that a dot is placed both before and after

Surround files shall be marked as follows:  
Filename.L.wav  
Filename.C.wav  
Filename.R.wav  
Filename.Ls.wav  
Filename.Rs.wav  
Filename.LFE.wav



### QuickTime (.mov)

FLAT, 1998x1080  
FULL HD, 1920x1080 pixels  
24 frames/sec Progressive

Codec: None  
Apple Prores 4444  
Animation (24 keyframes/sec)



### 5.1 surroundmix

6 separate mono files, 48kHz, 24bit  
.wav or .aif  
Loudness Limit: 82dB Leq(M)  
Equivalent soundlevel (Leq) will be checked and adjusted by SF Media if needed.

### Still image sequence

FLAT, 1998x1080  
FULL HD, 1920x1080  
24 Frames/sec  
Fileformats: .tif, .sgi, .tga, .dpx  
(please attach a low res quicktime for reference)



### Separate stereo tracks for dialogue, music and effects (Stems)

48.000 Hz, 24/16 bits  
Fileformat: .wav or .aif  
We will create a 5.1 cinema mix and make use of all 5.1 channels where appropriate. Please Attach a stereomix for reference

### QuickTime (.mov)

1280x720  
1024x576 or 720x576 pixels 16:9 Anamorpic  
24 frames/sec progressive  
Codec: None  
Apple Prores 4444  
Animation (24 keyframes/sec)



### Stereomix, right-left

1 stereofile or included in the quicktime .mov  
48.000 Hz, 24/16 bits  
Fileformat: .wav or .aif

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Upload your material via [www.sfmedia.se](http://www.sfmedia.se). (SF Media can also receive the following formats via hard drive or DVD-ROM). Film shall be delivered with a text file containing the contact details of the supplier. We accept two different formats. Quicktime or DCP.

## DCP

**Marking:**  
Please visit: <http://digitalcinemanamingconvention.com> for guidance.  
The DCP should be named with a filmcode that is supplied by SF Media, and with the company name and film title.

(ex. Sxxxxxx-CocaCola-FantaLight\_DCPNAMINGCONTENT)

**Delivery:**  
1. FTP\*  
2. Usb

### VIDEO



### AUDIO



#### SMPTE / Interop

Flat (1:85, 2K) 1998x1080 pixels  
- **Frame Rate: 24 frames/sec**



#### 5.1 Surround

**Loudness Limit: 82dB Leq(M)**  
Equivalent sound level (Leq) checked and adjusted by SF Media Studio if necessary.

#### SMPTE / Interop

Please contact [studio@sfmedia.se](mailto:studio@sfmedia.se) for question regarding delivery of formats/ framerates/resolutions not listed in this specification.

For more information regarding the DCP/ DCI format download the complete DCI technical specification from: <http://www.dcmovies.com/specification/>



#### Stereo

Sound level is adjusted by SF Media Studio.

SF Media can receive the above formats via [www.sfmedia.se](http://www.sfmedia.se), or a HDD / DVD disc.  
Contact [studio@sfmedia.se](mailto:studio@sfmedia.se) if you have any questions.

Please ensure that you've got the latest version of the technical specification.  
You can find and download the latest version here: [www.sfmedia.se/rikstackande-reklam](http://www.sfmedia.se/rikstackande-reklam)

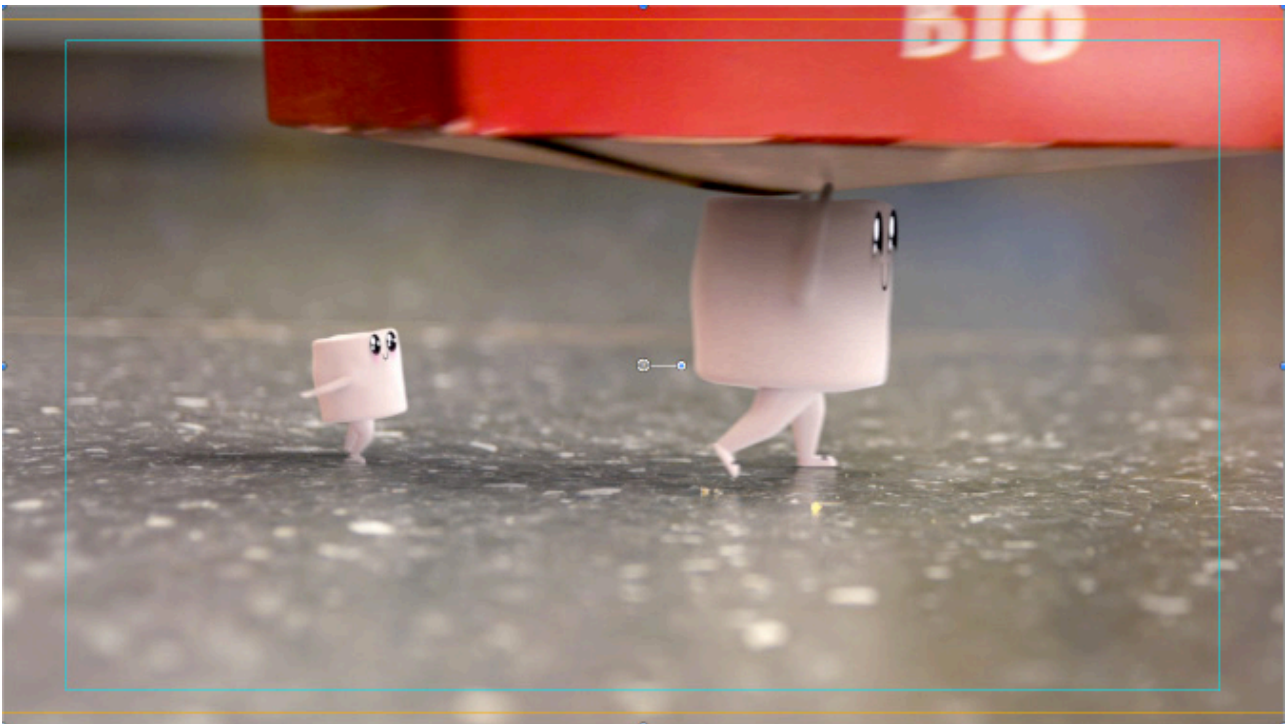
SF Media studio will re-size all spots delivered as video format (16:9) to film format flat (1.85:1). This will cause information placed close to the top and the bottom of the video image to be lost during the up-scaling process. By following the below recommendation we can ensure that important information like advert message or advertiser in the form of text and graphics will stay intact after the scaling process.

#### Safe zones:

All information placed outside of the "film safe" area (orange lines) in the below 16:9 image example will be lost during the process of scaling to flat. Our recommendation is therefore that important information like text and graphics shall be placed inside of the "Action safe zone" (blue frame). By doing that a safe distance between texts and graphics and the image edge will remain after scaling. This distance will also prevent text and graphics from being projected outside of the cinemascreen.

Filmsafe area between orange lines

Action safe area within the blue frame represents 90% of the 16:9 image.





		Screeningperiod		delivery deadline
January	1	2017-12-29	- 2018-01-04	2017-12-18
	2	2018-01-05	- 2018-01-11	2017-12-27
	3	2018-01-12	- 2018-01-18	2018-01-03
	4	2018-01-19	- 2018-01-25	2018-01-11
	5	2018-01-26	- 2018-02-01	2018-01-18
February	6	2018-02-02	- 2018-02-08	2018-01-25
	7	2018-02-09	- 2018-02-15	2018-02-01
	8	2018-02-16	- 2018-02-22	2018-02-08
	9	2018-02-23	- 2018-03-01	2018-02-15
March	10	2018-03-02	- 2018-03-08	2018-02-22
	11	2018-03-09	- 2018-03-15	2018-03-01
	12	2018-03-16	- 2018-03-22	2018-03-08
	13	2018-03-23	- 2018-03-29	2018-03-15
April	14	2018-03-30	- 2018-04-05	2018-03-20
	15	2018-04-06	- 2018-04-12	2018-03-26
	16	2018-04-13	- 2018-04-19	2018-04-05
	17	2018-04-20	- 2018-04-26	2018-04-12
	18	2018-04-27	- 2018-05-03	2018-04-19
May	19	2018-05-04	- 2018-05-10	2018-04-24
	20	2018-05-11	- 2018-05-17	2018-04-30
	21	2018-05-18	- 2018-05-24	2018-05-08
	22	2018-05-25	- 2018-05-31	2018-05-17
June	23	2018-06-01	- 2018-06-07	2018-05-24
	24	2018-06-08	- 2018-06-14	2018-05-28
	25	2018-06-15	- 2018-06-21	2018-06-07
	26	2018-06-22	- 2018-06-28	2018-06-14
July	27	2018-06-29	- 2018-07-05	2018-06-20
	28	2018-07-06	- 2018-07-12	2018-06-28
	29	2018-07-13	- 2018-07-19	2018-07-05
	30	2018-07-20	- 2018-07-26	2018-07-12
	31	2018-07-27	- 2018-08-02	2018-07-19
August	32	2018-08-03	- 2018-08-09	2018-07-26
	33	2018-08-10	- 2018-08-16	2018-08-02
	34	2018-08-17	- 2018-08-23	2018-08-09
	35	2018-08-24	- 2018-08-30	2018-08-16
September	36	2018-08-31	- 2018-09-06	2018-08-23
	37	2018-09-07	- 2018-09-13	2018-08-30
	38	2018-09-14	- 2018-09-20	2018-09-06
	39	2018-09-21	- 2018-09-27	2018-09-13
October	40	2018-09-28	- 2018-10-04	2018-09-20
	41	2018-10-05	- 2018-10-11	2018-09-27
	42	2018-10-12	- 2018-10-18	2018-10-04
	43	2018-10-19	- 2018-10-25	2018-10-11
	44	2018-10-26	- 2018-11-01	2018-10-18
November	45	2018-11-02	- 2018-11-08	2018-10-25
	46	2018-11-09	- 2018-11-15	2018-10-31
	47	2018-11-16	- 2018-11-22	2018-11-08
	48	2018-11-23	- 2018-11-29	2018-11-15
December	49	2018-11-30	- 2018-12-06	2018-11-22
	50	2018-12-07	- 2018-12-13	2018-11-29
	51	2018-12-14	- 2018-12-20	2018-12-06
	52	2018-12-21	- 2018-12-27	2018-12-13
	53	2018-12-28	2019-01-03	2018-12-14

The film will be SF Media provided no later than 17:00 the day of the deadline.