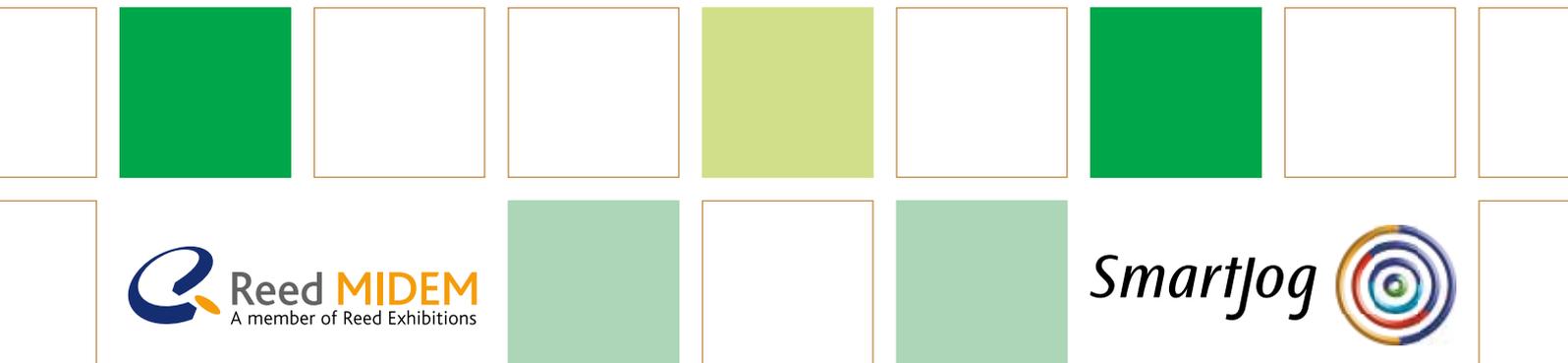


# mipjunior®

this is where it begins

## Programme & Project Registration DVD Technical Specifications



# Project(s) Registration

For MIPJunior 2012, your company can register programmes and projects in our Catalogue.

As a reminder, the registration of the first programme allows you to register 1 project free of charge in the "TV Projects seeking Funding" section of the MIPJunior Catalogue.

## Register your project online:

- Use the login & password sent to the non-buyer delegate registered for MIPJunior to access our online project & programme registration platform.
- Before registering your project online, please prepare:
  - a synopsis (400 signs max).
  - a photo to illustrate your projects - **JPEG** or **GIF** format file, 4x4cm (472x472 pixels) if possible, 300 dpi, **RGB** values, 2 MO max.
- Log on to the platform & follow the steps.
- Remember to save and register your project information at Step 3.

Please note, we do not request any DVDs for the project(s) registration.



## Deadlines to remember

For your company and your project(s) to be listed in the **MAIN SECTION** of the Catalogue / Guide MIPJunior 2012, section "TV Projects seeking Funding":

- Deadline to return your participation contract to Reed MIDEM: **28 August, 2012.**
- Deadline to register your project(s) online: **30 August, 2012 before 6pm CET.**

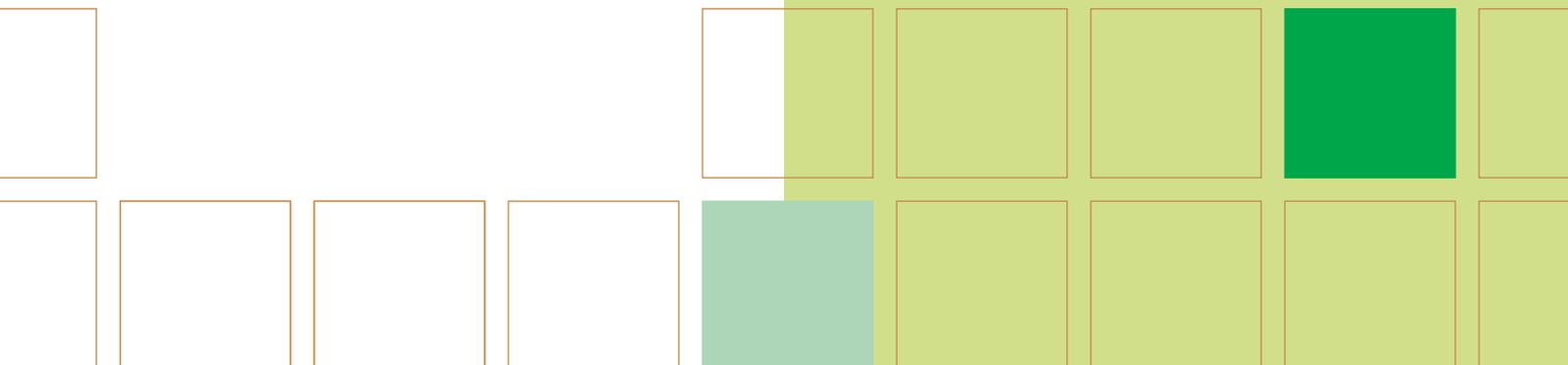
For your company and your project(s) to be listed in the **SUPPLEMENT** of the Catalogue / Guide MIPJunior 2012, section "TV Projects seeking Funding":

- Deadline to return your participation contract to Reed MIDEM: **18 September, 2012.**
- Deadline to register your project(s) online: **20 September, 2012 before 6pm CET.**

After 20 September, 2012, no more project(s) can be included in the section "TV Projects seeking Funding".

## IMPORTANT

If you have any question about the project(s) registration please contact: [stella.houareau@reedmidem.com](mailto:stella.houareau@reedmidem.com) or call +33 1 41 90 44 53



# Programme Registration

## Register your programmes online

- Return the participation contract to our accreditation department.
- Once the participation contract processed, the non-buyer delegate registered for MIPJunior 2012 will receive **confidential login & password** to access our online programme registration platform.
- Please prepare the following documents before registering your programme online:
  - a synopsis (**650 characters maximum**)
  - a photo to illustrate your programme in the Catalogue **JPEG** or **GIF** format file, 4x4cm (472x472 pixels) if possible, 300 dpi, **RGB** values, 2 MO max.
- Log on to the online programme registration platform and follow the steps listed on the site.
- Remember to save and register your programme information at Step 6.

## Submit DVD versions

- Please send one DVD version, dubbed or subtitled in English, for each programme you register.

Please send this material by **30 August, 2012**, to Reed MIDEM at the following address:

Stella Houareau  
**MIPJunior**  
**Reed MIDEM** - 11 rue du Colonel Pierre Avia  
75726 Paris, Cedex 15 – France  
Tel: +33 (0)1 41 90 44 53  
Email: stella.houareau@reedmidem.com

We are unable to accept DVDs or other screening material during the show in Cannes.

## Deadlines to remember

For your company and your programmes to be listed in the **MAIN SECTION** of the Catalogue / Guide MIPJunior 2012:

- Deadline to return your participation contract to Reed MIDEM: **28 August, 2012.**
- Deadline to register your programmes online: **30 August, 2012 before 6pm CET.**
- Deadline to return your DVDs to Reed Midem Paris: **30 August, 2012.**

For your company and your programmes to be listed in the **SUPPLEMENT** of the Catalogue / Guide MIPJunior 2012:

- Deadline to return your participation contract to Reed Midem: **18 September, 2012.**
- Deadline to register your programmes online: **20 September, 2012 before 6pm CET.**
- Deadline to return your DVDs to Reed Midem Paris: **20 September, 2012.**

After 20 September, 2012, no more programmes can be included in the Catalogue & Digital library MIPJunior 2012.

### IMPORTANT

In order for Reed MIDEM to guarantee the encoding of your DVDs, please follow the directions listed in the 2 following pages, 'How to author your DVD' and 'Technical Specifications'.

Please note that screening material not meeting these specifications will be ineligible for inclusion in the MIPJunior Digital library.

# How to author your DVD

## Important

To ensure the digital quality of programmes showcased at **MIPJunior 2012** electronic screenings, Reed MIDEM will check that all DVDs are:

- free of physical defect,
- playable on a standard DVD player,
- technically valid (correct number of audio tracks and titles, audio/video codecs, etc.),
- suitable for inclusion in the digital library.

We therefore ask you to carefully follow the checklist guidelines below. Please forward this information to your lab to ensure that your DVDs adhere to these specifications.

## DVD summary

With each DVD, please include a short printed summary that states the following information:

- company name,
- title name,
- type of programme (episode, trailer, demo),
- total programme running time on the DVD (minutes and seconds),
- language of the audio track.



## Your checklist\*

- In order to prepare your material for the market, please follow the checklist and make sure your DVD(s) meet the requirements.
- **Only one DVD per programme:** use a standard DVD, playable with a standard DVD player.
- **Only one video title on the DVD:** your DVD should have a simple menu with only one title to click on. We will not be able to use DVDs with menus and multiple titles.
- **FOR SERIES ONLY:** if you wish to include several episodes in the Digital library, please merge the episodes back to back on the DVD (one time code only) with a maximum duration of 60 min.
- **Only one audio language track:** we will not be able to encode DVDs with multiple languages tracks.
- **Subtitles burned on the video track:** subtitles not burned in the MPEG-2 video track will not be visible in the digital library. You can double-check this by playing the DVD on a regular DVD player. If you can turn them off, they are not correctly blended with the video track.
- **No ad breaks** before, during or after the programme.
- **No test patterns** or countdowns at the beginning of your programme.
- **No extra material** at the end of your programme. Extra material will be visible at the market (ex.: tape-rewind, black screen or optical pattern tests).
- **No consumer DVDs:** consumer DVDS contain menus with several titles, multiple audio tracks and subtitles. Moreover, they are encrypted (or zoned), which prevents the lab from handling them, technically and legally.
- **No anamorphic encoding:** To ensure your programmes retain the correct aspect ratio for screenings onsite and online, please do not use anamorphic encoding for your DVDs.

\* If you have any questions about this checklist, please email [stella.houareau@reedmidem.com](mailto:stella.houareau@reedmidem.com), or call +33 (0)1 41 90 44 53.

# DVD Technical Specifications\*

## Technical specifications

### 1 - DVD Media

Either pressed DVD or DVD-R is acceptable. DVD+R, DVD-RW, DVD+RW must not be used, because some hardware players cannot read them correctly, and they are more prone to defects & scratches.

### 2 - DVD authoring structure

The DVD must have only one VTS (video title set), and one title. If you have many programmes to showcase, please provide one DVD per programme. Also, if your programme must be available in more than one language, provide one DVD per language.

The chaptering of the DVD is irrelevant.

**Once again: the programme to encode should be the only material on the DVD!**

The only possible exceptions are:

- title slates in the beginning of the programme;
- very simple menus (as the ones automatically created by some DVD-Recorders, and consist of a unique page and a few buttons, with no extraneous animation nor sound whatsoever).

### 3 - Video stream

MPEG2-Video compliant stream.

Recommended resolution is:

- 720x576 for PAL,
- 720x480 for NTSC.

You can use lower resolutions, but your programme quality will be severely impaired.



Any anamorphic encoding will be badly displayed:

- 4/3 program encoded in a 16/9 video file will be displayed 16/9
- 16/9 programme encoded in a 4/3 video file will be displayed in 4/3

Technically speaking it means that a DVD mpeg stream with a 4/3 video resolution and a 16/9 display aspect ratio flag will be encoded 4/3 and then displayed in 4/3.

We don't do any aspect ratio transformation, crop or zoom on video file before outputting to the display.

Video subtitles, if required, should be burned into the video track. **DVD subtitle tracks cannot be processed by our lab.**

### 4 - Audio Stream

**The preferred audio codec is AC-3, Stereo, 192 kilobits/second CBR (constant bitrate).**

You may, however, also use:

- 5.1 AC-3 (multi-channel audio with front & rear speakers), but since the screenings will be made with stereo headsets, it will not improve quality at all – it could even be worse than normal stereo, since some 5.1 tracks cause the voices of the actors to be barely audible when downmixed to stereo.
- MPEG-1 Audio Layer-2 codec is allowed as well (with the same remark as before: 5.1 encoding will not improve your programme).
- LPCM audio codec.

You **MUST NOT** use the following codecs below, since our experience has shown that many commercial encoders available for those formats produced invalid data, which caused audio/video desynchronization problem in the long run:

- DTS
- VBR (variable bitrate) AC-3

\*Should you have any queries in regards to the "technical specifications" only, please contact SMARTJOG at [support-mipjunior2012@smartjog.com](mailto:support-mipjunior2012@smartjog.com) for further information.