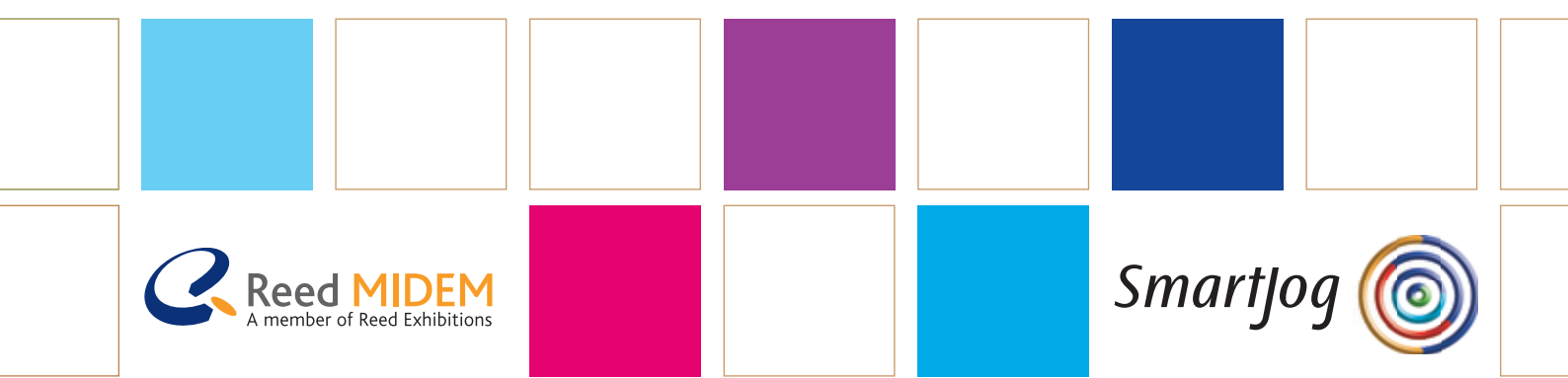


mipjunior®

The international showcase for children and youth programmes screenings

Programme Registration and DVD Technical Specifications



Programme Registration

Register your programmes online:

- Return the participation contract to our accreditation department.
- Once the participation contract processed, the seller delegate registered for MIPJunior 2010 will receive **confidential login information** to access our online programme registration platform.
- Please prepare the following documents before registering your programme online:
 - a programme synopsis (**800 characters maximum**)
 - a photo to illustrate your programme in the Catalogue (**JPG in RGB format**)
- 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 in English or with subtitles, of each programme you register.
- Please send this material by **30 August, 2010**, to Reed MIDEM at the following address:

Carole Ollerdissen

MIPJunior

Reed MIDEM - 11 rue du Colonel Pierre Avia

75726 Paris, Cedex 15 – France

Tel: +33 (0)1 41 90 45 69

Email: carole.ollerdissen@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 2010:

- Return your participation contract to REED Midem for **27 August, 2010**.
- Register your programmes online for **30 August, 2010 before 6pm CET**.
- Send your DVD to REED Midem Paris for **30 August, 2010 at the latest**

For your company and your programmes to be listed in the **SUPPLEMENT** of the Catalogue / Guide MIPJunior 2010:

- Return your participation contract to REED Midem for **17 September, 2010**
- Register your programmes online for **20 September, 2010 before 6pm CET**
- Send your DVD to REED Midem Paris for **20 September, 2010 at the latest**

After the 20 September, 2010, no more programmes can be included in the Catalogue & Digital library MIPJunior 2010

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 2010** 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. If you wish to include several short episodes in the digital library, please merge the episodes back-to-back on the DVD (one time code only), with a maximum duration of 30 minutes.
- **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 (for example, 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 carole.ollerdisen@reedmidem.com, or call +33 (0)1 41 90 45 69.

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).

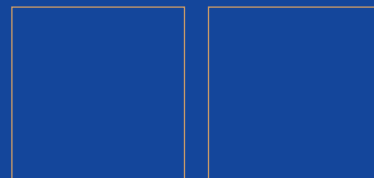
3 - Video stream

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 programme 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-mipjunior2010@smartjog.com for further information.