



MARCHÉ DU FILM
FESTIVAL DE CANNES

Pre-Cannes Screenings

21 - 25 JUNE 2021

Screening Reservations

From April 19th, Pre-Cannes Online Screenings can be reserved on www.marchedufilm.com
These requests are processed in order of arrival.
Priority will be given to films being presented for the first time in a market (Market Premiere).

Conditions for submitting a film

- Pre-Cannes screenings are reserved to Sales Companies with an online booth only.
- Films completed prior to January 1, 2020 and those that have been screened at a Market prior to December 2020 will not be accepted.
- Only feature films will be accepted. Priority will be given to new films (Market Premiere).

To preserve the momentum, in July, we will not accept films premiered at the upcoming Festival de Cannes Official Selection.



Our Online Cinemas

Screenings will be organized in one of our online theaters according to a pre-established schedule.

Films will be screened **based on local times**.

Each online screening is available within a **time frame of 120-minutes after its beginning**.

Within this time, the film starts from the beginning regardless of the start time.

Geoblocking

You can also **limit access according to the countries** where the film's rights are still available. Geoblocking is based on the company's country, not on the country from where the buyer is actually watching the film.

Specific buyers listed in a geoblocked territory will have the possibility to **request an access** to watch the film (in case they are interested in purchasing the rights for another territory).

Access to **online** Screening Rooms

A sales company may restrict access to screenings. This choice can be made from your personal account on Cinando.

The screening can be listed as

- Restricted to categories such as Buyers, Festivals or Press.
- By Invitation or Request Only.

List of **People**

attending Online
Pre-Cannes Screenings

On **Cinando**, you can access **detailed viewing reports** in real time, including names, companies and the duration watched.



Publication

Information on films and screening schedules will be available on the platform **marchedufilm.online**, as well as **Cinando**.

Daily Schedule Updates

The screening schedule is sent to international trades and published online

1 SCREENING = 1 COMPANY

Only one company can be associated with a screening.

For more information, don't hesitate to contact us at screenings@festival-cannes.fr

Confirmation

Please confirm your company's screening schedule, your film titles and your preferred access restrictions **no later than June 14, 2021** so we can share this information with **international press** and **update our websites** accordingly.

Screening Fee

The cost per film will be 90 Euros (VAT excluded) - two screenings per film will be included.

In addition, the Cinando upload fee will be at your expense (between 6€ and 18€ depending on requested quality and storage duration). Forensic watermarking will be available at extra cost. (contact us)



Deadlines

Pre-Cannes Screenings

21 - 25 June 2021

APRIL 19 → Pre-Cannes Screenings reservation available at www.marchedufilm.com

MAY 26 → Final day to book a Pre-Cannes screening.

JUNE 7 → Complete assignment of film titles via your Marche du Film account.

JUNE 7 → Confirm screening access restriction on Cinando.

JUNE 14 → Final update of all information regarding films and Line-up on Cinando.

JUNE 14 → Deadline to upload movies on Cinando.

NB: All screenings can be cancelled with a minimum of 48-hours notice.



Technical Details

For Your Films

Video recommendations

Film File upload

- Maximum size: 200GB
- Accepted formats: mp4, avi, mkv, mpeg, mpg, m4v, f4v, mov, qt, ogg, ogv, webm, wmv, flv
- The file must be multiplexed (audio and video in one file)
- Accepted framerates (fps): 23.976, 24, 24.976, 25, 30, 48, 50, 59.94, 60

Video specifications

- Codec: H264 (preferred - faster upload), Apple ProRes (longer upload)
- Minimum bitrate: 15Mbps
- Minimum resolution: 1280 × 720 (Standard 720p High Definition). Better quality can be achieved with 1920 × 1080 (Full 1080p High Definition)
- Upload only progressive or de-interlaced video

Audio specifications

- Codec: AAC
- Minimum bitrate: 256 Kbps
- Upload only Stereo audio

If you need to transcode your file, you can use the free software Handbrake and use the documentation [here](#) to help you.

Internet connection

The amount of time needed to perform the upload mainly depends on your upload speed and on the file size. We recommend a minimum upload bitrate of **10 Mbps** and uploading a file no bigger than 20GB, for the best upload experience. You can check your connection speed at www.speedtest.net (maintained by Ookla).

Web browser & Operating system

We recommend you use updated versions of **Chrome** or **Firefox**. You also need an up-to-date operating system. We recommend you use at least **Windows 7** or **Mac OS X 10.7 Lion**.

Editorial

- No test patterns or countdowns at the start of the video, no blank sections.
- Image and sound should be correctly synchronized.
- All videos should be available in an English version (audio or subtitles).
- We recommend to upload a video film with burnt-in English subtitles. As an alternative, you can also choose to attach a separate subtitle file to the screener. For more information about Cinando Subtitles: <https://cinando.com/en/FootPage?page=subtitles>



Security

The Marché du Film Online uses the most secure video streaming solutions

- Individual accounts should include **strong password policy**, verification of the company's profile, and activity in the film industry.
- Powered by Shift72, a service hosted at Akamai, the worldwide CDN **leader for video streaming**.
- Screeners are **secured with DRM** and an additional array of **anti-piracy features**.
- **DRM integrated into your video encoding and playback system**. This type of encryption is required for studio grade content and ensures playback only occurs on the authenticated video player.
- **MPA compliant**, we operate according to trusted security standards.
- Concurrent stream restrictions to **prevent multiple people sharing an account**.
- Screeners are **individually watermarked** in real-time with a crypted ID that uniquely identify the viewer.
- **Real-time viewing reports** with name, time and duration of playback give you full control over access.
- **Forensic watermark** (in option)

