# Online Screenings Guidelines
# Marche Du Film Online

**MARCHÉ DU FILM**
FESTIVAL DE CANNES
2024

## Information

→ Requests to book screenings are open on **www. marchedufilm.com** starting February 26. These requests will be processed in order of arrival.
→ Priority will be given to Marché du Film Premieres. Only two screenings per film are allowed.
→ Screenings are exclusively reserved for sales companies.
→ Films produced before January 2023 and those screened at a Market before December 2023 will not be accepted.

For every screening in Cannes you will benefit from an online screening on the Marché du Film Online website. The online screening will be accessible 24 hours after the onsite screening and will remain available for a two-hour window on the same day, at the corresponding local time for online viewers. This online screening is optional.

### OUR ONLINE CINEMAS

Online screenings can be booked at www.marchedufilm.com . These requests will be processed in order of arrival. Online Marché screenings are reserved for Sales Companies with an online booth. (For more information, please contact the Sales Department team).

Screenings will be organized in one of our online theaters according to a pre-established schedule. Films will be screened based on local times of each viewer. 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.

### LIST OF PEOPLE ATTENDING ONLINE 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 our Marché du Film Online platform, as well as Cinando.

### ACCESS TO ONLINE SCREENING ROOMS & GEOBLOCKING

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

→ How to send invites for MDFOnline
→ How to set viewing rights

The screenings can be listed as:
→ Restricted to categories such as Buyers, Festivals or Press.
→ By Invitation or Request only.

### 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 access to watch the film.

### CONFIRMATION

Please confirm your company's screening schedule, your film titles and your preferred access restrictions no later than **April 29, 2024**, so we can share this information with the international press and update our website accordingly.

### FILM UPLOAD ON CINANDO

Before uploading a film, please make sure the information is completely and accurately filled in on Cinando. Films must be uploaded to your personal Cinando account **no later than May 9th**.

See the Cinando Technical Guide here .

### ONLINE SCREENING FEE

The cost per film will be 199 euros (VAT Excluded), with a special discount for Marché du Film exhibitors. In addition, the Cinando upload fee will be at your expense (between 8 and 20 euros depending on requested quality and storage duration).

For more information, please contact:
contactus@cinando.com

### ONLINE CANCELLATION POLICY

All screenings can be cancelled with a minimum of 48 hours' notice. No expenses will be reimbursed.

### PUBLICATION

Information about the films and the screening schedule will be available on our website and on Cinando.

## 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.

### 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).
→ You can either burn English subtitles on the video or attach a separate subtitle file to the screener.
→ For more informaton about Cinando subtitles, click on the following  link .

### VIDEO SPECIFICATIONS

→ Codec: H264 (preferred - faster upload), Apple ProRes (longer upload)
→ Minimum bitrate: 15Mbps.
→ Minimum resolution: 1280 × 720 (Standard 720p High Definition). Maximum resolution: 1920 × 1080 (Full 1080p High Definition).
→ Upload only progressive or de-interlaced video.
→ If you need to transcode your file, you can use the free software Handbrake and use the documentation  here  to help you.

### AUDIO SPECIFICATIONS

→ Codec: AAC.
→ Minimum bitrate: 256 Kbps.
→ Upload only Stereo audio.

### WEB BROWSER & OPERATING SYSTEM

→ We recommend you use updated versions of **Chrome** or **Firefox**.
→ You can check if your web browser is updated to the latest version by visiting:  www.whatsmybrowser.org  (maintained by Google).
→ You also need an up-to-date operating system, supported by the manufacturers.

### 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 to upload a file not bigger than 200GB for the best upload experience.
→ You can check your connection speed at  www.speedtest.net  (maintained by Ookla).

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It is important to respect ALL technical specifications for both video and audio. Failure to adhere to these technical specifications will result in a significant decrease in quality of the screener during encoding or render the screener unreadable.

Upload your film via Cinando no later than May 9, 2024.

*These recommendations only concern files intended for online screenings.*

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## Security

The Marché du Film will partner with *Blue Efficience* a leading company expert in antipiracy enforcement.
The Marché du Film Online uses the most secure video streaming solution:

→ Individual accounts with strong password policy, verification of the companies' 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, duration of playback give you full control over access.

For any questions such as geoblocking, viewing rights, invitations, and film upload, please reach out directly to:
contactus@cinando.com

The Marche du Film would like to thank all of its exclusive technical service providers for their loyal collaboration

Dolby    CHRISTIE    CST