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“We required streaming quality to the level of Netflix or iTunes.”

Jérôme Paillard
Executive Director, Cinando / Marché du Film



1 - Upload recommendations

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 : 3Mbps for 720p and 5Mbps for 1080p.
- Minimum resolution : 1280 x 720 (Standard 720p High Definition). Better quality can be achieved with 1920 x 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**.

You can check your connection speed at <https://www.speedtest.net/> (maintained by Ookla).

Web browser & Operating system

We recommend you to use updated versions of **Chrome** or **Firefox**.

You can check if your web browser is updated to the latest version by visiting <https://www.whatsmybrowser.org/> (maintained by Google).

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

For more information about Cinando Screeners visit [here](#) or our [FAQ](#) section.

For any further support, do not hesitate to contact our team at contactus@cinando.com.



Editorial

Please read carefully the following editorial instructions :

- Test patterns, countdowns and blank sections are not allowed;
 - Image and sound should be correctly synchronized;
 - All videos should be available in English version (audio or subtitles);
 - English subtitles can be burnt on the video or separately uploaded to the screener. For more information about Cinando Subtitles, please visit [here](#).
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2 - Streaming Security

The most secure video streaming solution

Powered by [Shift72](#) and hosted at *Akamai*, the worldwide CDN leader for video streaming.

Making your screener safe is our priority. Here is how we take care of it:

- **Individual accounts** with strong password policy, **verification** of the companies' profile and activity and **restricted access** to film professionals.
 - Secured with **DRM** and an additional array of **anti-piracy features**. DRM is 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 limit the amount of devices a user can stream content on simultaneously and prevent multiple people sharing accounts.
 - **Real-time individual watermarks** into content. This deters criminals from employing screen capture methods used to illegally copy content. It works by watermarking content with the criminal user's personal information (name, crypted ID, IP address) so its identity is exposed.
 - **Real-time viewing reports** with name, time, duration of playback give you a full control on the access.
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Viewing Rights Management

Full control of the screener visibility

You manage the viewing rights as you wish : **choose and change at any time who is allowed to watch your screeners** among the Cinando community (certified distributors, sales agents, festival programmers, press journalists, etc.).

You can choose, on a screener basis, to give **direct access**, to send **personal or group invitations**, or allow Cinando users only to send **invitation requests** that you may later accept or refuse at your will.

You may also add an additional layer of security by **geographically restricting** the access to a limited number of countries. This ensures all your content agreements and distributor obligations remain intact.

For a **full control** process, you can completely hide your screeners on Cinando at any time and send personal invitations to anyone you like, even non-Cinando members.

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For any further support, do not hesitate to contact our team at contactus@cinando.com.



3 - Streaming Quality

Seamless streaming anywhere

The Cinando streaming technology offers a **secure cloud storage** with *Akamai* CDN (Content Delivery Network) serving data to viewers from closest locations, so your screeners will be viewed with the fastest stream and at the highest quality from all over the world.

We use an ultra fast **HTML5 video player** that gives you the operating power of HLS and DASH **adaptive streaming** protocols. This reduces video buffering and ensure the best viewing experience is delivered to each individual viewer.
