

HOW TO ORGANIZE A SCREENING

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INSTITUT
FRANÇAIS

I The IFcinéma platform

o Overview

All the French films and all the African films from the Cinémathèque Afrique catalogue for which the Institut français has screening rights are available on [IFcinéma](#) as downloads or in physical formats (DCP, Blu-ray, 35 mm, etc.).

The screening rights acquired by the Institut français are non-exclusive and apply to non-commercial public screenings. This means that films can be supplied to any cultural, social and/or educational establishment on request for public group screenings for which there is no entrance charge, with the possible exception of a contribution towards costs directly generated by holding the screening.

The catalogue lists all the films for which the Institut français currently has screening rights that are on offer to members of the French overseas cultural network (Instituts français, Alliances françaises, and Cooperation and Cultural Action Services), whatever formats they are available in. It allows you:

- to browse the films on offer
- to filter by country (to see what films are available in your country)
- to search by title, author, genre, theme, format, language, etc.
- to download photographs, text (dialogues and subtitles) and teaching materials from the resources pack that accompanies each film listing.

The catalogue includes a selection of “rights expired” classic films from the archive stock held by the Institut français. These copies can be borrowed, provided the rights-holder has given their permission. The rights-holder's permission must be forwarded to the cinema project managers by email (see end of guide for details of how to contact them).

Important : Public screening rights only apply to copies supplied by the Institut français : commercially purchased DVDs and Blu-rays must on no account be used for a public screening even if the film features in the Institut français catalogue.

o "IFcinéma à la carte" film streaming

In June 2020, the Institut français launched a special monthly free film streaming package available worldwide at [IFcinéma à la carte](#).

The offer is aimed at the general public and should be publicised via your network.

The films are offered solely for individual use, not for screenings at events.

o Registration on IFcinéma

IFcinéma can be used by members of France's overseas cultural network (Instituts français, Alliances Françaises and Cooperation and Cultural Action Services), their partners (festivals, media libraries, cinemas, film clubs, etc.) and teachers.

To access the films in the catalogue, please submit a registration request directly on the platform ([click here](#)). You will receive an email confirming your registration as soon as it has been approved by one of our moderators.

o Ordering

To request a loan, you must order the film on IFcinéma. Once we have received your order, we will check our stock to see if the film is available.

Provided a copy of the film is available in the format requested, the 35 mm, Beta, DCP or Blu-ray copy ordered is then dispatched. Films must be ordered at least four weeks before the start of the event for which they are needed.

Films of which the Institut français has copies but for which it no longer holds screening rights or which are subject to exclusive rights, email the cinema project managers with your specific request. You will need to obtain permission in writing from the rights-holder (producer, exporter or local distributor). Once the rights-holder's written permission has been forwarded to the Institut français, the copies requested will be dispatched, subject to availability.

o Shipping of copies

Copies of films can be shipped from Paris by diplomatic bag service or by private courier. The borrowing organization is liable for the cost of shipping in both directions.

Copies must be returned as soon as the screening has taken place, as any delay could interfere with the next borrower's programming. They must be returned to Distribution Service (DS), which is in charge of the Institut français' film stock, by the date initially stated by the borrower on the order.

By diplomatic bag

Six working days must be allowed between the moment when the copy leaves the stock and the moment when it is shipped from Paris.

The diplomatic bag service departs from Paris once a week for most destinations, or once a fortnight in some cases. It is up to you to find out in advance how often and on what day the service departs for your country. Transfer of copies between entities is the responsibility of the entities concerned.

DS handles shipping of copies on behalf of the Institut français.

If you have any queries or for further information, we recommend you contact the diplomatic bag service.

Procedure :

1. A borrowing organization places an order for a film or films via IFcinéma, giving details concerning the organization (local Institut français, Alliance Française, Cooperation and Cultural Action Services, local partner, etc.) that will be paying. The order will then be forwarded to DS.
2. DS issues a quotation and sends it to the borrowing organization.
3. The borrowing organization sends DS a purchase order accepting the quotation.
4. The diplomatic bag service will subsequently issue an invoice made out to the payer indicated on the authorization number request slip and sends it to the organization.

Address for return of copies :

Distribution Service, stock de l'Institut français S/C Service de la valise diplomatique
 13, rue Louveau
 92438 Chatillon Cedex
 France

By private courier

We recommend this option for countries where there is no risk of censorship or delays in customs. You can use the courier firm of your choice.

Procedure :

1. The borrower organization orders a film or films on/via IFcinéma, giving details concerning the organization (local Institut français, Alliance Française, Cooperation and Cultural Action Services, local partner, etc.) that will be paying.
2. Information to be provided regarding the private courier:
 - a. Name of courier firm
 - b. Your account number with them
 - c. Requested delivery date
 - d. Exact delivery address with postcode
 - e. Name of local contact
 - f. Telephone number of local contact
3. DS contacts the courier and arranges shipping.

Return address for copies

Distribution Service
 24, Route de Groslay
 95200 Sarcelles
 France
 val.caron@distri-service.com
 Tel.: +33 (0)134294418

If you have any questions, we recommend checking the IFcinéma [FAQ](#).

Shipping “out of stock” films

Cultural establishments can contact distributors or exporters directly to hire French films. These will mainly be films available on 35 mm or DCP for which the Institut français does not have rights.

If the screening is held as part of an event supported by the Institut français, establishments can request that copies hired or borrowed from an exporter be shipped by diplomatic bag. This will be arranged with DS. Requests must be made at least four weeks before the event, accompanied by the form below.

Important : DS cannot issue an exact quotation for shipping based on the actual weight of the copies, so the quotation will be an estimate based on the average weight of copies in each format : 18 kg for a copy in 35 mm, 2 kg for a DCP, 120 grammes for a Blu-ray.

It is up to cultural establishments or their partners to contact rights-holders (producers, exporters or distributors), to negotiate hire or loan of the films and to arrange for the copies to be made available on the allotted date, i.e. at least six days before the diplomatic bag is sealed. If the date is missed, the borrower will be liable for the cost of shipping by a private courier.

Request forms for “out of stock” films can be supplied on request.

Please note :

- **Shipping by diplomatic bag is not covered by insurance.** Consequently, shipping of originals (negatives, internegatives or masters) is only authorized in highly exceptional cases. If originals are being shipped, the sender is asked to provide a letter exempting the service from any liability. No compensation will be paid for items lost or damaged during shipping by diplomatic bag and costs will not be covered by the owner's insurance.
- Foreign films cannot be shipped by diplomatic bag.
- The same shipping method must be used for the return of copies as for outbound shipping.

II Copy formats and subtitles

Once your account has been created, you will be able to view and order films in different formats depending on your profile.

o Downloads

Most films available on IFcinéma are available as downloads. They can be streamed directly from the platform for the sole purpose of programming in advance of a screening and are available for 30 days after being ordered.

For screenings, films must be projected using the IFcinéma player, which can be downloaded from the platform after logging into your account.

For additional information about how the player works, see [FAQ](#).

o DVD and Blu-Ray

DVD : Suitable for film clubs and small cinema auditoriums with up to 100 seats. Not recommended for festival screenings.

Blu-ray : Picture quality suitable for cinema and open-air screenings.

o 35 mm and 16 mm

Many classic films are available on film reels, in most cases without rights. This format is suitable for film libraries. Extreme care must be taken when handling copies. The quality of copies is checked before shipping.

o DCP

If you have a digital projection room, we recommend using DCP to offer viewers optimum sound and picture quality.

Definition

A Digital Cinema Package (DCP) is the digital cinema equivalent of an analog screening copy in the form of 35 mm film reels.

DCPs are made up of a set of computer files (image, audio, subtitles, etc.) which are stored on a server and programmed in the projection booth by a DCP player connected with a digital projector.

Requesting a KDM

The DCPs provided by the Institut français are encrypted. To screen a film, you need to request a KDM (Key Delivery Message) - an activation key that will allow you to view a particular version of a film - from the issuing laboratory. The Institut français covers the cost of generating KDMs. It is best to request a single KDM for an entire period if several screenings are scheduled in the same auditorium.

Email addresses for KDM requests can be found in the film listings on IFcinéma, which can be accessed by clicking on "Order".

KDM requests must be made using the following template, and **cinema project managers must be copied into the email** :

EMAIL SUBJECT : TITLE OF FILM / VENUE / TOWN OR CITY / COUNTRY

BODY OF EMAIL :

TITLE OF FILM :

VERSION : AUDIO/ST

PERIOD FOR WHICH YOU WILL NEED TO USE THE KDM : FROM DD/MM/YY TO

DD/MM/YY

DATE(S) OF SCREENING(S) (if available) :

NAME OF CINEMA, ESTABLISHMENT OR INSTITUTION :

TOWN OR CITY :

COUNTRY :

EMAIL ADDRESS TO WHICH KDM(S) SHOULD BE SENT :

BRANDS/NUMBERS OF SERVERS :

Auditorium and server specifications can be sent as attachments.

KDMs will only be issued if the above information is provided.

Please request KDMs well in advance. To give the laboratory time to generate KDMs, they must be requested at least ten days before the screening.

Start and end dates of KDMs: The start dates of KDMs should be at least two days before the screening date to enable tests to be carried out. End dates should be two days after the last screening to allow for possible time differences between Paris and your time zone and in case of any last-minute issues.

Given that KDMs are paid for by the cinema department of the Institut français, borrowing organizations are requested to state which version will be used.

Please be as precise as possible when requesting KDMs. If the film is scheduled to be screened in several auditoriums, provide contact details and start dates for each auditorium. Requesting KDMs in advance is especially vital for weekend or evening screenings, as the laboratory that delivers them does not operate at weekends or in the evenings.

IMPORTANT : You do not need to have received the physical DCP to request a KDM.

We recommend ingesting the file in the server of the auditorium(s) where the film is to be screened as soon as you receive the DCP, so that it can be sent promptly to its next user or returned to Paris to be shipped to another borrowing organization.

Dematerialized DCP

In exceptional circumstances, a dematerialized DCP can be provided for a screening. Dematerialized DCPs are sent via a link. The recipient will be charged for the cost of sending a dematerialized DCP, and should ensure that they have sufficient bandwidth to receive files of up to 150 GB. Please contact your cinema project manager for more details.

o **Subtitles**

Films are supplied in their original language (mainly French) with subtitles in English and Spanish, in all formats.

You can contribute subtitles in other languages for films available as downloads from the IFcinéma platform. In the resources pack that comes with each film, you will find a time-coded dialogue transcript and an English or French subtitles file in .vtt format to help you create subtitles in another language and link them to the correct time codes. Once you have created your subtitles, you can send them to us in .srt, .smi or .stl format via the contact form on the IFcinéma platform (see website [footer](#)).

III Publicity and screenings feedback

o Publicity

All print and online publicity relating to screenings of films ordered from IFcinéma must include the logo of the Institut français and the words "Projection offerte par l'Institut français"/"Screening brought to you by the Institut français" or "Manifestation organisée avec l'appui de l'Institut français"/"Event organized with the support of the Institut français" in French or English.

A media pack containing the logo and a teaser in French and English can be found at the bottom of the [IFcinéma](#) homepage.

Please feel free to send us photographs and other items connected with your initiatives to use on our social networks or in our newsletters.

o Screenings feedback

Following your event, you will be asked to provide feedback on the number and type of screenings and audience numbers and composition on the platform. This feedback is vital for the Institut français. It allows us to keep track of screenings of our catalogue and tailor the films we offer to users' needs. It also enables users to keep track of their programming and generate useful audience statistics.

- ❖ To provide feedback on screenings, log onto IFcinéma via the thumbnail "My account".
- ❖ At the foot of the page, you will find a box showing the number of films ordered and the number of screenings for which feedback is required.
- ❖ Click on the relevant film listing and state whether you have held a screening for this film or not.

IV Contacts

To contact a member of the Paris Institut français staff, first find the appropriate person in the [organization chart](#). Their email address will follow the pattern forename.surname@institutfrancais.com.