

Digital Screen Policy

The Digital Program Screens on Mississauga Celebration Square are located within a highly visible public space that is accessible to people of all ages and backgrounds. For this reason, the content guidelines for screenings have been established, based on a modified format of the Ontario Film Review Board Parental Guidance (PG) rating.

General Screen Content Rating Information	
Alcohol, Smoking, & Illegal Drugs	Content depicting legal use of tobacco and alcohol (i.e. not by minors, no excessive use) is permitted as long as the material does not encourage its use.
Horror	Scenes containing some grotesque images may be allowed in a fantasy or comedic context, but there will be no detailed and/or prolonged focus on gory images or suffering.
Language	Use of expletives such as bastard, shit, and/or limited slurs; mild sexual references. Blasphemy.
Nudity	Non-sexual nudity with no close-ups (including still images.)
Psychological Impact	Content shall be sensitive to scenes or situations impacting a child's sense of security and well-being. Psychological impact may be a state of mind, mood or feeling, and/or other effects on the viewer, resulting from the treatment of scenes and situations within the film. Treatment may include intensity, degree, pace, atmosphere, tone, visual effects, and dialogue.
Sexual Activity	Embracing, kissing; mild sexual innuendo.
Violence	Restrained portrayals of non-graphic violence. The portrayals are not prolonged; there are no close-ups; bloodletting and/or tissue damage is limited.

In addition, we have also established the following guidelines for any video or image content that is produced by event organizers:

Children & Consent	Written consent of parents or legal guardians should be obtained before interviewing children or young people under the age of 18, or otherwise involving them in video projects.
Links to Third Party Websites	External Addresses of websites are permitted under the approval of the Program Coordinator.
Music Copyright	All work submitted must have full clearances for rights including music and other talent rights covered. If the work includes a soundtrack you must obtain clearance for use in the work including paying any fees applicable.
Portrayal	<p>Scenes and situations that may cause adverse psychological impact on children. May include frightening or emotionally upsetting situations involving threats, injury, illness, family problems, or death to young people, family member, and animals (particularly pets.) Bullying. Substance referencing. Visual reference. Crude Content.</p> <p>The City of Mississauga will not allow screening of any content that minimizes or detracts from the image of the City or its employees; condones discrimination; or condones, exploits, or incites violence, hatred, or unlawful activity.</p>

Creating Content for Mississauga Celebration Square

All content supplied must have a high standard of quality for visual display. See some basic tips below:

Content should be bold and simple. Content that is too small or cluttered may not be legible.

- Avoid small text as it may not be legible.
- All audio should be normalized.
- Pictures should have a resolution of at least 540 x 300 pixels, ****content that does not meet these requirements can not be accepted. ****
- Commercial advertising is strictly prohibited.

Content Formatting:

Videos

- Motion video should be captured to or supplied in standard .MPG files meeting the following standards:
 - File Extension: refer to “Supported File Types” depending on submission type.
 - Frame Size: 720p, 1080p, 1080i
 - Actual Screen size (540px X 300px)
 - Audio: Stereo Audio if required

Images

- Image based files can be displayed on the Mississauga Celebration Square Screens
 - File Extension: refer to “Supported File Types” table (Pg. 5)
 - Please note: if the image data is line drawings, rather than photos, .png will provide the best image quality
 - Image Width: 540
 - Image Height: 300
 - Colour Depth: 16 bit or 24 bit****Images that do not meet these requirements can not be accepted.****

Animations

- Flash files should be generated using the following details:
 - File Extension: refer to “Supported File Types” table (pg. 5)
 - Image: 720p, or 1080p

*Note: While flash content will be scaled to full screen, certain element types should be considered using the full screen size listed above. Develop content with an actual playback size of 540x300 in mind. Please do not loop.

Content Contributor Consent

If selected for contribution, you will be asked to sign a contributor consent form agreeing to the points below. Unless explicitly agreed in a contract with the City of Mississauga, the form will give the City of Mississauga the right to exhibit your work. Also, the consent will not inhibit you screening your work elsewhere.

- You assign to the City of Mississauga a non-commercial license to screen your contribution for a defined period.
- All contributors in your work must be cleared for use. You must have all the permissions, rights or licences required by law to publicly exhibit the content, including all music. The City of Mississauga will not be liable for any future claims. This includes all music you didn't make yourself, parts of other film and video output (whether it be news, documentaries, online material, television shows, etc.), material sourced from other people, and still photographs.
- All minors should have parental/guardian consent to appear within the film and on the Mississauga Celebration Square screens. You may be asked to provide proof of consent at anytime.
- In a public place the audience cannot switch the channel or turn off the screen. We must be sensitive to the fact that people of any age and background could be watching. Therefore, all work must adhere to the Mississauga Celebration Square Screen Content Guidelines.
- Commercial advertising is not permitted. Work cannot serve any commercial purpose.
- The City of Mississauga reserves the right to reject material that is deemed unacceptable or inappropriate for public exhibition in terms of quality, format type, or content.
- The City of Mississauga will not be liable for any third party claims; this responsibility lies with the submission holder.
- Only suitably authorized copies, which do not induce adverse effects (i.e. caused by flashing content, for example), will be accepted:
 - The City of Mississauga will not be held responsible for ensuring the safety of content provided for display on the Mississauga Celebration Square Screens.
- The City of Mississauga agrees not to knowingly display, reproduce, transmit, broadcast, adapt, distribute, sell, modify, publish, or otherwise use any of the material provided by the contact named, including audio, except for using all or part of the material for promotional purposes and as permitted by the client or artist's prior written consent.