

## FACT SHEET: SCREENS

Screens are available for all Large Events. They can be used to show live stage performances, provide information (event schedules or maps), introduce artists, recognize sponsors and show films, movies or animation. All content, including website addresses, requires MCS approval.

| COMMON ACRONYMS |                                |
|-----------------|--------------------------------|
| HD              | High Definition                |
| PX              | Pixels                         |
| CoM             | City of Mississauga            |
| MCS             | Mississauga Celebration Square |

### DEADLINES

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**MINIMUM 7 DAYS PRIOR TO EVENT**, event organizer submits to CoM:

- All screen content (uploaded to Box)
- A signed Screen Content Consent Form

Screen content that arrives during an event is not eligible for screening. All content will be reviewed to ensure it meets MCS requirements.

### SCREENS SPECIFICATIONS

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|                               |                        |
|-------------------------------|------------------------|
| Resolution (actual)           | 300px high, 540px wide |
| Main Screens Pixel Pitch      | 16mm                   |
| Accessory Screens Pixel Pitch | 22mm                   |

### SCREEN CONTENT SPECIFICATIONS

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|                                      |                                  |
|--------------------------------------|----------------------------------|
| Main Screens Content Resolution      | HD 1920 x 1080                   |
| Accessory Screens Content Resolution | 1280px wide x 1024px high mapped |
| Image File Types                     | JPG, PNG, MPG, BMP               |
| Video File Types                     | AVI, MP4, MOV                    |

Content should be high definition with normalized audio. Examples of content include:

- Lower third (overlays) for artists
- Event sponsors and other recognitions
- Event schedules and site maps
- Introduction videos for artists or festivals

Accessory Screens cannot be changed during an event; they are pre-programmed only.

Screen content scheduling is included in the [Main Stage & Screen set-up fee](#) for approvals and processing of up to two and a half (2.5) hours of content. Additional hours, revisions, and late submissions of screen content are subject to additional charges.

## **GATEWAY SIGN**

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The Gateway Sign located on the corner of Burnhamthorpe & Duke of York is operated by Astral Media. For advertising inquiries contact Nicola Petrie, Director of Retail Sales 416-440-6698 [npetrie@outofhome.astral.com](mailto:npetrie@outofhome.astral.com).

## **SCREEN CONTENT RULES**

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The screens are located within a highly visible public space that is accessible to people of all ages and backgrounds.

All films must be rated G according to the [Ontario Film Review Board](#); refer to the [Quick Reference Guide](#) for details. Unrated content is not permitted. For games: be rated E10+ according to the [Entertainment Software Rating Board](#) refer to the ESRB Ratings Guide for details. Unrated content is not permitted.

In addition, all screen content must:

- Be appropriate for all audiences
- Have written consent of parents or guardians where individuals under the age of 18 are involved
- Have obtained all rights for public screening of content [protected by copyright](#), including all pre-recorded music requiring a [SOCAN](#) license
- Not depict situations that may cause adverse psychological impact on children. This may include frightening or emotionally upsetting situations involving threats, injury, illness, family problems; death to young people, family members, and animals; bullying; references to drugs, obscene gestures, and crude content
- Meet all Content Criteria in the [Digital Program Screens in Celebration Square Policy](#)

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.

Commercial advertising is not allowed on the screens. Sponsor logos are allowed but must not include a commercial message, and must include information such as “Company ABC is proud to sponsor...”

## **SCREEN CONTENT CONSENT**

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1. The City of Mississauga is assigned a non-commercial license to screen the submitted work for a defined period.
2. Digital content must be accompanied by the appropriate permissions, rights or licenses required by law to publicly exhibit, including all music. The City of Mississauga will not be liable for any future claims. This includes all music, 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. Proof of consent may be requested at any time.
3. All minors (under the age of 18) must have parental/guardian consent to appear within a film and on the MCS screens. Proof of consent may be requested at any time.
4. All work must adhere to the MCS Screen Content Rules.
5. Commercial advertising is not permitted. Work cannot serve any commercial purpose.
6. 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.
7. The City of Mississauga will not be liable for any third party claims; this responsibility lies with the submission holder.
8. Only suitably authorized copies, which do not induce adverse effects (i.e. caused by flashing content, etc.) will be accepted.
9. The City of Mississauga will not be held responsible for ensuring the safety of content provided for display on the MCS screens.
10. 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.