

# Why does Disney want IMF?

Mike Krause  
Mastering Systems Engineer  
Walt Disney Studios

# Why DOES Disney want IMF?

# 26

# 26

- Fully localized in major languages (French, German, Spanish, Japanese, etc)
- Main titles and credits localized (Dutch, Hebrew, Swedish, etc)
- Subtitled in numerous languages (Slovenian, Latvian, Thai, etc)

OAR, 1.78, 1.33

$$26 \times 3 = 78$$

HD, NTSC, PAL

$$78 \times 3 = 234$$

# 234

- Broadcast - OTA, Cable, Premium Channels
- On Demand / Pay-per-view
- Airlines
- Blu-ray, DVD, Combo-Pack
- Download to own
- Online / Streaming
- Theme Parks
- Live performance

# 234

- ACES OpenEXR
- DPX sequences
- TIFF sequences
- HDCamSR
- ProResHQ Quicktime
- Mpeg-1
- Mpeg-2
- Mpeg-4
- AVC-HD
- IMX
- MXF
- DigiBeta

Distribution outlets

$$234 \times 150 = 35,100$$

upwards of

35,100

versions of a single title

35,100

~~versions~~

REASONS

Disney wants IMF

Mike Krause

Mastering Systems Engineer  
Walt Disney Studios