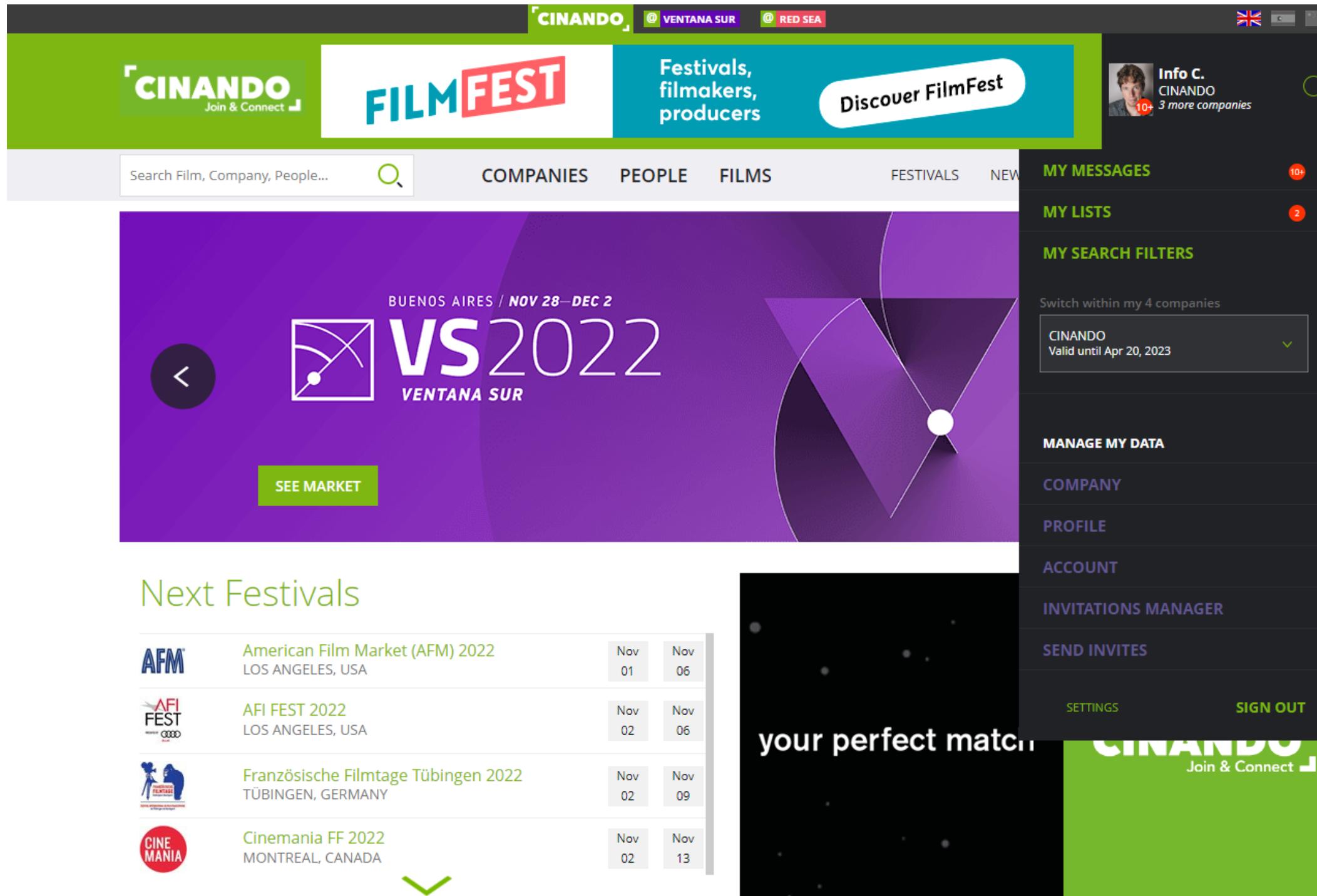


uploading  
a screener  
for the Marché  
du Film Online

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‘CINANDO’

# Step #1 - Go to your MyData interface

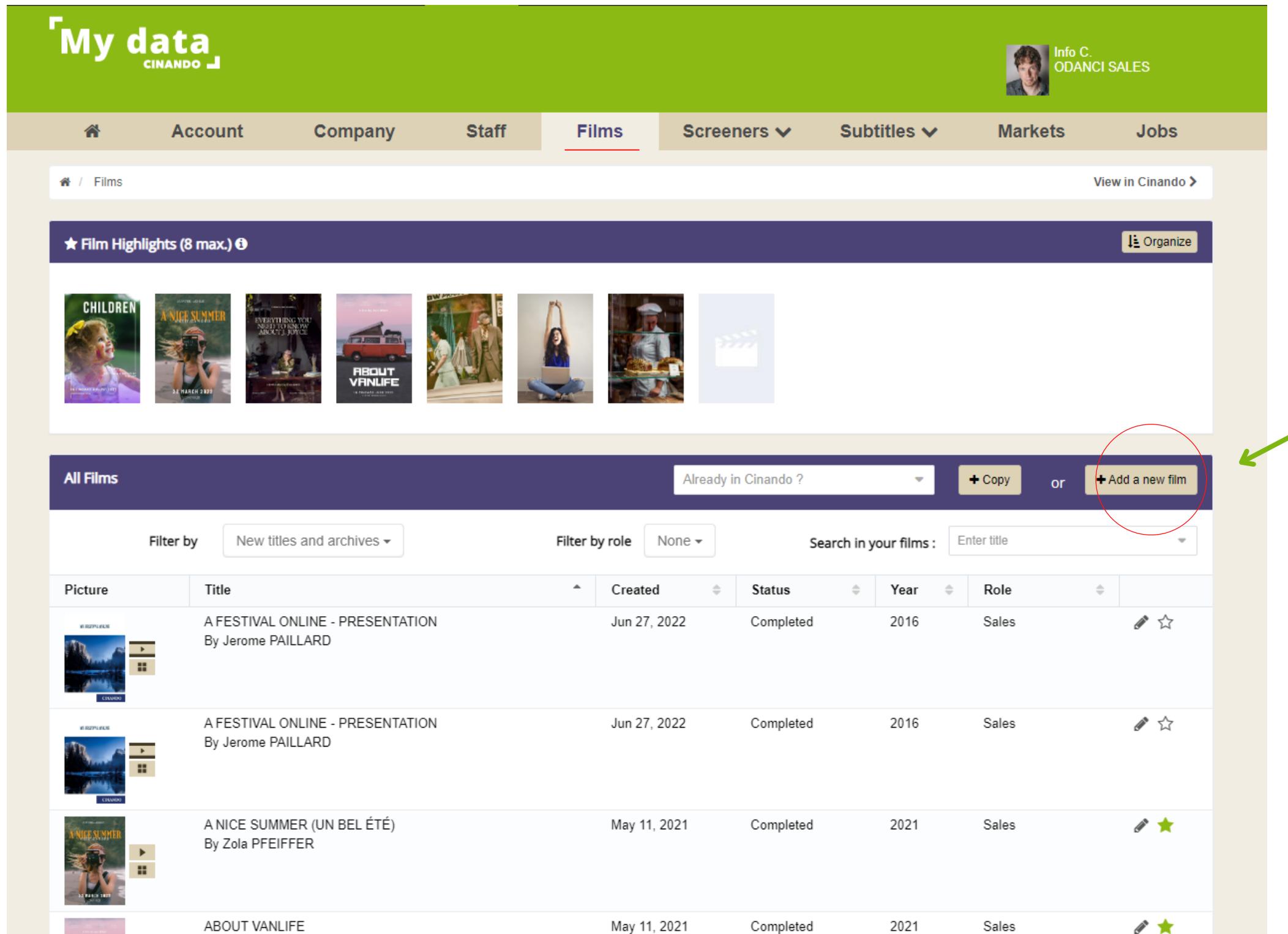


The screenshot shows the CINANDO FilmFest website interface. At the top, there is a navigation bar with the CINANDO logo, social media links for VENTANA SUR and RED SEA, and a language selection (UK). The main header features the 'CINANDO Join & Connect' logo, the 'FILMFEST' logo, and the text 'Festivals, filmmakers, producers'. A 'Discover FilmFest' button is also present. Below the header, there is a search bar with the placeholder 'Search Film, Company, People...', a magnifying glass icon, and navigation links for 'COMPANIES', 'PEOPLE', 'FILMS', 'FESTIVALS', and 'NEW'. On the right side of the header, there is a user profile section for 'Info C. CINANDO' with a small profile picture, the text '10+ 3 more companies', and a green circular icon. A dropdown menu is open on the right, showing 'MY MESSAGES' (10+), 'MY LISTS' (2), and 'MY SEARCH FILTERS'. Below this, there is a section to 'Switch within my 4 companies' with a dropdown menu showing 'CINANDO Valid until Apr 20, 2023'. The main content area features a purple banner for 'VENTANA SUR 2022' in Buenos Aires, with the dates 'NOV 28–DEC 2'. A 'SEE MARKET' button is visible. Below the banner, there is a section titled 'Next Festivals' listing four events: 'American Film Market (AFM) 2022' (Nov 01–06), 'AFI FEST 2022' (Nov 02–06), 'Französische Filmtage Tübingen 2022' (Nov 02–09), and 'Cinemania FF 2022' (Nov 02–13). The bottom right of the page shows a green 'CINANDO Join & Connect' footer.

Log into [www.cinando.com](http://www.cinando.com) with your credentials (email + password).

Click on "Company" in the drop down menu to access your admin interface.

## Step #2 - Create a new film page



The screenshot shows the 'Films' section of the My data CINANDO software. At the top, there is a navigation bar with links for Home, Account, Company, Staff, Films (which is underlined in red), Screeners, Subtitles, Markets, and Jobs. A user profile picture for 'Info C. ODANCI SALES' is also visible. Below the navigation, there is a 'Film Highlights (8 max.)' section with small movie posters. The main area is titled 'All Films' and contains a search bar with filters for 'Filter by' (New titles and archives), 'Filter by role' (None), and 'Search in your films: Enter title'. A red circle highlights the '+ Add a new film' button in the search bar. The table below lists several film entries, each with a picture, title, creation date, status, year, role, and edit/delete icons.

Picture	Title	Created	Status	Year	Role	Actions
	A FESTIVAL ONLINE - PRESENTATION By Jerome PAILLARD	Jun 27, 2022	Completed	2016	Sales	
	A FESTIVAL ONLINE - PRESENTATION By Jerome PAILLARD	Jun 27, 2022	Completed	2016	Sales	
	A NICE SUMMER (UN BEL ÉTÉ) By Zola PFEIFFER	May 11, 2021	Completed	2021	Sales	
	ABOUT VANLIFE	May 11, 2021	Completed	2021	Sales	

Before uploading your screener, you first need to create a dedicated film profile (unless it's already done!).

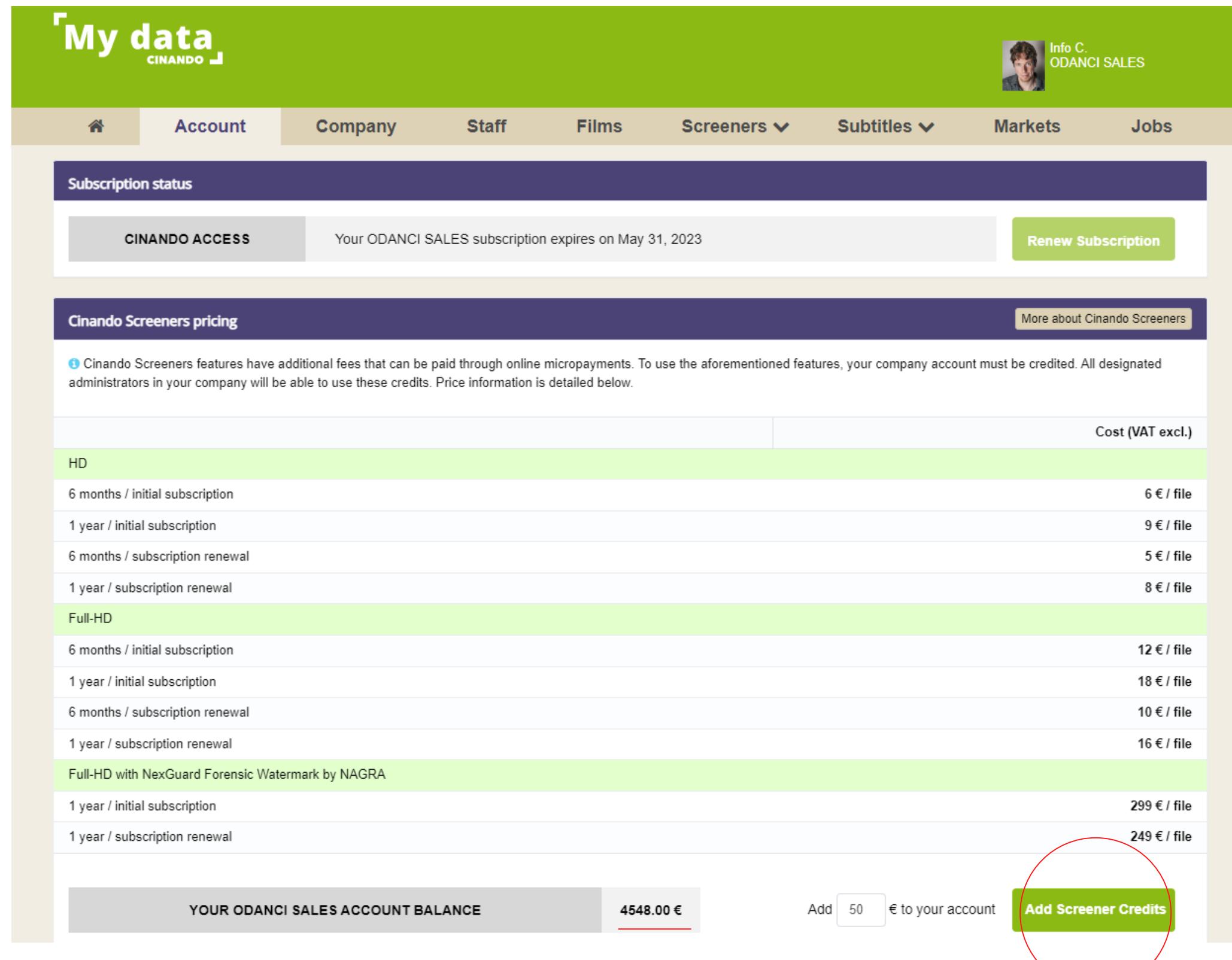
1. In the navigation header, click 'Films' (you will be redirected to a page with the entire list of film pages associated with your company)

2. Click on '+ Add a new film' to start editing a new film page

To be able to upload a screener, please ensure to add the following information to your film profile:

- Genre, language, duration and director
- Logline and/or synopsis
- Landscape image or a poster

# Step #3 - Check your screener credits



The screenshot shows the 'My data' Cinando account page. The navigation bar includes 'Account' (which is highlighted in blue), 'Company', 'Staff', 'Films', 'Screners', 'Subtitles', 'Markets', and 'Jobs'. The 'Screners' and 'Subtitles' dropdowns are expanded. The 'Account' section displays 'CINANDO ACCESS' and a message: 'Your ODANCI SALES subscription expires on May 31, 2023'. A 'Renew Subscription' button is visible. The 'Cinando Screeners pricing' section lists various subscription plans with their costs (e.g., 6 € / file for HD 6 months / initial subscription). At the bottom, the 'YOUR ODANCI SALES ACCOUNT BALANCE' is shown as 4548.00 €. A red circle highlights the 'Add Screener Credits' button, which is circled in red. A green arrow points from the text 'Therefore, all staff accounts associated with your company who have admin rights will be able to use these credits.' to this button.

	Cost (VAT excl.)
HD	
6 months / initial subscription	6 € / file
1 year / initial subscription	9 € / file
6 months / subscription renewal	5 € / file
1 year / subscription renewal	8 € / file
Full-HD	
6 months / initial subscription	12 € / file
1 year / initial subscription	18 € / file
6 months / subscription renewal	10 € / file
1 year / subscription renewal	16 € / file
Full-HD with NexGuard Forensic Watermark by NAGRA	
1 year / initial subscription	299 € / file
1 year / subscription renewal	249 € / file

1. Go to your Account page by clicking on 'Account' in the navigation header

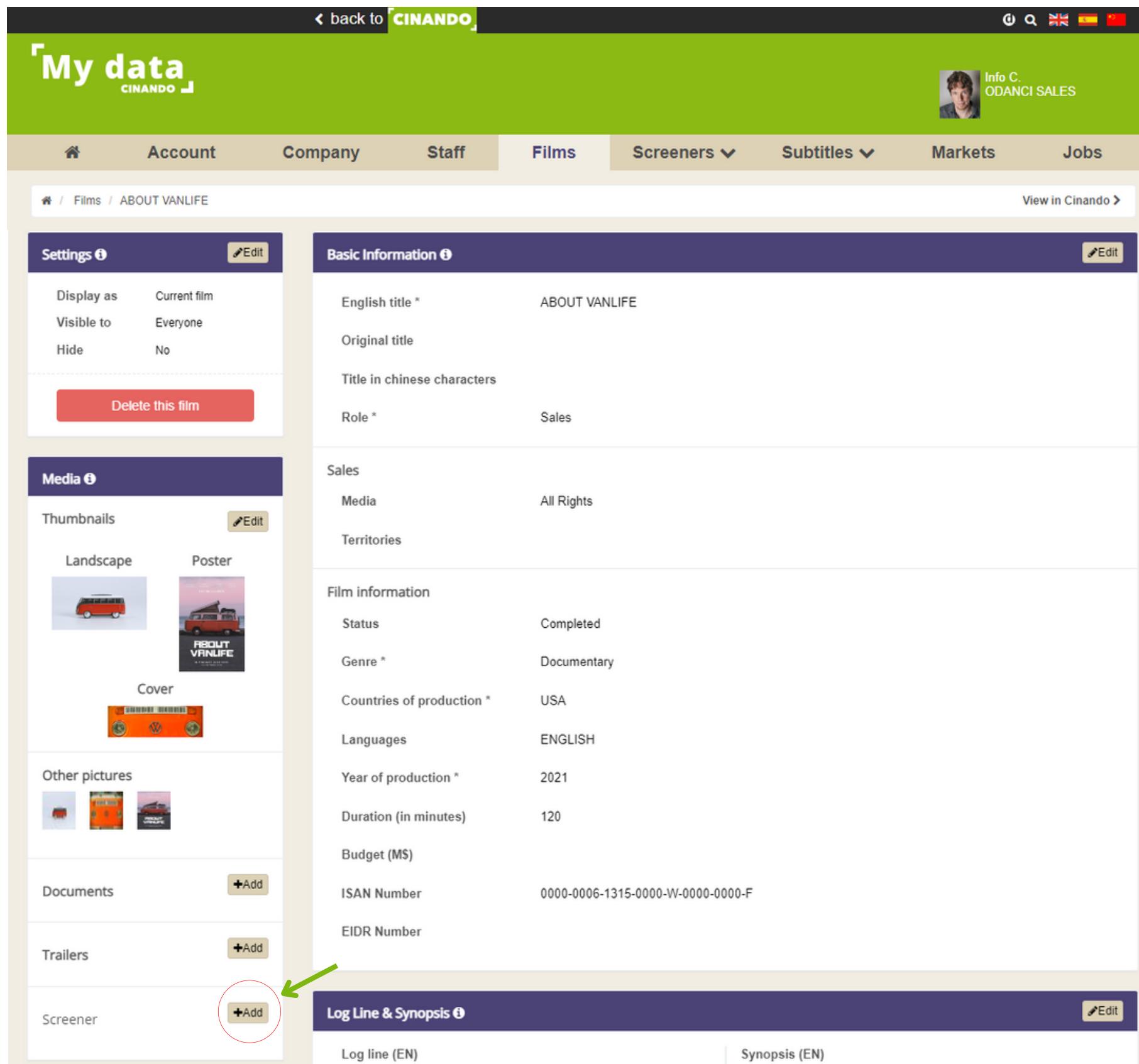
2. Check your account baclance located near the bottom of the page

If you don't have enough credits on your Cinando account to upload a screener, you can easily add credits.

Simply enter the amount (in €) you'd like to add to your account and click on 'Add Screener Credits' to proceed to the payment.

**Please note that the screener credits can be used by the whole company. Therefore, all staff accounts associated with your company who have admin rights will be able to use these credits.**

# Step #4 - Add your screener



The screenshot shows the Cinando 'My data' interface for film management. The top navigation bar includes links for back to CINANDO, account, company, staff, films, screeners, subtitles, markets, and jobs. The user profile 'Info C. ODANCI SALES' is visible. The main content area is for a film titled 'ABOUT VANLIFE'. The 'Basic Information' section includes fields for English title (ABOUT VANLIFE), original title, title in Chinese characters, role (Sales), and sales information (Media: All Rights). The 'Film information' section includes status (Completed), genre (Documentary), countries of production (USA), languages (ENGLISH), year of production (2021), duration (120 minutes), budget (M\$), ISAN number (0000-0006-1315-0000-W-0000-0000-F), and EIDR number. The 'Media' section on the left contains tabs for thumbnails, posters, and other pictures, with a red circle and green arrow pointing to the '+Add' button under the 'Screener' section. A red box highlights the 'Media' section.

1. Go back to your dedicated film page to upload your screener
2. In the Media section located in the left column of your film page, click '+ Add'

You will be redirected to a new page where the upload takes place!

Step #5 - Set the viewing rights for Cinando

First, you will be asked to set the **viewing rights** of your screener.

**⚠ These are not the Marché du Film Online viewing rights.**  
**These will be only applied to Cinando.com**

1. Start by selecting a contact manager for your screener.

**👉 The contact manager is the only person within the company who can receive screening requests by email and get notified when the screener expires.**

2. Choose who can access your screener on Cinando:

- All Cinando members
- Specific groups of users (buyers, sales agents, festival programmers, Europa Cinemas members)
- Available upon request only (requests that you can accept or deny)
- Available upon invitation only

Please Note: All screeners with an online market screening at Cannes will remain hidden on Cinando during the whole period of the Marché du Film.

3. Under 'Player Options', you can **disable playback navigation** and **enable playback speed change** for your viewers.

View in Cinando >

Thumbnails

Basic Information

English title	<u>ABOUT VANLIFE</u>
Original title	None
Language	ENGLISH
Duration	120 minutes
Log line	Ipsum dolor sit amet, consectetur adipiscing elit. Fusce eget dapibus lectus, id imperdiet libero. Sed vitae urna ante. Aliquam erat volutpat.

Screener Administration

This screener is currently not shared.

Viewing rights

Hide (On invitation only)  
 Grant direct access to all, or to specific groups

All Cinando members  
 Certified buyers  
 Certified sales agents  
 Certified festival programmers  
 Europa Cinemas members

Press

Screening requests   
 Please note you will be able to send invitations immediately after the finalization of your upload. Invitations can be generated and sent in the dedicated page [Send Invites](#) in your administration interface (MyData).

Geo-blocking option   
 In order to activate this option, you first need to set the available countries in your [film page](#). Kindly note that the restriction will apply to all above selected options (direct access screening requests).

Player options

Individual watermark display   
 Static (permanently on the left edge of the video)  
 Moving (in a different corner for 20 seconds at a time, every 15 minutes the corner used is changed)  
Please note that all the above settings will be valid once the upload of your screener is finalized and only after you have validated the encoding. You will then be able to check and update your settings at anytime via Cinando. It is important to remember that your screener will not be displayed anywhere before your validation of the encoding.

Screener Upload

Please select a quality package   
Please, before proceeding with the upload, make sure your video file is compliant to our technical requirements.

UploadScreener

The screenshot shows the Cinando interface with the following sections visible:

- Basic Information:** Includes fields for English title (ABOUT VANLIFE), Original title (None), Language (ENGLISH), Duration (120 minutes), and Log line (Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eget dapibus lectus, id imperdiet libero. Sed vitae urna ante. Aliquam erat volutpat.).
- Viewing rights:** Shows checkboxes for Hide (On invitation only) (checked), Grant direct access to all, or to specific groups, and a list of groups: All Cinando members, Certified buyers, Certified sales agents, Certified festival programmers, and Europa Cinemas members.
- Individual watermark display:** A section highlighted with a green border and a green arrow pointing to it. It contains two options: Static (permanently on the left edge of the video) and Moving (in a different corner for 20 seconds at a time, every 15 minutes the corner used is changed). A note below states: "Please note that all the above settings will be valid once the upload of your screener is finalized and only after you have validated the encoding. You will then be able to check and update your settings at anytime via Cinando. It is important to remember that your screener will not be displayed anywhere before your validation of the encoding."

# Step #6 - Choose an individual watermark display

In the viewing rights, you can also choose between 2 types of individual watermark displays: either **static** or **moving**.

- Static: The user's name will be incorporated into your screener and visible at all times for maximum security.
- Moving: The user's name will appear every 15 minutes for 20 seconds at a time on the screener, for a better viewing experience.

 **Did you know?** Each screener is protected by DRM and an individual watermark. They protect your content from piracy by deterring criminals from employing screen capture methods to illegally copy your video.

Account Company Staff Films Screeners Subtitles Markets Jobs

View in Cinando >

ABOUT VANLIFE

Thumbnails    

Basic Information 

English title ABOUT VANLIFE  
 Original title None  
 Language ENGLISH  
 Duration 120 minutes  
 Log line  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eget dapibus lectus, id imperdiet libero. Sed vitae urna ante. Aliquam erat volutpat.

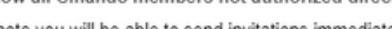
Screener Administration 

This screener is currently not shared.

Viewing rights 

Hide (On invitation only)  
 Grant direct access to all, or to specific groups  
 All Cinando members  
 Certified buyers  
 Certified sales agents  
 Certified festival programmers  
 Europa Cinemas members

Press 

Screening requests 

You allow all Cinando members not authorized directly to send you a request, which you can either accept or deny  
 ⓘ Please note you will be able to send invitations immediately after the finalization of your upload. Invitations can be generated and sent in the dedicated page Send Invites in your administration interface (MyData).

Geo-blocking option 

Restrict access to countries where the film is listed as available  
 ⓘ In order to activate this option, you first need to set the available countries in your [film page](#). Kindly note that the restriction will apply to all above selected options (direct access screening requests).

Player options 

Disable playback navigation bar (and prevent viewers from seeking backward/forward and jumping directly to a specific time point)  
 Enable playback speed change

Individual watermark display 

Static (permanently on the left edge of the video)  
 Moving (in a different corner for 20 seconds at a time, every 15 minutes the corner used is changed)

ⓘ Please note that all the above settings will be valid once the upload of your screener is finalized and only after you have validated the encoding. You will then be able to check and update your settings at anytime via Cinando. It is important to remember that your screener will not be displayed anywhere before your validation of the encoding.

Screener Upload

Please select a quality package 

You got a free screener code for a video library

Please, before proceeding with the upload, make sure your video file is compliant to our technical requirements.

 **Upload Screener**

# Step #7 - Select a quality package

Once you have set up the viewing rights, you will have to select a quality package for your screener.

The price of the quality package depends on:

- The quality of the encoding (either HD 720p or full HD 1080p)
- The storage duration (either 6 months or 1 year)

You will be able to renew your screener for a small fee after its expiration date.

👉 For an extra layer of security, you can choose the **NexGuard Forensic Watermark**.

This option will add invisible data to every video frame of your file and will allow to track from whom and from where the content was first leaked/pirated.

This feature is available at an extra cost (299€ per year).

Once you have selected a quality package, click on 'Upload Screener'. You will be redirected to the Upload page.

# Step #8 - Upload your video file

Screener Upload

English title: A NICE SUMMER  
Original title: UN BEL ÉTÉ

## Upload your video file

**File Upload**  
Please upload a file for A NICE SUMMER [TEST] - TV SERIES

**Upload Region**  
Please select a location close to you to ensure a fast upload.

Select a location

If you are having any issues uploading your film, please contact us at [contactus@cinando.com](mailto:contactus@cinando.com).

Powered by Shift72

© SHIFT72

1. Click 'Browse' to upload a video file from your computer
2. Enter your location while making sure to select the closer location to your geographical region
3. Click 'Upload' (make sure not to close the window until the upload is finalized)

👉 Before uploading your video file, please make sure that it complies with our technical requirements. More information [here](#).

# Step #9 - Validate your screener

Once the file has been successfully handled by our video partner Shift72, you will receive an email notification asking you to validate the screener.

In order to finalize the process and make the screener available on Cinando, click on the 'Validate' button in the bottom-right corner of the page.

You can either:

- Click 'Validate the screener' in the email to be automatically redirected to the screener page
- Or log into your Cinando account, go to your Screener Manager page (in MyData) and click on the 'Edit' icon located next to the screener that has to be validated

 **Before validating your screener, check over your film carefully by pressing the Play button, and make sure that:**

- **Your film is in English or has English subtitles**
- **There are no test cards or blank sections**
- **The image and audio quality are good**
- **The image and sound are both synchronized**
- **The duration of the film is accurate**

If everything is as it should be, you can click on 'Validate'.

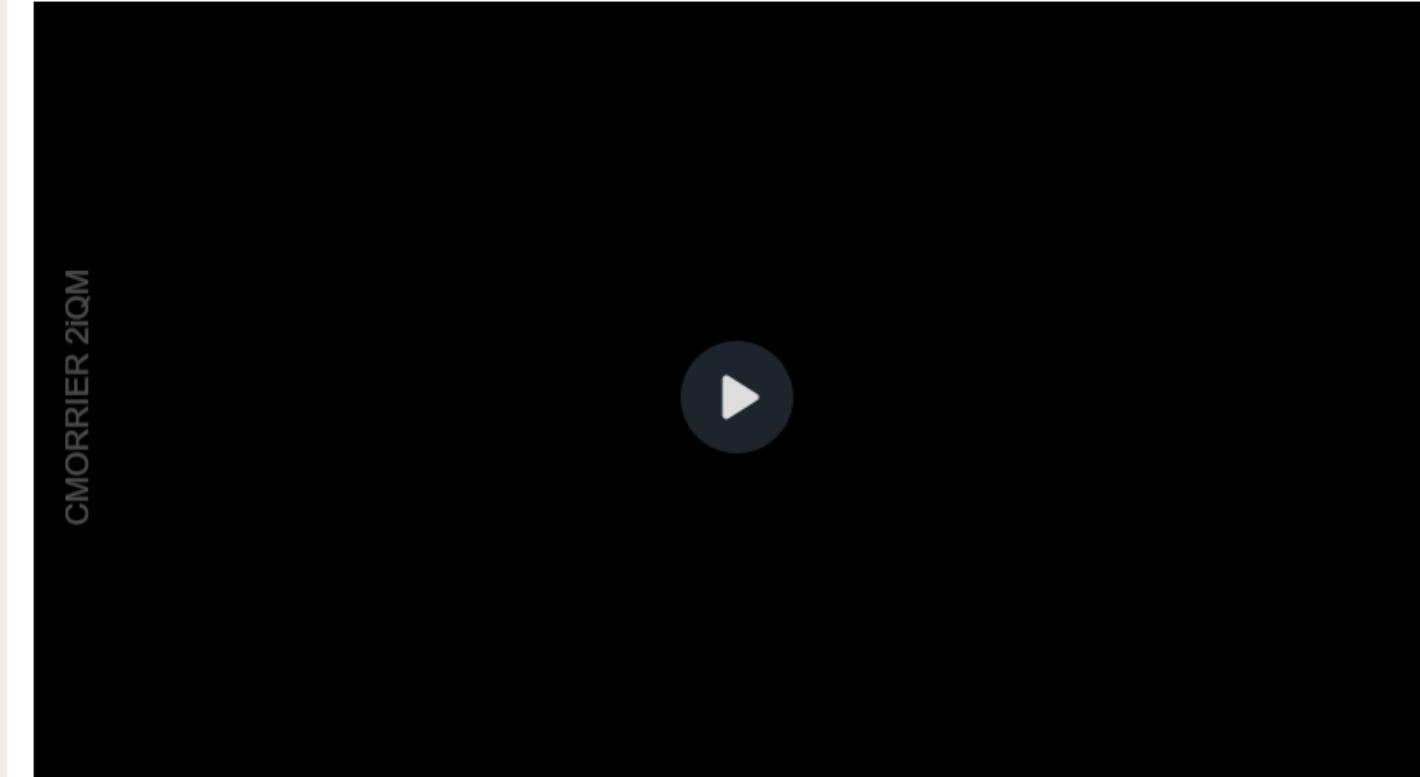
Congratulations, your screener is now live on Cinando!

Should you encounter any issues with the file, please write to [contactus@cinando.com](mailto:contactus@cinando.com)

**Screener Upload**

Your screener is valid until 28-02-2023. Click here to renew your screener.

Screener title: **CMORRIER 2iQM** Screener



Your screener has finished encoding. In order to finalize the process and make the film available online, you must:

Check the film and make sure that:

- it is in English or has English subtitles
- there are no test cards or blank sections
- the image quality is good
- the sound quality is good
- the image and sound are synchronized
- the duration of the film is correct

Remember to test different parts of the screener to make sure that it works properly through the end. Please note that the film can buffer the very first time it is played.

If you have any problem, please check the converted file you have uploaded. If the file has a problem, please delete it from Cinando and upload a new one (mp4 h264) that fits the above parameters.

If the problem does not come from your file, please contact us at [contactus@cinando.com](mailto:contactus@cinando.com)

In case of problems : [contactus@cinando.com](mailto:contactus@cinando.com)



# Got a question?



Register at  
[cinando.com](http://cinando.com)

Write to us at  
[contactus@cinando.com](mailto:contactus@cinando.com)

Stay in touch  
[direct.me/cinando](http://direct.me/cinando)

**CINANDO**