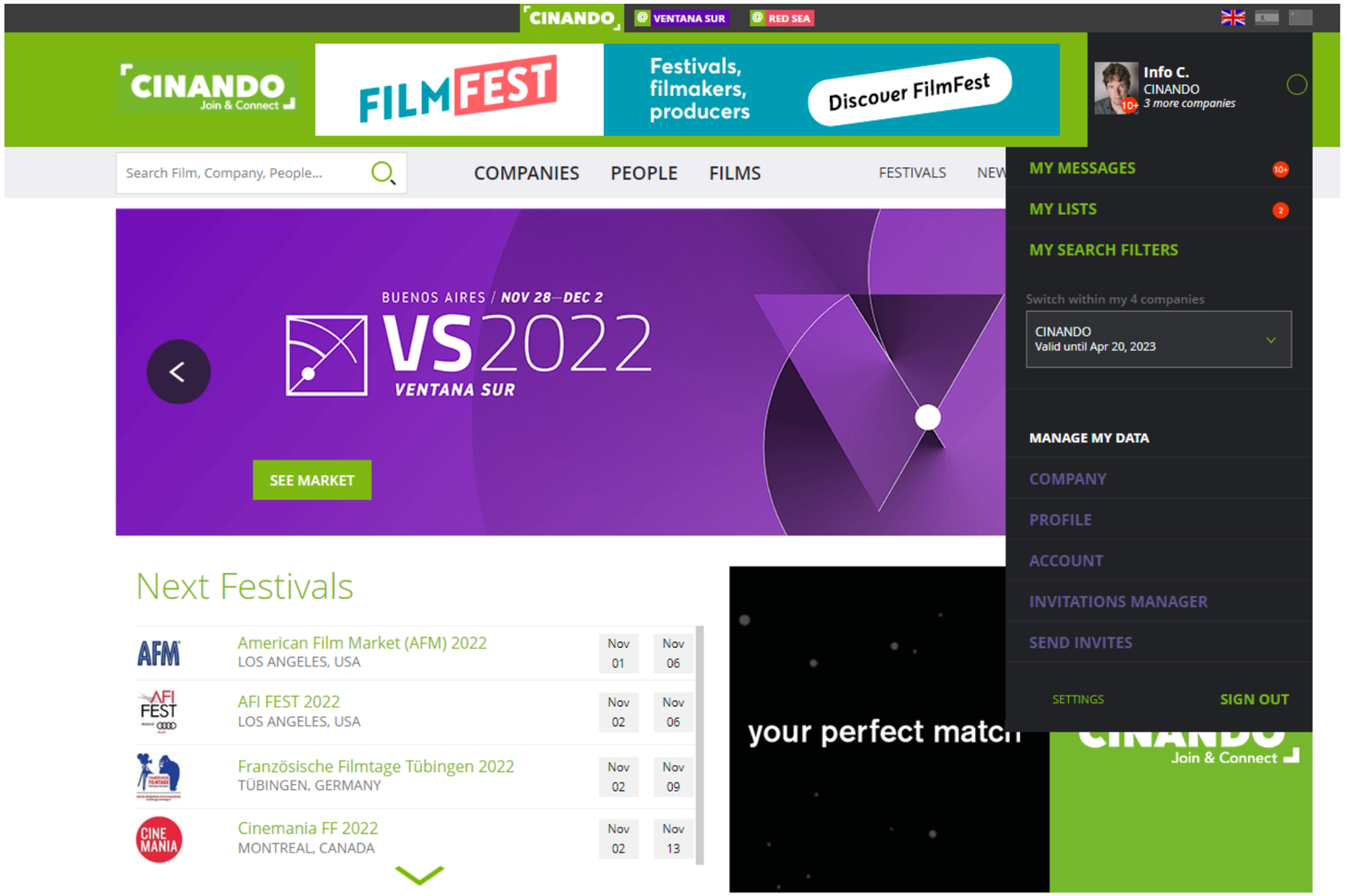
uploading a screener for the Marché du Film Online _

CINANDO

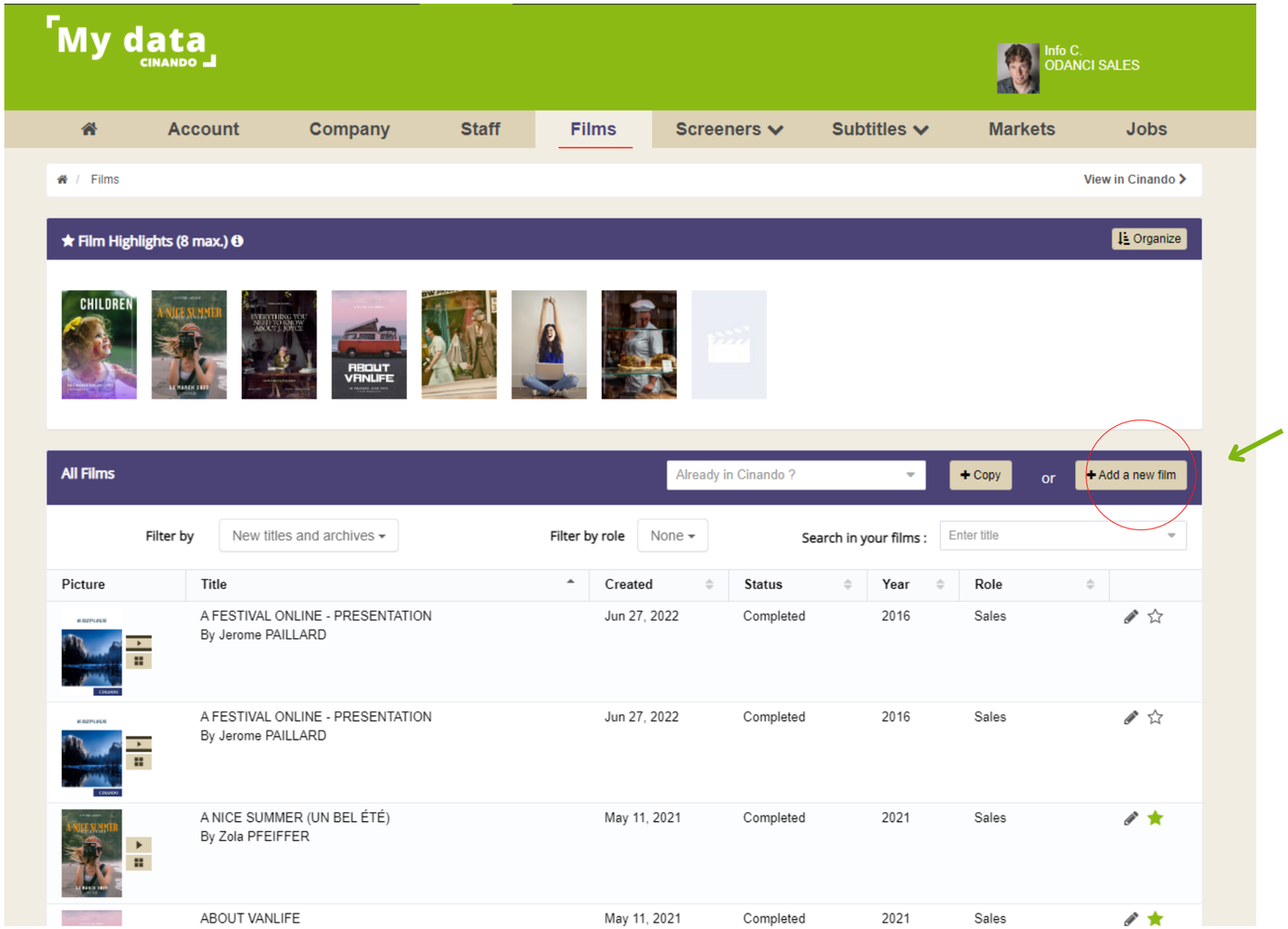
Step #1 - Go to your MyData interface



Log into 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



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

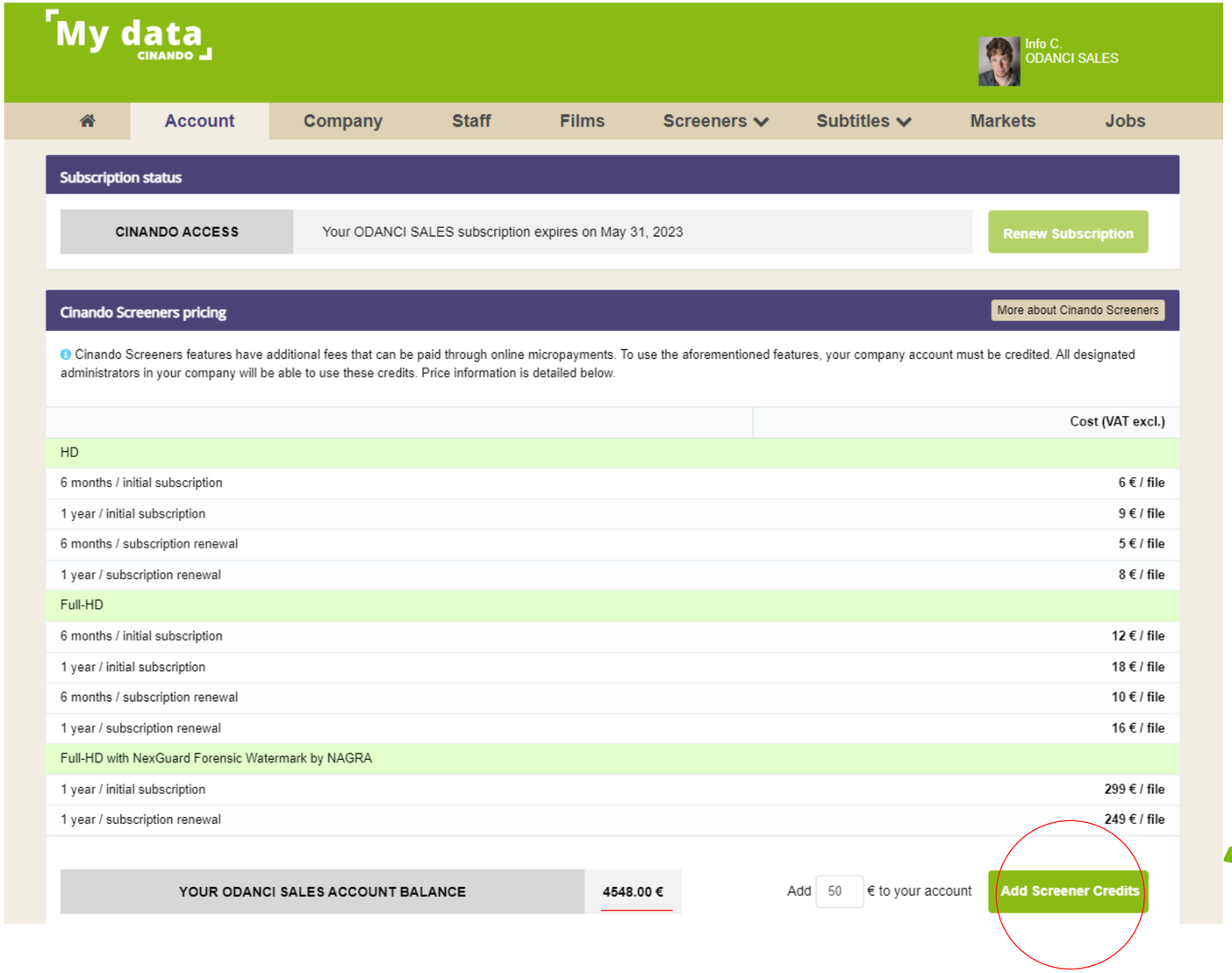
1. In the navigation header, click 'Films' (you will be redirected to a page with the entire list of film pages associated with your company)

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



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

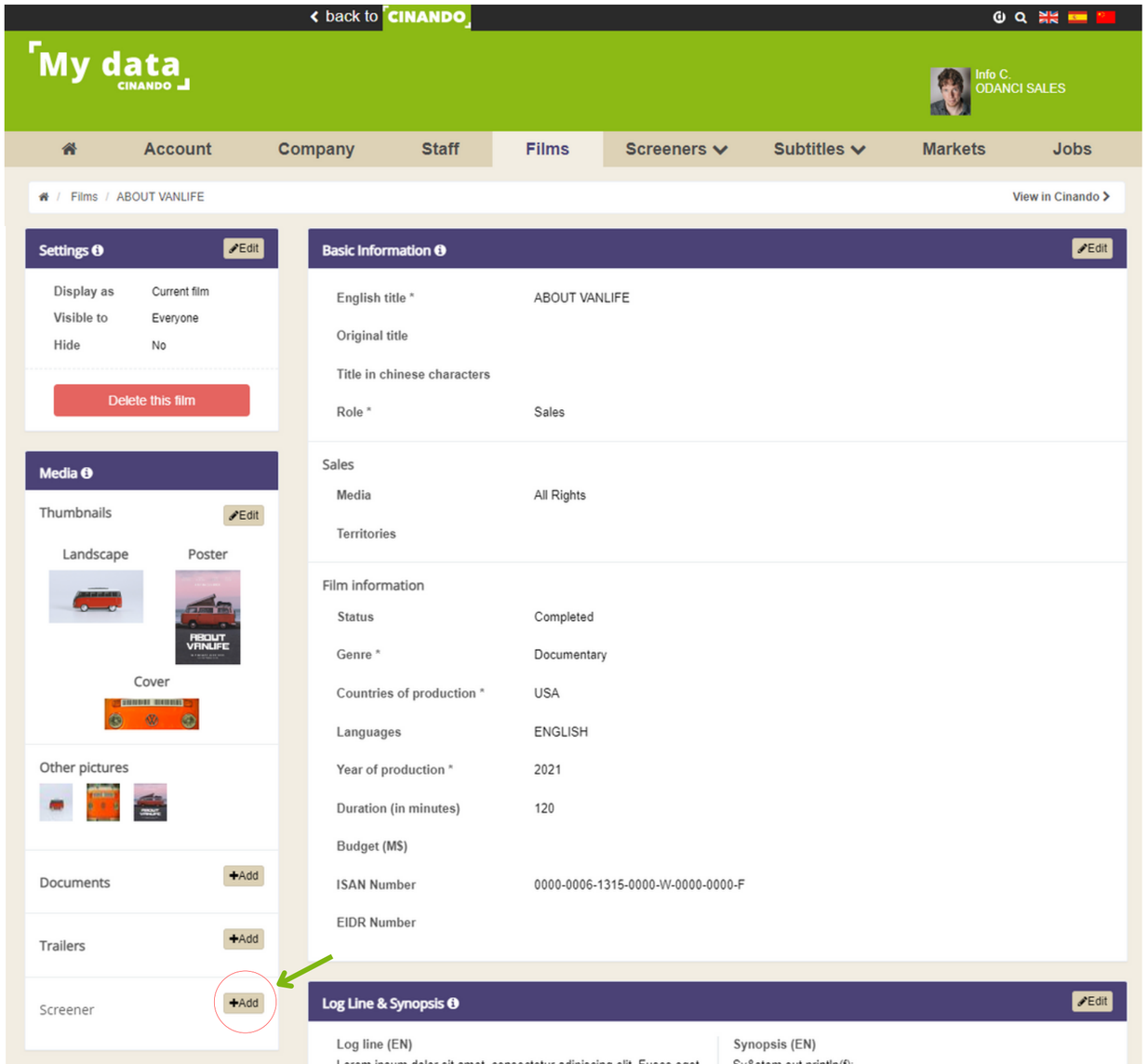
2. Check your account baclance located near the bottom of the page

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



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

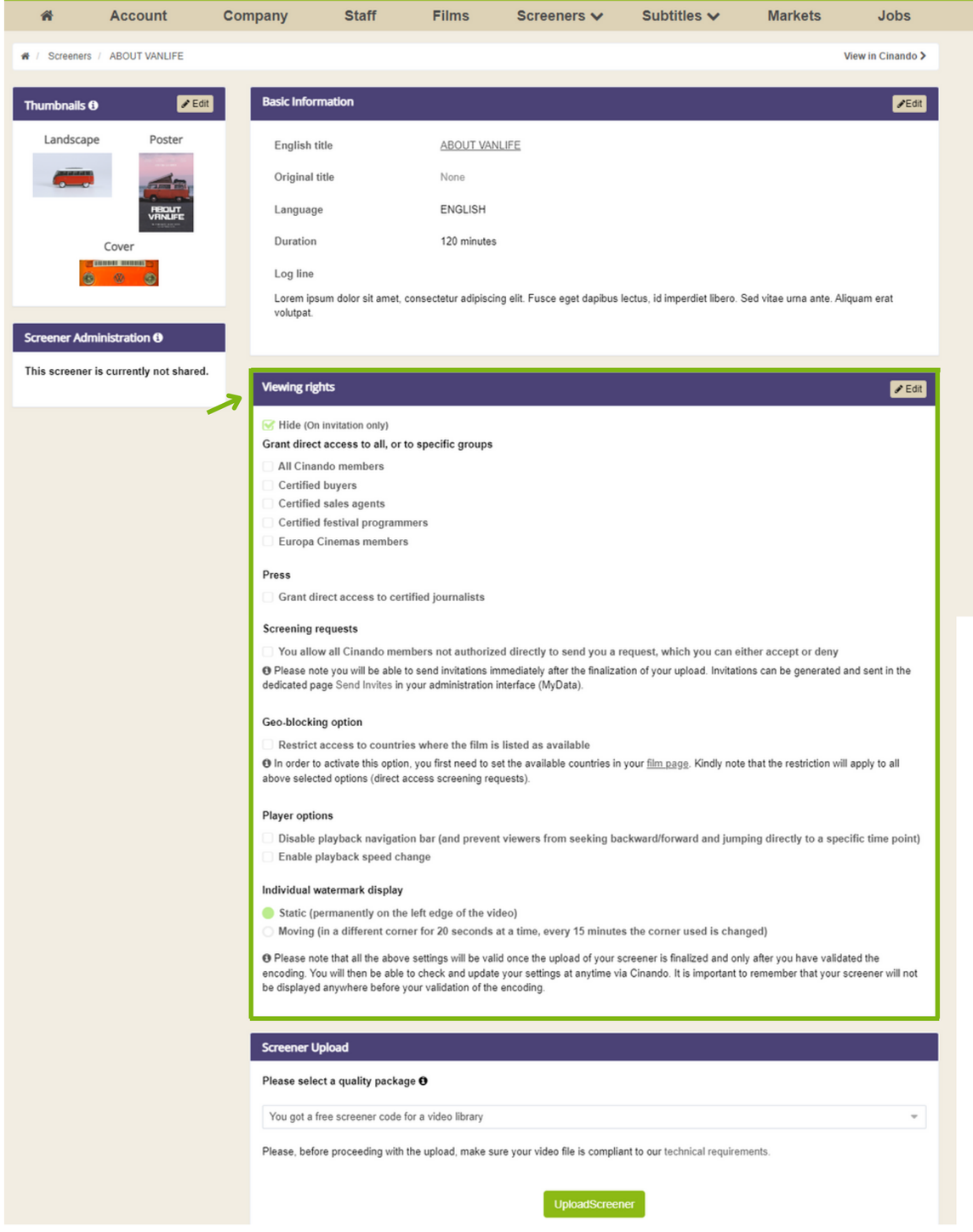
1. Start by selecting a contact manager for your screener.

👉**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.

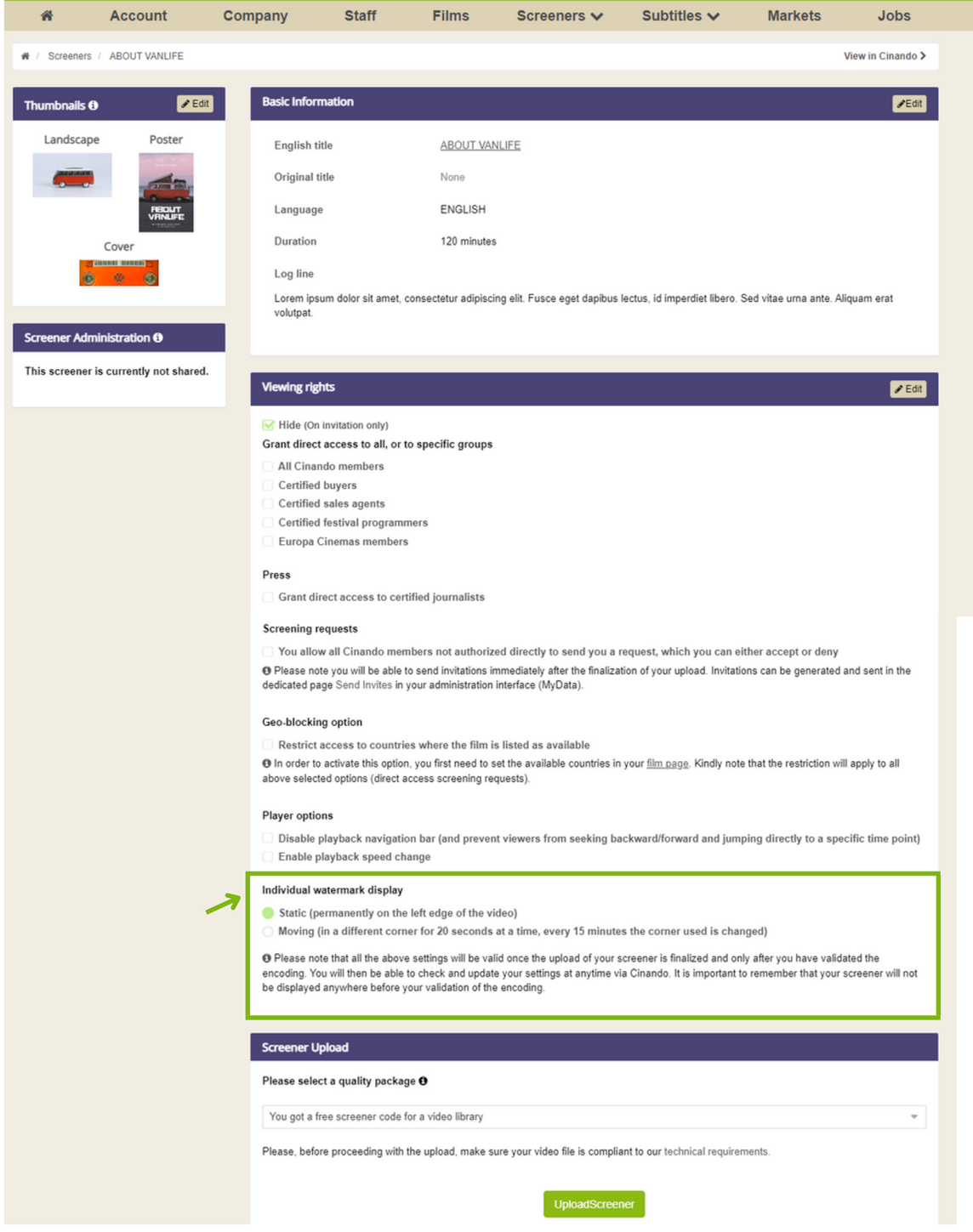


Step #6 - Choose an individual watermark display

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.**



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.

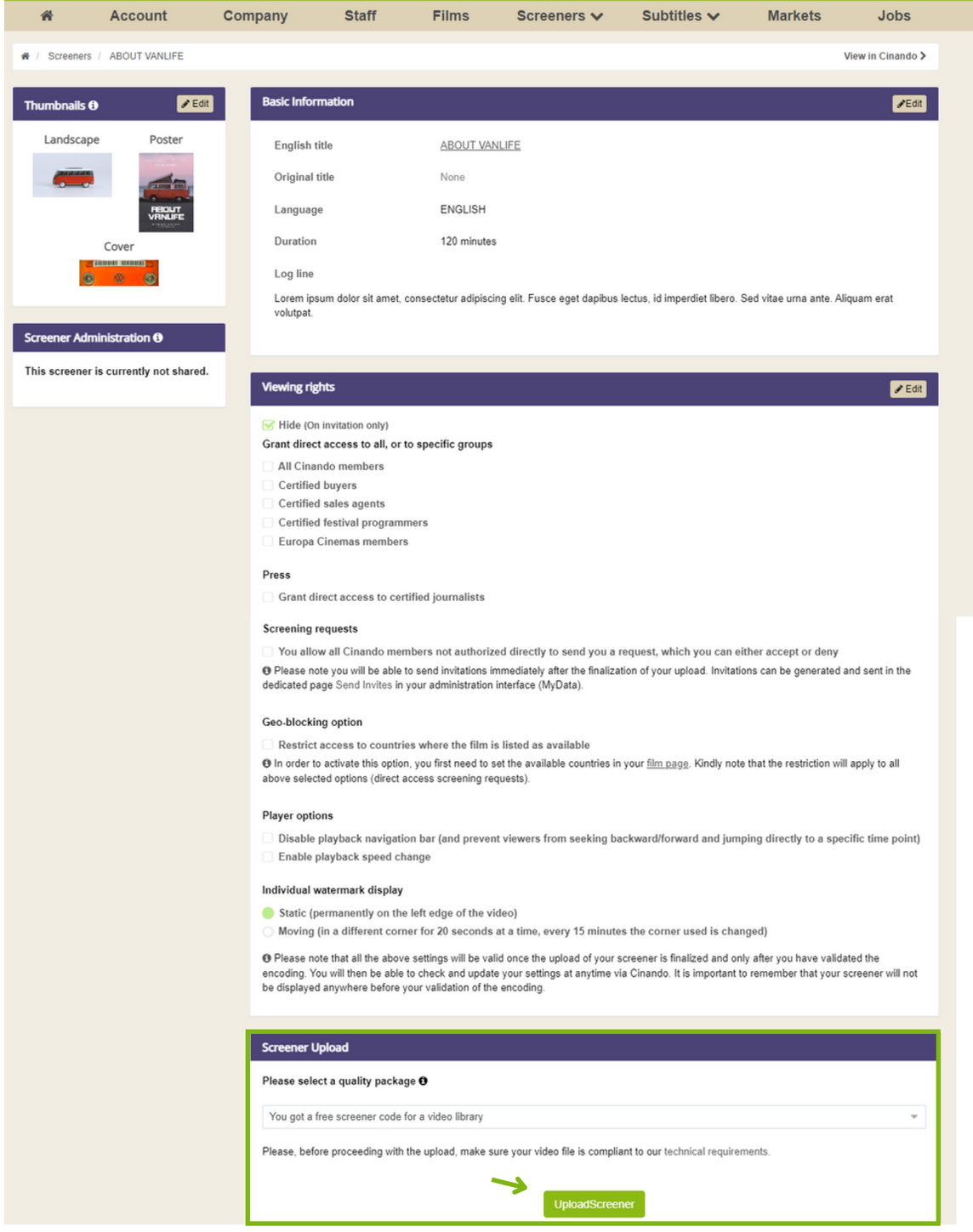
The price of the quality package depends on:

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

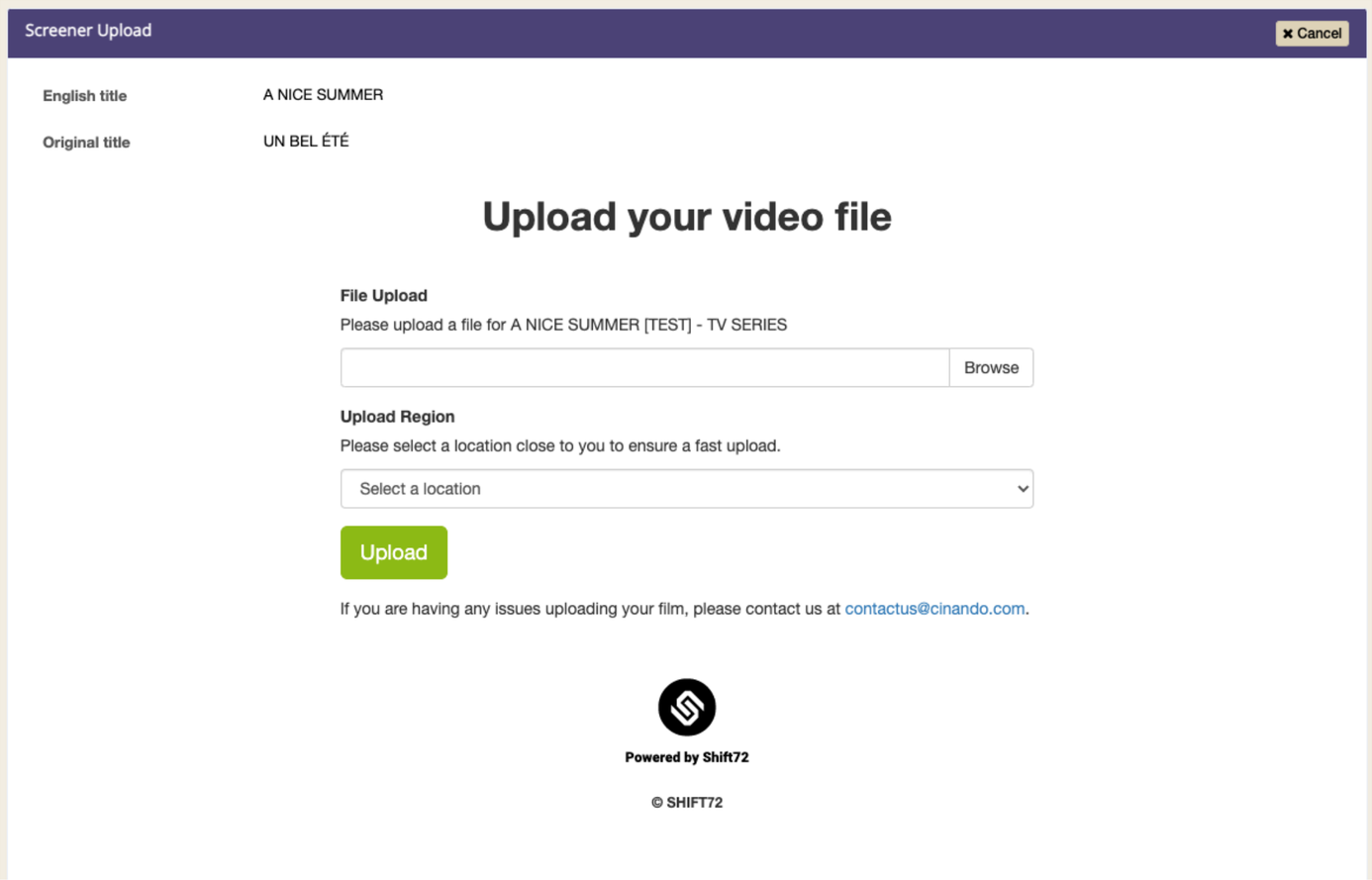
You will be able to renew your screener for a small fee after its expiration date.

👉 **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 avaialble 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



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:

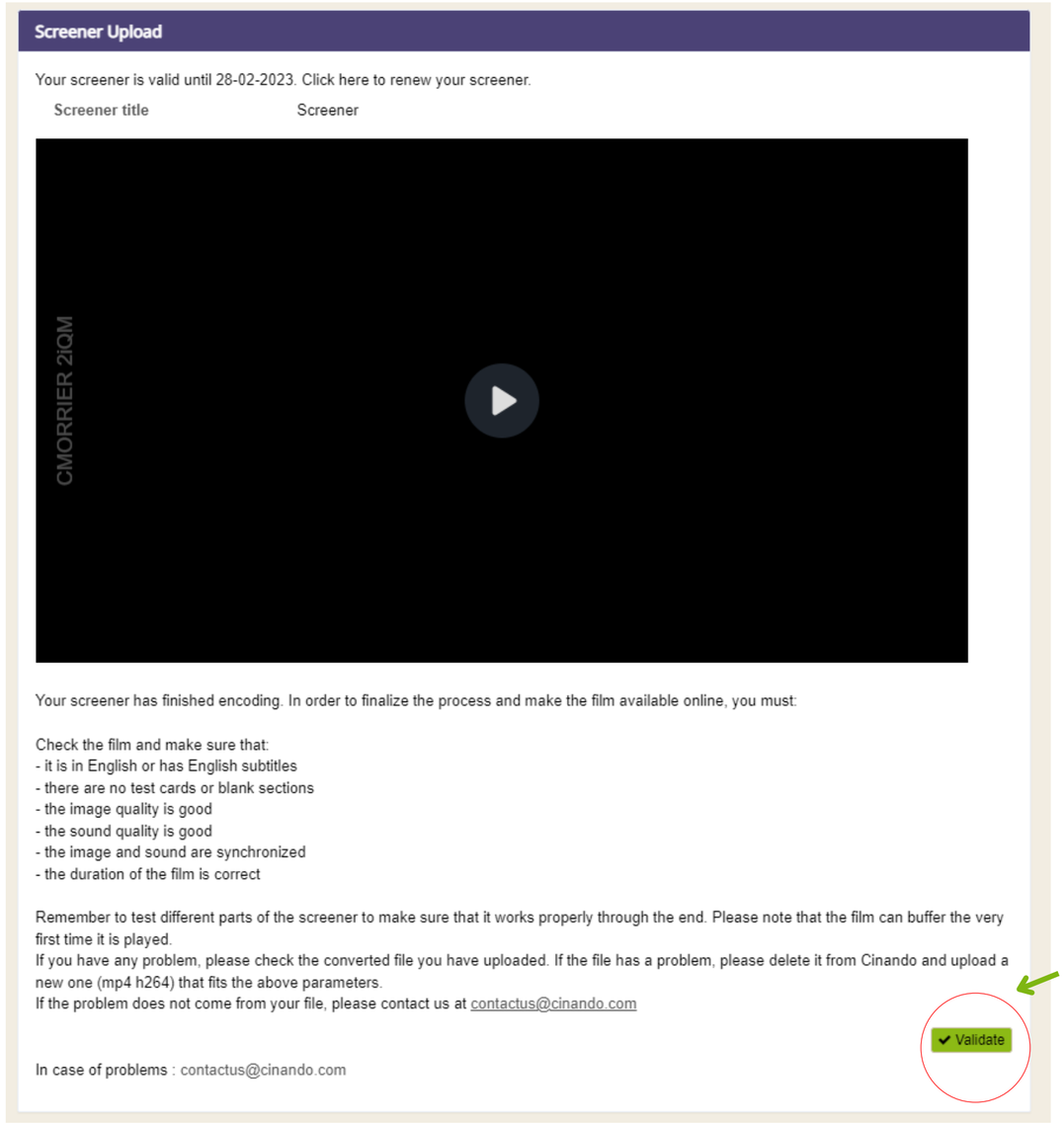
- Click 'Validate the screener' in the email to be automatically redirected to the screener page
- Or log into your Cinando account, go to your Screener Manager page (in MyData) and click on the 'Edit' icon located next to the screener that has to be validated

👉 **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 syncronized**
- **The duration of the film is accurate**

If everything is as it should be, you can click on 'Validate'.
Congratulations, you screener is now live on Cinando!

Should you encouter any issues with the file, please write to contactus@cinando.com



Got a question?

Register at
cinando.com

Write to us at
contactus@cinando.com

Stay in touch
direct.me/cinando

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