

SETTING UP YOUR PLATFORM
FOR PUBLIC SCREENINGS

Artinii 

FILM DISTRIBUTION PLATFORM

CONTENTS

How to set up your platform **for public screenings?**

How to add commercials, trailers and other videos
& **how to** create playlists?

How to set up the price?

How to set additional settings?

(availability, geo-blocking rules, number of licences etc.)

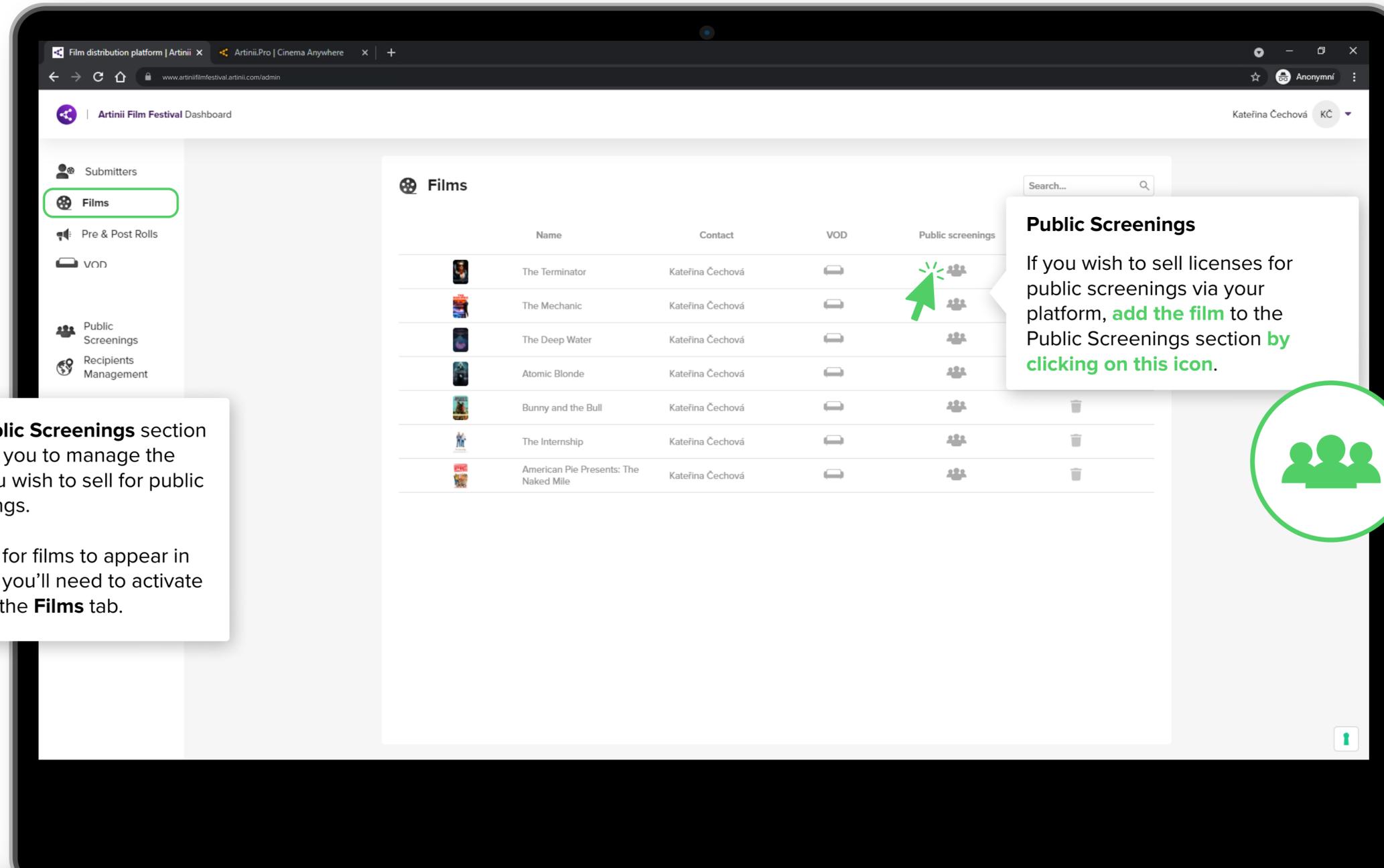
How to add film categories?

HOW TO SET UP FILMS FOR PUBLIC SCREENINGS?

www.nameofyourplatform.artinii.com/**screenings**



This is where you'll be able to find the public version of your platform. The link is always in the following format: **nameofyourplatform.artinii.com/screenings**



The **Public Screenings** section enables you to manage the films you wish to sell for public screenings.

In order for films to appear in this tab, you'll need to activate them in the **Films** tab.

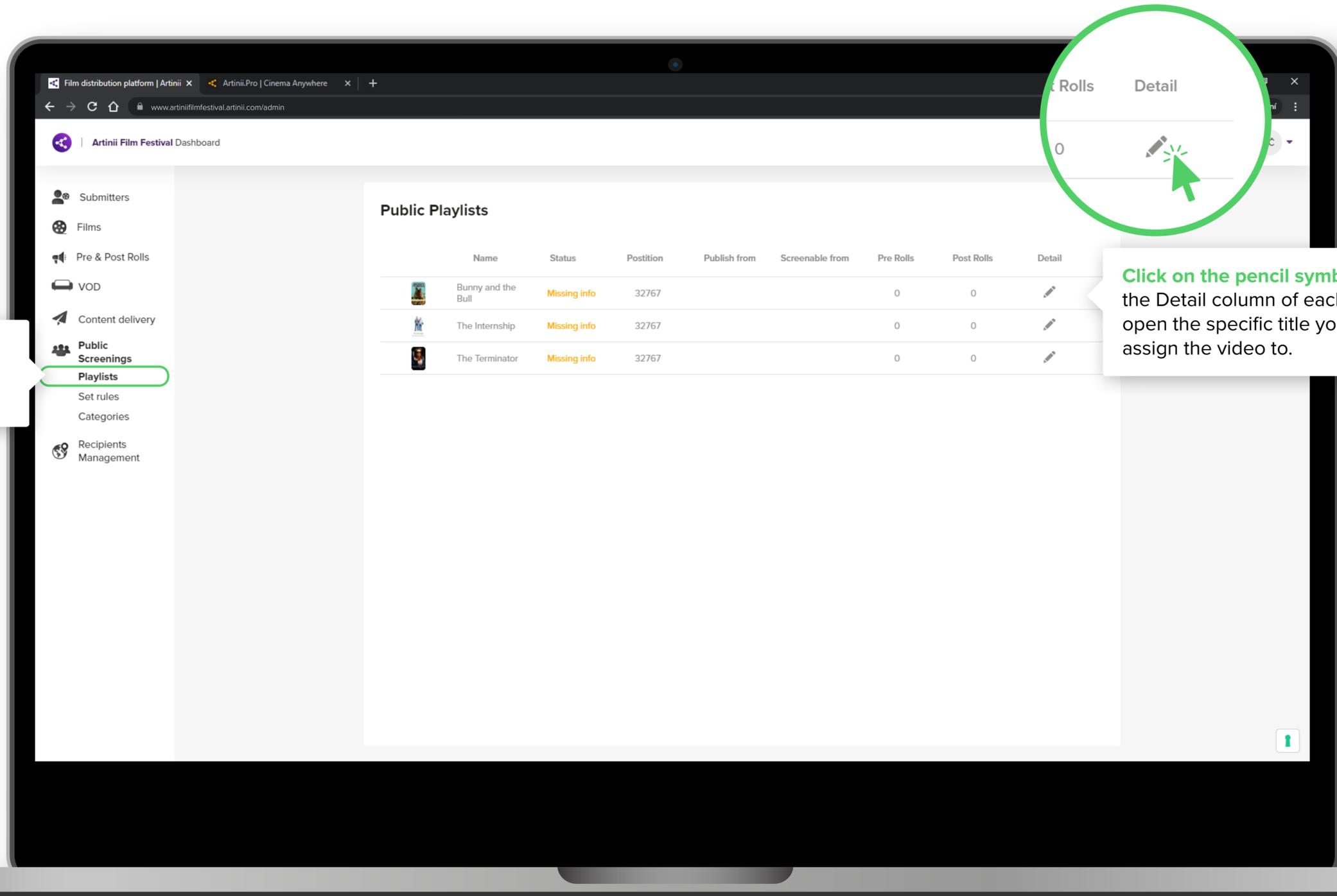
Public Screenings

If you wish to sell licenses for public screenings via your platform, **add the film** to the Public Screenings section **by clicking on this icon.**



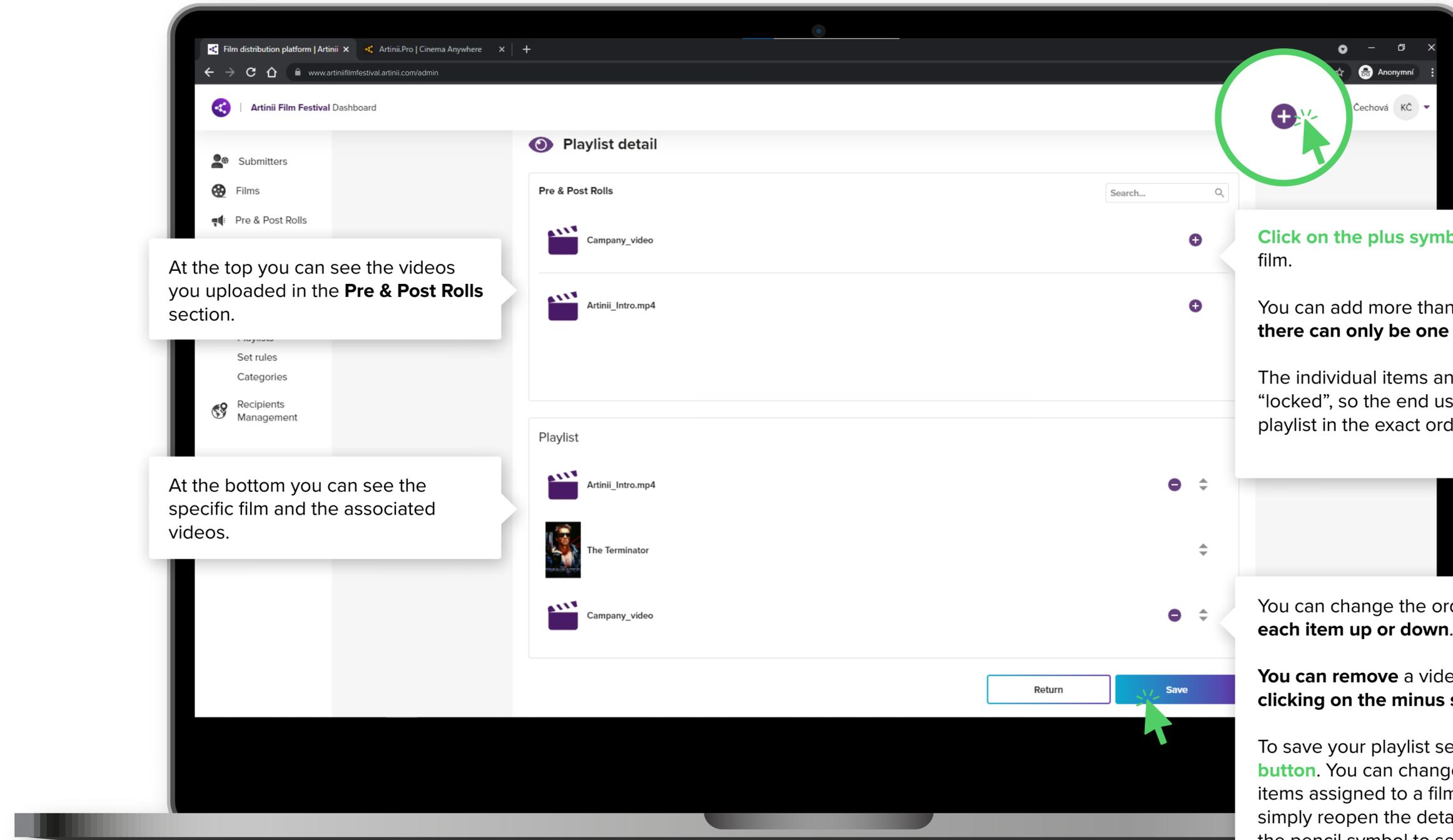
HOW TO CREATE PLAYLISTS?

First, you must **upload the accompanying videos** in the **Pre & Post rolls** tab.



Click on the pencil symbol in the Detail column of each film to open the specific title you want to assign the video to.

HOW TO CREATE PLAYLISTS?



At the top you can see the videos you uploaded in the **Pre & Post Rolls** section.

At the bottom you can see the specific film and the associated videos.

Click on the **plus symbol** to assign them to the film.

You can add more than one video, **however there can only be one film in each playlist.**

The individual items and their order will be “locked”, so the end user will play the purchased playlist in the exact order in which you created it.

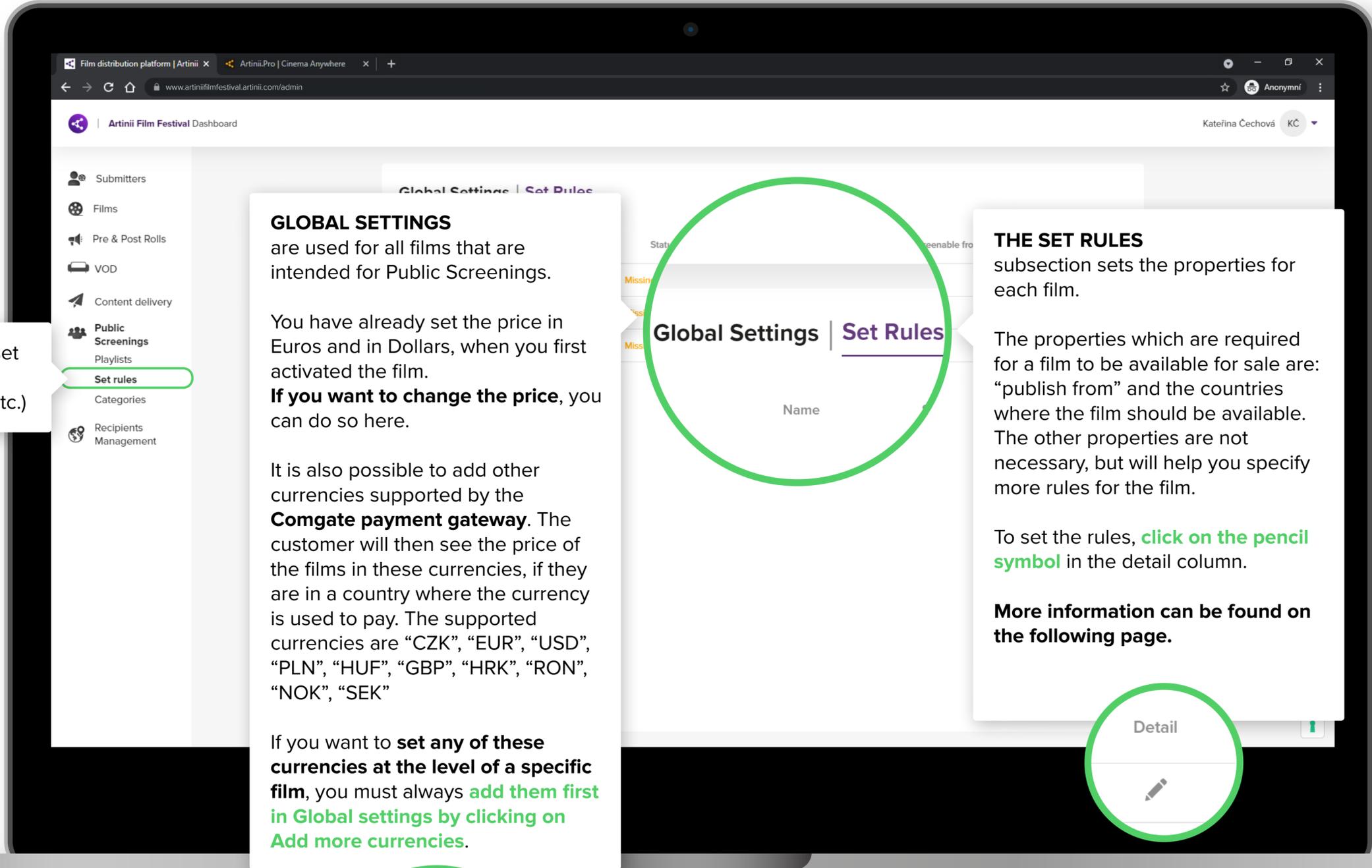
You can change the order by simply **dragging each item up or down.**

You can remove a video from the playlist **by clicking on the minus symbol.**

To save your playlist settings, **click on the save button.** You can change the order and individual items assigned to a film even after you save it, simply reopen the detail of a particular film with the pencil symbol to see the Playlist you created and edit it.

HOW TO SET UP THE PRICE?

The **Set Rules** tab allows you to set additional settings for each film. (Price, geo-blocking, availability etc.)

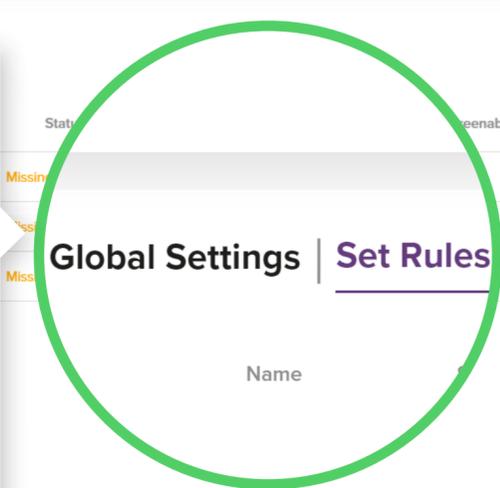
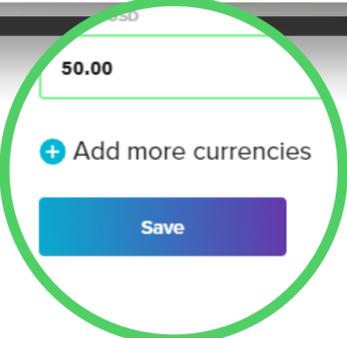


GLOBAL SETTINGS are used for all films that are intended for Public Screenings.

You have already set the price in Euros and in Dollars, when you first activated the film. **If you want to change the price**, you can do so here.

It is also possible to add other currencies supported by the **Comgate payment gateway**. The customer will then see the price of the films in these currencies, if they are in a country where the currency is used to pay. The supported currencies are “CZK”, “EUR”, “USD”, “PLN”, “HUF”, “GBP”, “HRK”, “RON”, “NOK”, “SEK”

If you want to **set any of these currencies at the level of a specific film**, you must always **add them first in Global settings by clicking on Add more currencies**.

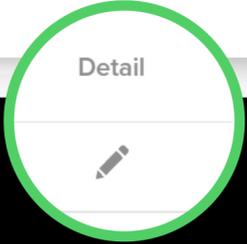


THE SET RULES subsection sets the properties for each film.

The properties which are required for a film to be available for sale are: “publish from” and the countries where the film should be available. The other properties are not necessary, but will help you specify more rules for the film.

To set the rules, **click on the pencil symbol** in the detail column.

More information can be found on the following page.

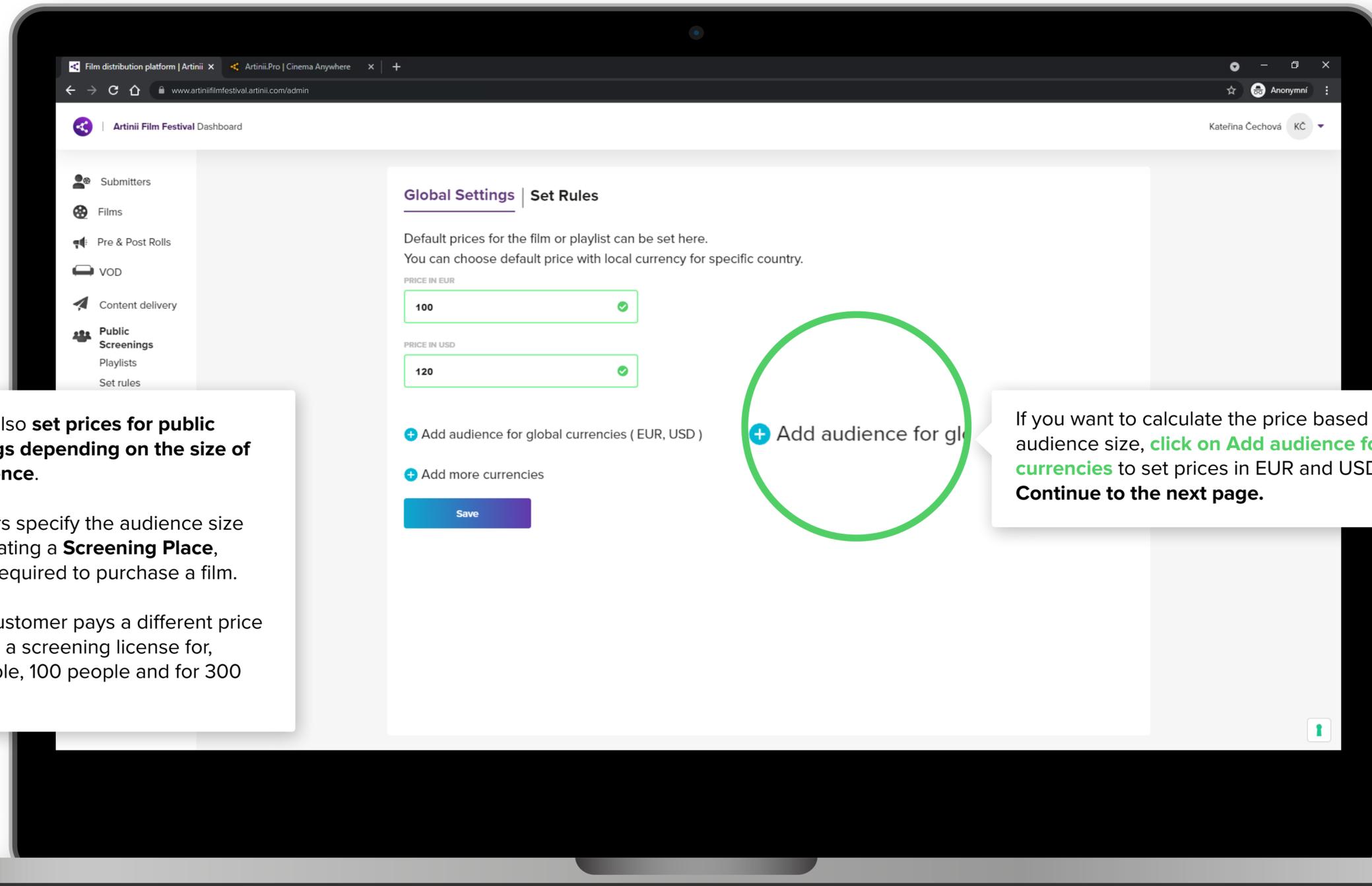


HOW TO SET UP THE PRICE?

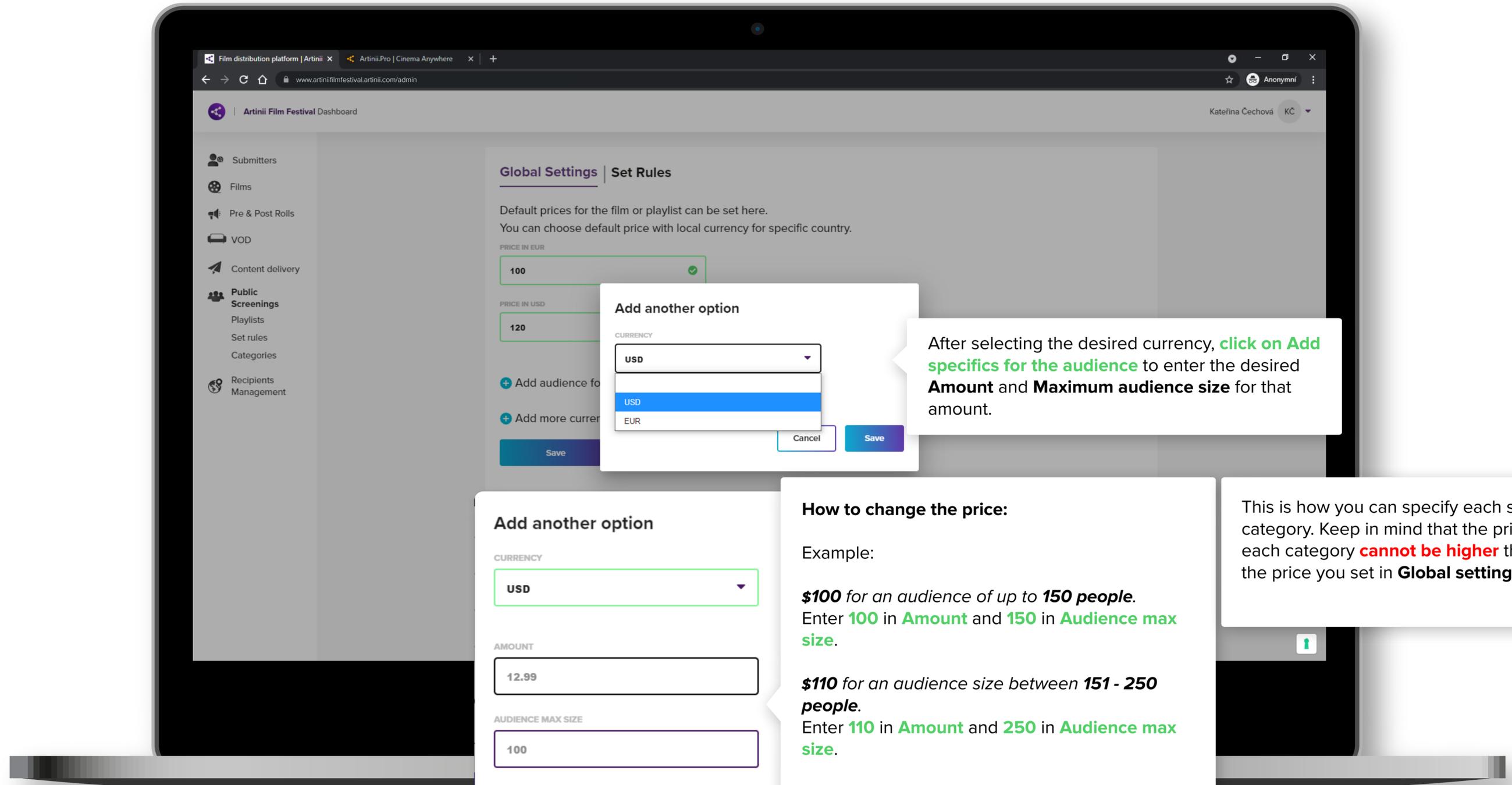
You can also **set prices for public screenings depending on the size of the audience.**

Customers specify the audience size when creating a **Screening Place**, which is required to purchase a film.

Thus, a customer pays a different price if he buys a screening license for, for example, 100 people and for 300 people.



HOW TO SET UP THE PRICE?



Add another option

CURRENCY

USD

USD

EUR

Cancel Save

After selecting the desired currency, **click on Add specifics for the audience** to enter the desired **Amount** and **Maximum audience size** for that amount.

Add another option

CURRENCY

USD

AMOUNT

12.99

AUDIENCE MAX SIZE

100

+ Add specifics for audience

Cancel

How to change the price:

Example:

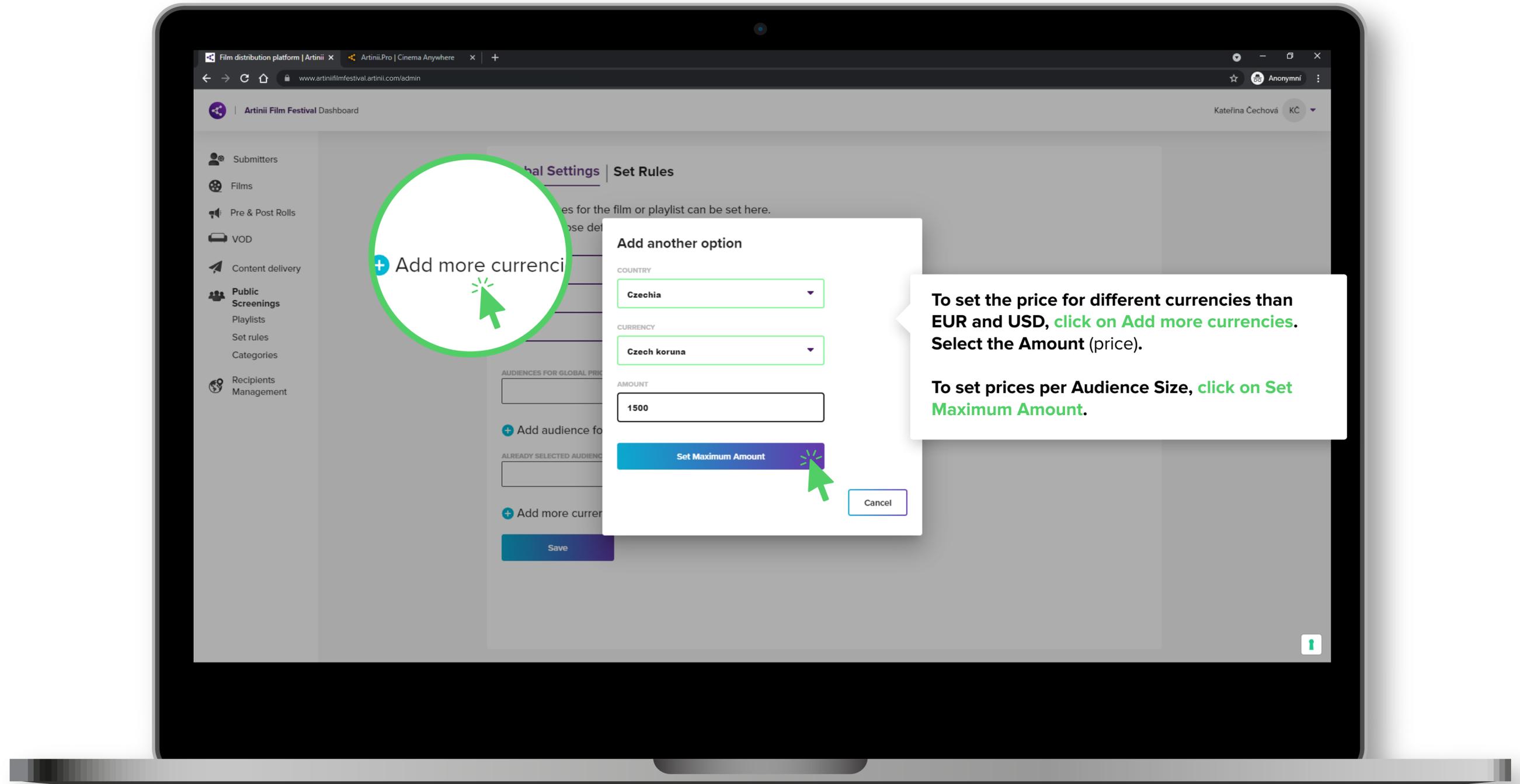
\$100 for an audience of up to 150 people.
Enter **100** in **Amount** and **150** in **Audience max size**.

\$110 for an audience size between 151 - 250 people.
Enter **110** in **Amount** and **250** in **Audience max size**.

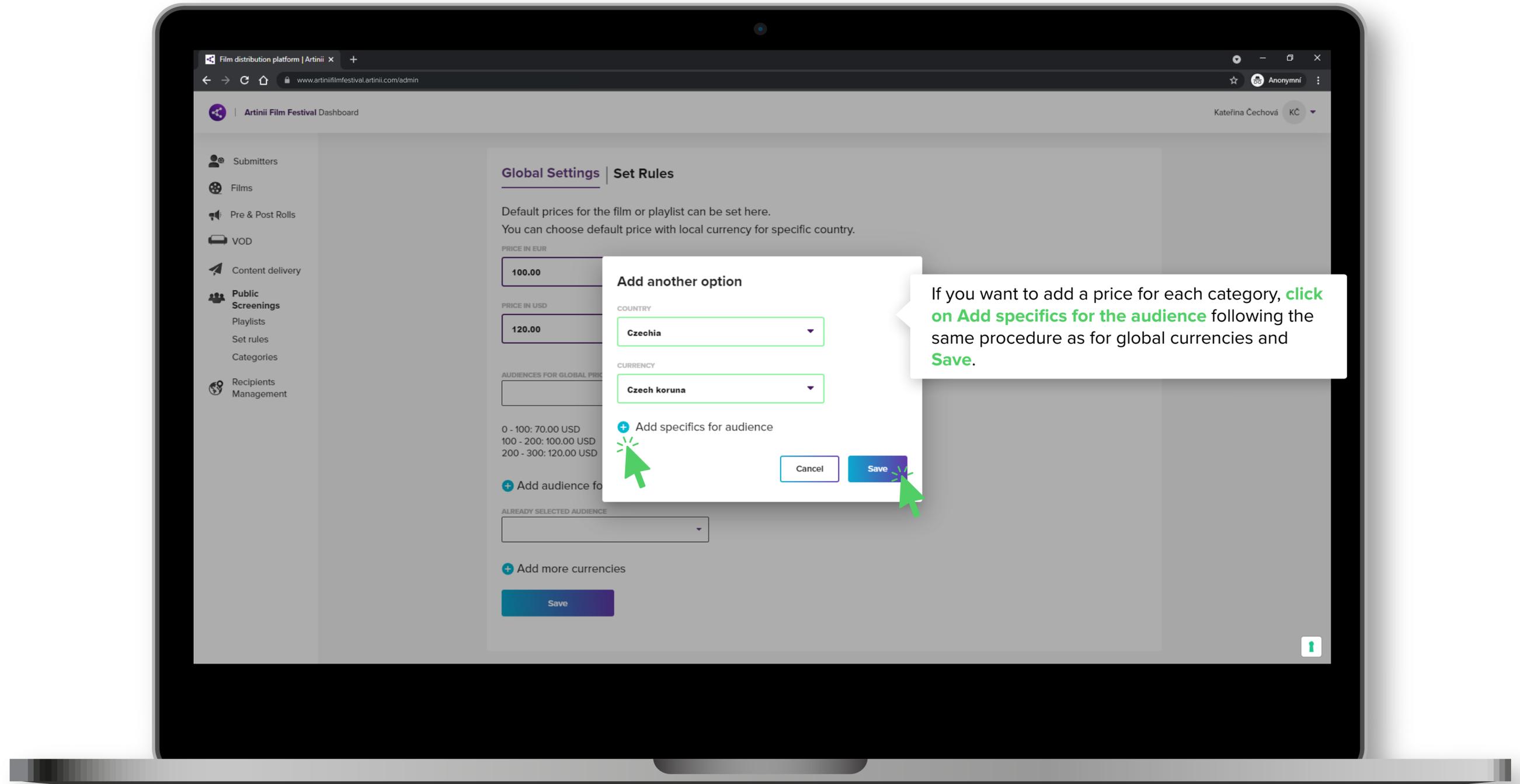
So the price for:
an audience of up to 150 will be \$100,
for an audience between 151 and 250 the price will be \$110,
and for an audience over 250 the price will be \$120, which is set in Global settings.

This is how you can specify each size category. Keep in mind that the price for each category **cannot be higher** than the price you set in **Global settings**.

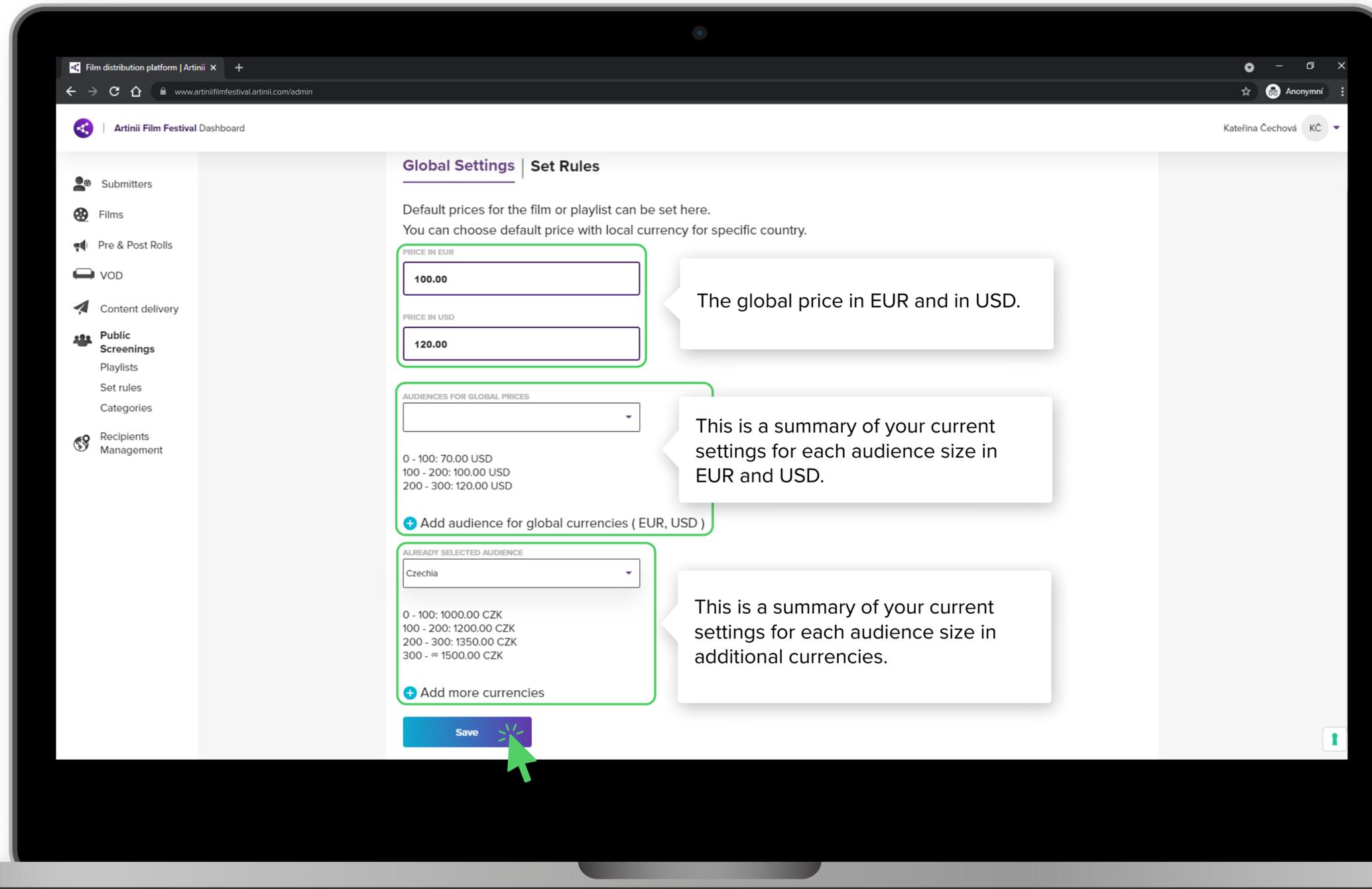
HOW TO SET THE PRICE FOR ADDITIONAL CURRENCIES



HOW TO SET UP THE PRICE?



HOW TO SET UP THE PRICE?



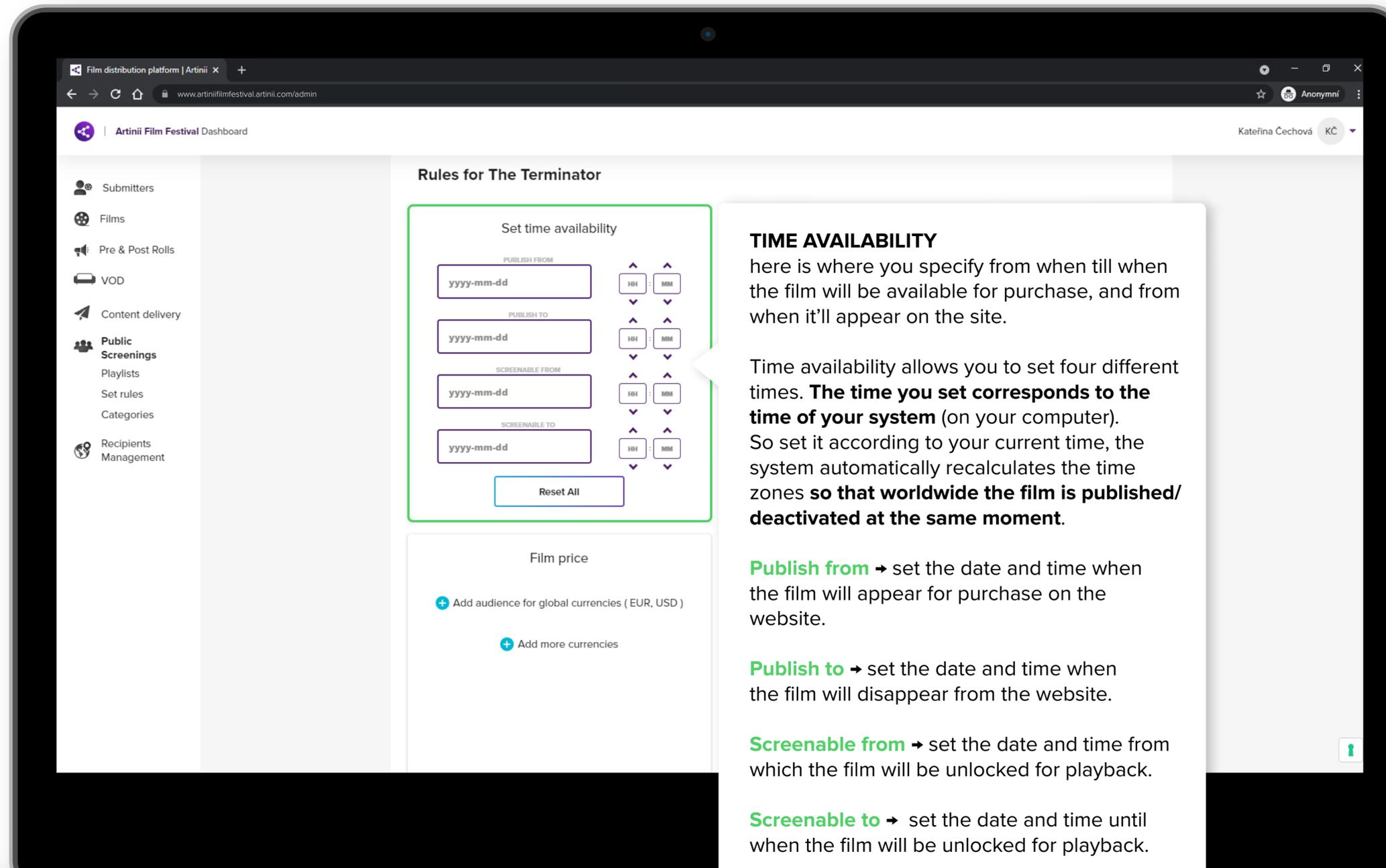
HOW TO SET ADDITIONAL SETTINGS?

The screenshot shows the 'Artinii Film Festival Dashboard' with the 'Global Settings | Set Rules' subsection active. A table lists three films: 'Bunny and the Bull', 'The Internship', and 'The Terminator'. Each film has a 'Detail' column with a pencil icon. A callout box explains that clicking the pencil icon sets rules for each film, including the date of publication and availability for specific countries.

Name	Status	Position	Publish from	Screenabl	Detail
Bunny and the Bull	Missing info	32767			
The Internship	Missing info	32767			
The Terminator	Missing info	32767			

The Set rules subsection sets the rules for each film. The details which are required to display a film for sale are the **date the film is published** (publish from) and the **availability for specific countries**. The other details are not necessary, but will help you specify more rules for the film. To set the rules, **click on the pencil symbol** in the detail column.

HOW TO SET ADDITIONAL SETTINGS?



TIME AVAILABILITY

here is where you specify from when till when the film will be available for purchase, and from when it'll appear on the site.

Time availability allows you to set four different times. **The time you set corresponds to the time of your system** (on your computer). So set it according to your current time, the system automatically recalculates the time zones **so that worldwide the film is published/deactivated at the same moment.**

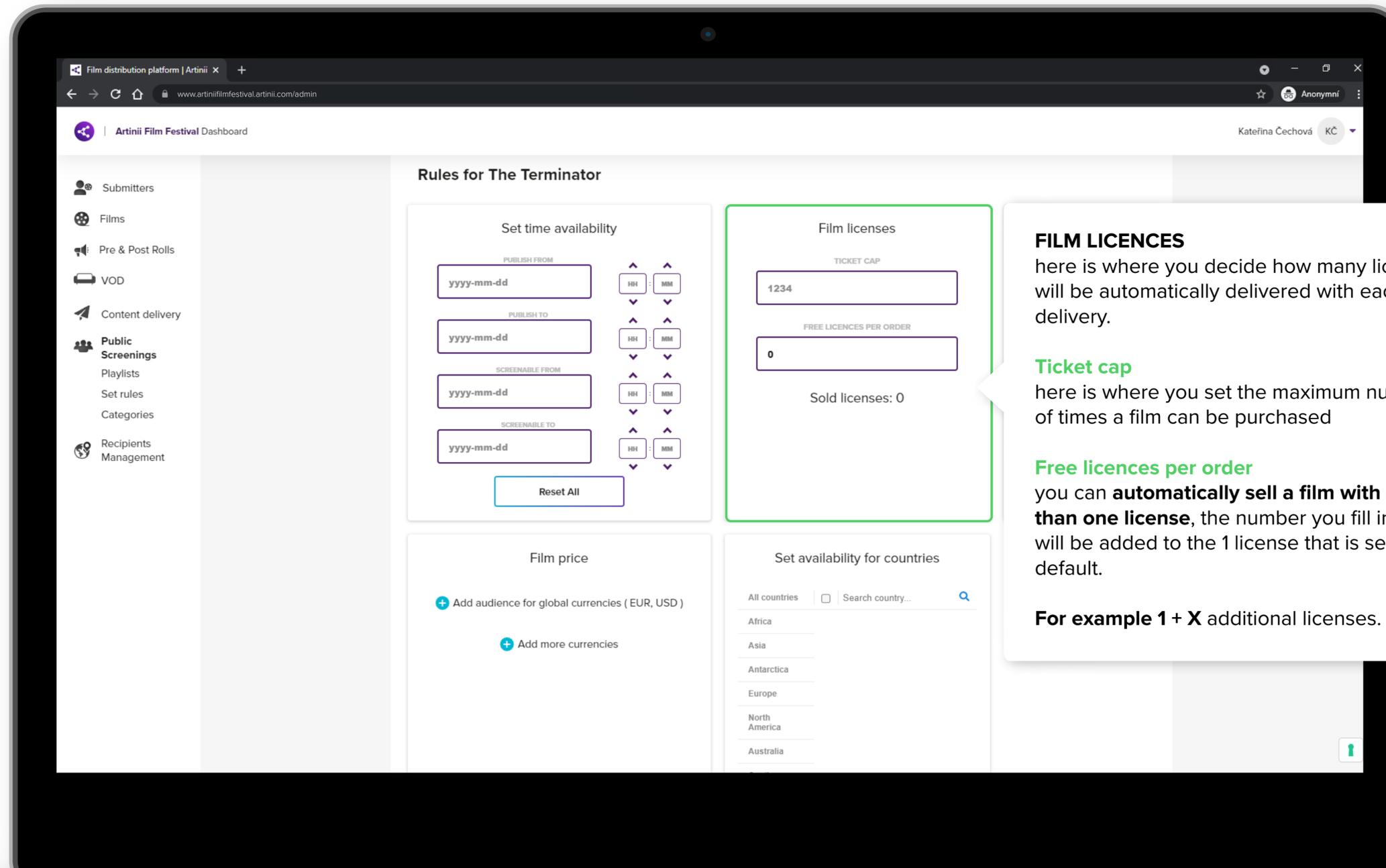
Publish from → set the date and time when the film will appear for purchase on the website.

Publish to → set the date and time when the film will disappear from the website.

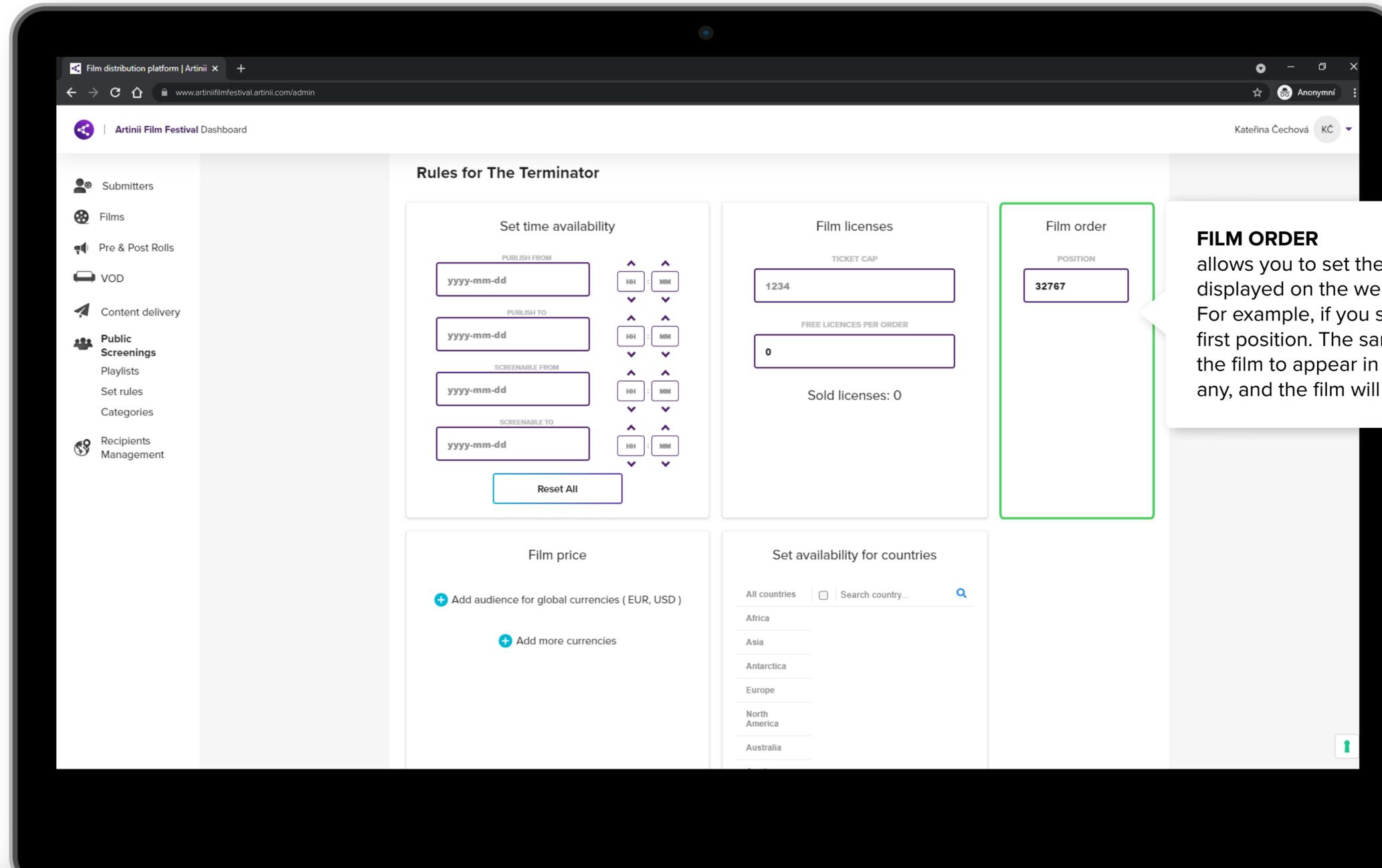
Screenable from → set the date and time from which the film will be unlocked for playback.

Screenable to → set the date and time until when the film will be unlocked for playback.

HOW TO SET ADDITIONAL SETTINGS?



HOW TO SET ADDITIONAL SETTINGS?



HOW TO SET UP THE PRICE OF THE FILM?

The screenshot shows the 'Rules for The Terminator' configuration page in the Artinii Film Festival Dashboard. The page is divided into several sections:

- Set time availability:** Contains four date and time pickers for 'PUBLISH FROM', 'PUBLISH TO', 'SCREENABLE FROM', and 'SCREENABLE TO'. Each picker has a 'yyyy-mm-dd' date field and 'HH : MM' time fields. A 'Reset All' button is located below these pickers.
- Film price:** A section highlighted with a green border, containing two options: '+ Add audience for global currencies (EUR, USD)' and '+ Add more currencies'.
- Film licenses:** Contains a 'TICKET CAP' field with the value '1234', a 'FREE LICENCES PER ORDER' field with the value '0', and a 'Sold licenses: 0' indicator.
- Film order:** Contains a 'POSITION' field with the value '32767'.

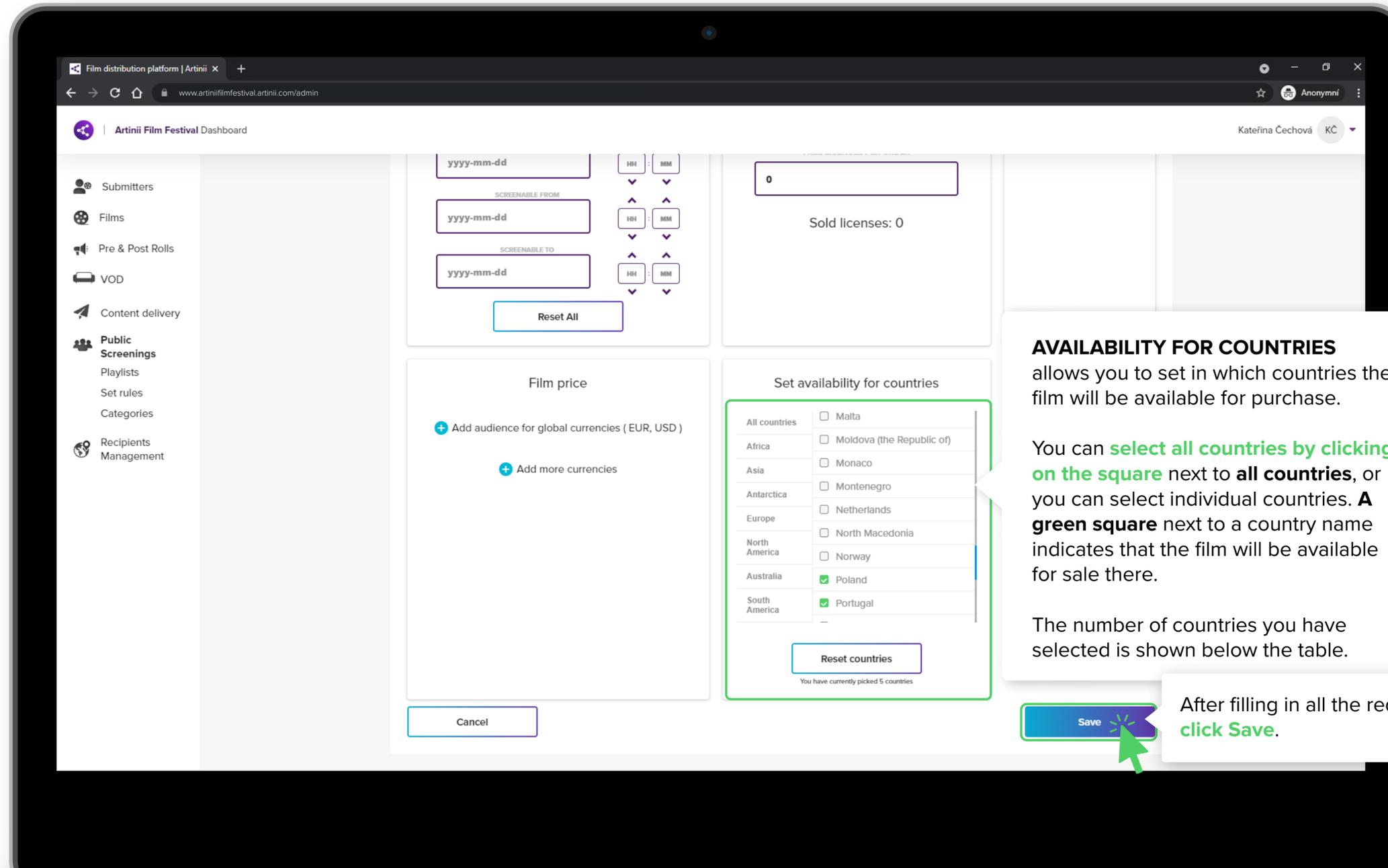
A callout box titled 'FILM PRICE' provides the following information:

FILM PRICE allows you to set a price for a specific film that is different from the price set in **Global settings**.

If you want to set a price in one of the other currencies, **you must always add it first in Global settings**.

At the same time, you can set prices for different sized audiences, just like in global settings. If you want to set up any of the other currencies, you must always add them first in Global settings.

HOW TO SET ADDITIONAL SETTINGS?



AVAILABILITY FOR COUNTRIES allows you to set in which countries the film will be available for purchase.

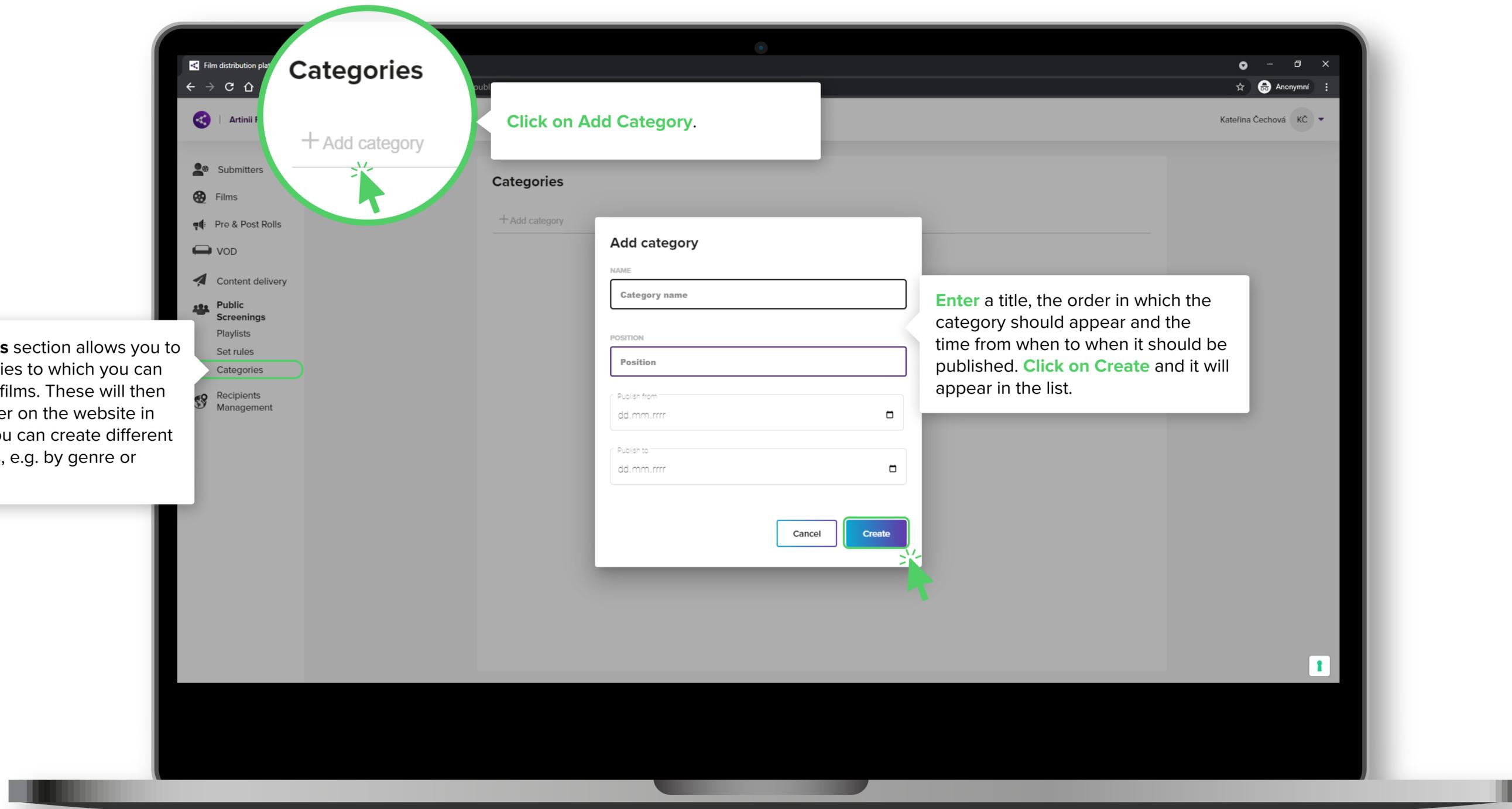
You can **select all countries by clicking on the square** next to **all countries**, or you can select individual countries. **A green square** next to a country name indicates that the film will be available for sale there.

The number of countries you have selected is shown below the table.

After filling in all the required rules, **click Save.**

HOW TO ADD FILM CATEGORIES?

The **Categories** section allows you to create categories to which you can add individual films. These will then appear together on the website in one row. So you can create different groups of films, e.g. by genre or origin.



HOW TO ADD FILM CATEGORIES?

Categories

Name	Position	Publish From	Publish To
Comedy	1	Oct 18, 2021	

Comedy detail

+ Add films

Remove films

Move films

- + Bunny and the Bull
- + The Internship

Cancel Move

Click on Detail to open a specific category and you will be able to assign the desired films.

Add films by **clicking on Add films**.

If you want to **remove a film from a category**, click on **Remove films** and follow the same steps as when adding it.

This will open a window with all available films.
Select the films you want by clicking on their name, selected films will then turn grey. **Confirm** your choice by **clicking on Move**.