


**Inside
Out**

Digital Literacy Project

Part Two: Cinesend



CineSend On Demand, the Toronto-based digital system company, became one of Inside Out's key partners for delivering its programming to audiences across Ontario during the festival and across Canada during year-round screenings. CineSend is a customizable, user-friendly streaming platform for recorded video and live streamed events. CineSend's powerful platform allows staff to securely offer content on a web-based platform as well as through branded TV apps such as Apple TV and Roku. In this video, we will be walking through the basic process Inside Out used to successfully pivot its film content to be easily accessible during the 2020 and 2021 festivals.

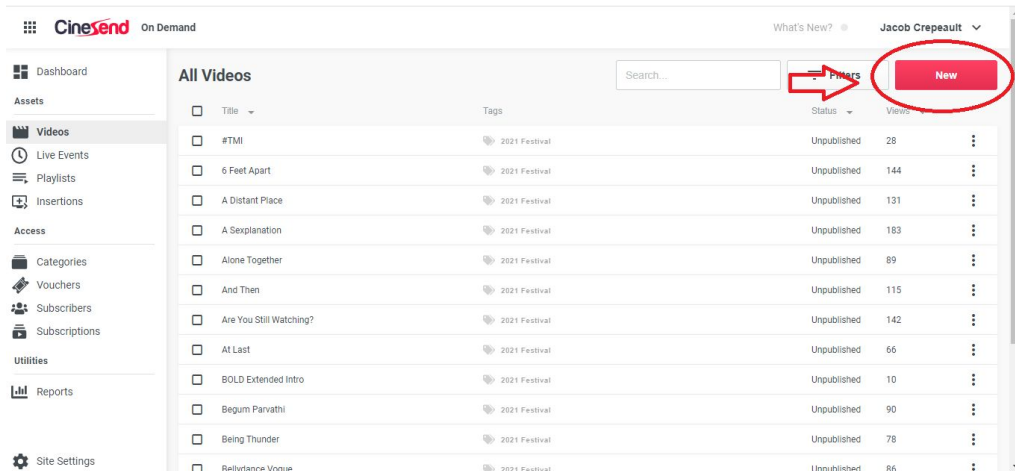
Once your CineSend account has been set up, you will be able to start adding content and customize the types of materials you will be working with. Inside Out's official festival selections (highlights like *Shiva Baby* and *Language Lessons*) and other year-round offerings such as limited engagement screenings (*Happiest Season*) and retrospectives are presented exclusively through CineSend's platform. The first step in being able to offer these films to watch is to **Add Video Assets**.





VIDEOS

In the Administrative Portal you can add primary video assets and accompanying assets by clicking Videos from the column on the left. As video assets are added they will be listed alphabetically down the page. To start adding, click the New button at upper right and a window will open for you to type in the content title. Click the Add Video button to save it. You will then be given another window that indicates the video title has been added successfully, and a URL link with a Copy URL button. You can send this URL to a content provider so that they can upload the video and other content for you, or if you already have the video you'll be able to upload it directly



Title	Tags	Status	Views
#TMI	2021 Festival	Unpublished	28
6 Feet Apart	2021 Festival	Unpublished	144
A Distant Place	2021 Festival	Unpublished	131
A Sexplanation	2021 Festival	Unpublished	183
Alone Together	2021 Festival	Unpublished	89
And Then	2021 Festival	Unpublished	115
Are You Still Watching?	2021 Festival	Unpublished	142
At Last	2021 Festival	Unpublished	66
BOLD Extended Intro	2021 Festival	Unpublished	10
Begum Parvathi	2021 Festival	Unpublished	90
Being Thunder	2021 Festival	Unpublished	78
Bellydance Vogue	2021 Festival	Unpublished	86





Inside Out's Programming team worked closely with filmmakers and distributors to deliver all of the films securely with these video URLs. In most cases, URLs were sent directly to the appropriate content providers and the films' upload statuses were tracked separately. When the film's representative opens the URL link, they will find fields to upload the video and related content directly into the asset space you have created. In addition to uploading the video, content providers can also upload a trailer, film stills, and submit asset details and metadata, all within the same link if you choose to make those fields available.

Cinesend

[View My Account](#)

New Film

Inside Out has requested that you upload content directly to their CineSend account. Video content uploaded on this page is immediately encrypted with Digital Rights Management (DRM).

Main Video (Incomplete)

Select a video file complying with our [file specifications](#). In summary, we recommend a 1080p (1920x1080) H.264 file that has a frame rate of 30fps or lower and is under 13GB in size.

[Upload File From Computer](#)

OR

[Import From CineSend Files](#)

+ Add a subtitle or closed captioning track

☐ I attest that I have the right to upload this content.

[Submit](#)

Trailer Video (Incomplete)

[Include Trailer](#)

☐ I attest that I have the right to upload this content.

[Submit](#)

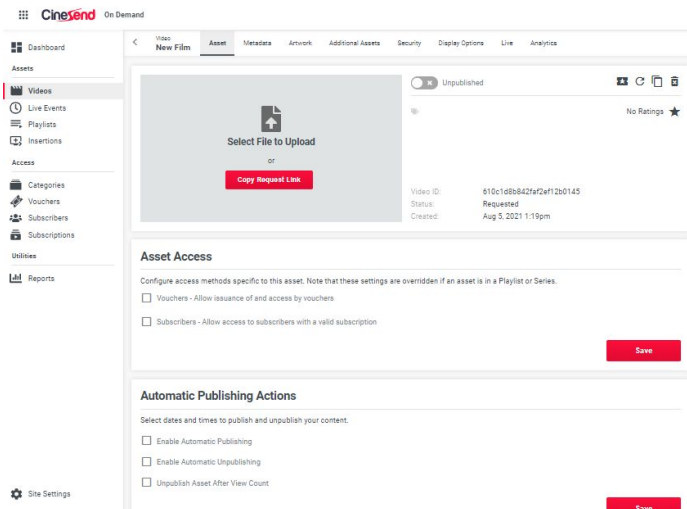
In some cases, content providers were unable to upload films themselves, so the content was delivered to Inside Out directly for the Programming staff to upload. When this happens, select the video title from the list. In the *Asset* sub-menu, click on "Select File to Upload". You will be prompted to select the file from your computer's hard drive. If you don't have IBM Aspera Connect installed on your computer, you will be prompted to download it first. Aspera Connect is what the Administrative Portal uses to securely upload files, and when uploading your file you'll see the upload status in the Aspera Connect window. You can fill in or edit the video's details on the *Metadata* sub-menu for the basic details, and on the *Display Options* sub-menu for custom field details. You can also upload still images, trailers, captions, and more directly from your computer by navigating to the *Artwork* and *Additional Assets* sub-menus.

Once the film has been uploaded to CineSend, you can fill in specific metadata that will be displayed on the film's landing page before an audience member clicks "Play". These details can be as simple as the film's director, the release year, the country of origin, and a short summary. Before adding the metadata, you will be directed to the *Asset* sub-menu, which will show you the publishing status and the access settings (i.e. who can watch the film and when it will be published) for the primary video (i.e. one of the festival films). If the video has been uploaded you will see a thumbnail image of the film with a play button to preview the video. Otherwise you will see the option to upload the video directly or to copy the Video Request Page link in order to send it to your content provider so they can upload the video for you.



To the right of the video preview box you'll see some important information and options:

- **Published:** If unchecked and greyed out, this means the video has not yet been uploaded. If unchecked but not greyed out, this means the video is uploaded but not yet published (meaning the public “Play” button is not active). If checked and green, then the video is playable online to those with access.
- **Video ID:** The unique ID of the primary asset. This is important in working with a ticketing company. Inside Out uses this ID to link every film with its ticket vouchers through Elevent.
- **Status:** "Requested" means it has not yet been uploaded. "Uploaded" means it has been uploaded but hasn't yet begun the encoding process. "Encoding" means it is being converted. "Unpublished" means it has been successfully uploaded and encoded, but the “Play” button is not active yet. "Published" means it is now playable online.
- **Original File Name:** The name of the original file that was uploaded.
- **Created:** The date the asset was created. This would be the date you added the title to your Videos area, not the date when the video was uploaded.
- **Ratings:** This will show the average rating for the video as long as you have ratings enabled and patrons have begun using the ratings online.



To the far right of the Published status, there are some icons that show their function when you hover over them. The ticket icon allows you to issue vouchers to this video; The circular arrow icon allows you to reset this video asset removing the source video so that you can upload a new source video to this location; the double pages icon allows you to duplicate this video asset for situations like needing a separate copy that has its own access settings for press or industry (as an example); the trash can icon deletes this asset title from your list of video titles.

At the bottom of the *Assets* sub-menu you will find the *Asset Access* section and the *Automatic Publishing Actions* section. The Access and Schedules screen allows you to set limits to who and when someone can view the asset online. You can set it to be only accessible with a voucher (ticket), and/or accessible by subscribers (All-Access, Reel Access, Industry), or accessible to specific subscribers rather than all subscribers. Below that section is the Automatic Publishing Actions where you can enter the start date/time and end date/time for availability. If you need the video to end its availability after a certain view count, you can enable that option and fill in the number of views allowed until the video will automatically unpublish. During Inside Out's 2021 festival, all of the Galas and Premieres had limited availability and needed custom start/end dates and times so they were not accessible during the 11-day festival.





After setting up the *Assets* sub-menu, the next sub-menu is the video's *Metadata*. This is the basic information about the video, including director, producer, year, country of origin, synopsis, and so on. You can enter this or have the content provider enter it via the Video Request Page.



Cinesend On Demand

Video
New Film

Asset Metadata Artwork Additional Assets Security Display Options Live Analytics

Dashboard

Assets

Videos

Live Events

Playlists

Insertions

Access

Categories

Vouchers

Subscribers

Subscriptions

Utilities

Reports

Site Settings

Basic Metadata

Title
New Film

Release Year

Director(s)
John Smith
[+ Add another director](#)

Producer(s)
John Smith
[+ Add another producer](#)

Genres
Select...

Countries of Origin
Select...

Subtitle Languages
Select...

Spoken Languages
Select...

Locrine

Short Summary

Save



Artwork is the next sub-menu where you can add available images for your primary video. For consistency, Inside Out uses one film still as the “Regular Thumbnail”. This will serve as the standard image that will appear on the passholder portal and generally aligns with what is presented on the festival website and in the program guide. This image will also be used for the Featured and Background images if nothing else is uploaded. CineSend recommends that the film still's specs should be 1920w x 1080h pixels with a file size of 500k or less.




Additional Assets is the next sub-menu where you can add related assets to the primary video.

Within this sub-menu are a few categories:

- *Pre-Roll Insertions*: you can have one or more videos play prior to your primary video. During the festival and year-round screenings, Inside Out uses a custom pre-show that includes internal advertising (Development, Membership, The Closet merchandise, the Keep It Queer campaign), sponsor trailers, trailers for other films that will be coming soon to the digital cinema, and introductions from staff or filmmakers if available. Insertions can be uploaded to the Insertions area and then can be added to each video as desired. Once in the Insertions area, you can change the name of the insertion, select whether or not the video is skippable, and preview the video for testing purposes. You can select the Default insertion if you only want a single, default video as pre-roll, or uncheck the Use Default Preroll Insertion box to select from a list of other insertions you uploaded. Add them in the order you would like them to play.
- *Trailer*: if you would like to give your patrons the option of watching a trailer of the primary video, you can upload it here. After successfully uploading, you can preview it if needed and then when ready check the "Published?" field to make it available on the video's online landing page. The trailer can also be uploaded by the content provider from the Video Request Page.
- *Bonus Content*: content such as a pre-recorded Q&As can be uploaded here, and will appear on the video's online landing page at the lower left side. After uploading, click the bonus content title to add its artwork and timed text tracks for the bonus content, if you have them.
- *Timed Text Tracks*: if your primary video comes with separate subtitle or closed caption files, those can be uploaded here in WebVTT, TTML or SRT file formats. These files can be uploaded here and previewed to ensure the captions are synchronized with the film.



The next sub-menu is *Security*. Inside Out's film offerings vary between being available within Ontario only or Canada-wide. This sub-menu allows you to manually choose which regions your film will be accessible. To limit access by location you can enable geoblocking for your primary video by country or by state/province. Geoblocking can be manually disabled on individual vouchers or subscriptions.





PLAYLISTS

Once your film is set up in the Videos section, you can add it to a playlist if it is screening in a shorts program or there are multiple films available through one voucher. Below the Videos section on the left, click into Playlists to start building custom programs. To start, click the New button at the upper-right corner and a window will pop up asking for the title of the playlist. Type in the title and click Create Playlist. Click on your playlist and you will open a sub-menu view similar to the Videos sub-menu options.

The *Asset* sub-menu contains an asset ID (which can be used in connecting your ticketing integration), status, and created date, as well as controls at the far right to preview the program, manually generate vouchers, duplicate the playlist or delete the playlist. Further down the screen is where you will select the videos to add to your playlist. Click the Add Video button, select a title or several titles from your Videos section, then click Add Videos when you're done. The titles you selected will appear below and you can use the arrows on the left to alter the play order of the videos. Click the Add Video button if you wish to add more videos. Select the vertical ellipsis (⋮) if you wish to remove video from the playlist.

Below the *Components* section, in the *Asset Access* section you'll enable who can access the playlist (vouchers and/or subscribers), and in the *Automatic Publishing Actions* section you'll pre-set the publish and unpublish dates and times, if the playlist isn't already published. A simpler version of the *Metadata* sub-menu screen from the *Videos* area is also available in this section. You can edit the playlist title and add an optional playlist description. One function that is used in the Playlists area is the ability to enable ratings on individual assets. Inside Out's audience awards are tracked through a 5-star rating system on CineSend where patrons can vote for the films they watch. In the *Display Options* sub-menu, you can allow patrons to give separate ratings to each video in the playlist rather than the playlist as a whole. At this time, ratings are only available through the web and cannot be accessed if a patron is watching content on a TV app.

CATEGORIES

After configuring the films and playlists to fit your festival needs, the Category area allows you to organize your assets into categories or themes. Categories appear on the Patron Portal's browse page and are only seen by subscribers, not by those who are accessing content by voucher. If you are planning to use Vouchers only for your virtual event, you will not need to do any configuration in Categories. If, however, you plan to have Subscribers for your virtual event, Categories are essential for the customer experience. Films and playlists will not be visible on the Patron Portal's browse page until it has been added to one or more Categories.

Videos and playlists can be included in more than one category. For Inside Out's 2021 festival, the categories were Galas and Premieres, Spotlight on Canada (Canadian features and shorts programs), Icons, International Showcase, Shorts and Episodic, Award Winners (populated with films that won Juried and Audience awards during the festival), Youth (films and shorts programs by and about young queer folks), and Panels (including Canadian, Youth, and *Querencia* series panel). These categories will be displayed Netflix-style for your subscriber patrons to browse through their viewing options. A Featured Category can be used to highlight some of the offerings from your event in a hero carousel at the top of the Patron Portal's browse page.

To start, click the New button at upper-right, fill in the Category Title, and click Create Category. Use the arrows on the left to change the order of your Categories as they will appear on the Patron Portal browse page. Click the vertical ellipsis (⋮) if you wish to delete a category. To populate your category, click on the category title in the list to arrive at a screen where you can add films, playlists, and/or series to be included in the Category. There are also options at the top for the appearance of the category on the Patron Portal. Click the Add Content button, select the type of asset, then select the asset titles from the drop down. Click the Add asset button to finish. The assets you choose will be added and you may use the arrows on the left to change the order of their display. Click the Add Content button if you wish to add more assets. Select the vertical ellipsis (⋮) if you wish to delete an asset from the Category. At this point the category will display the included assets in the Patron Portal using the Regular Thumbnail image uploaded for the asset.

REPORTS

In order to keep track of the virtual engagement of all films, CineSend has a Reports section that allows you to download CSV reports detailing patron usage and session details. The types of reports that are available to download are as follows:

- *All Videos Report*: A list of all videos including opened count (the play button was activated), watched count (at least 70% of the video was watched), and custom data fields..
- *Video Sessions Report*: A list of all sessions for a specific video including percentage watched, location and browser details.
- *Playlist Sessions Report*: A list of all sessions for a specific playlist including percentage watched, location and browser details.
- *Subscribers Report*: All subscribers and viewing stats.
- *Vouchers Report*: Viewing statistics for all vouchers redeemed.
- *Sessions Report*: Viewing statistics by date range for each time an asset has been viewed.
- *Live Stream Sessions Report*: Viewing analytics by date range for all live stream sessions.
- *Utilization Report*: Account utilization including minutes streamed, play count, and ingested assets, by date range.
- *Asset Rating Report*: a list of all assets (videos, playlists) and their overall ratings by patrons.



VOUCHERS & SUBSCRIBERS

In order for patrons to access your virtual events you have the option to offer Vouchers and/or Subscriptions. A voucher (or ticket) will allow a patron access to a specific event on your patron portal. A patron accessing your patron portal with a voucher arrives directly to that event's online landing page which includes title, description and related content like a trailer or pre-recorded bonus materials. Inside Out uses Elevent as its ticketing software to sell tickets to events. Their system communicates with the CineSend platform, through its open API, and generates the vouchers automatically as part of the transactional process. You can also manually generate vouchers in your CineSend account and even import a CSV file of vouchers. The same process applies to Subscribers and patrons are able to access content by purchasing a pass (All-Access or Reel Access) through Elevent.



**Inside
Out**

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*Executive Director: Lauren Howes
Digital Systems Project Coordinator: Jacob Crepeault
Technical Producer: Raphael Sanchez*