

2RIN CONTENT Platform – beta

QUICK GUIDE TO THE USER INTERFACE FOR A PRODUCER

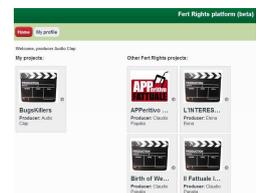
Producer: the person(s) most completely responsible for a project's vision, storytelling, audience experience and production, exercising significant decision-making authority over a majority of the producing functions across all phases of the project. (PGA code of credits)

YOUR FIRST ACCESS TO THE PLATFORM: **BECOME A PRODUCER**

1. To entitle you as a Producer, the Legal Representative of your company sends you an invitation/accreditation to be a Producer in the company platform; you accept.

Both messages are recorded, as are all other subsequent actions performed in the 2RIN CONTENT Platform.

2. Enter your company platform (**companyname.trancemedia.eu**) with the password you received, customize it, and access your personal homepage.



3. In your personal homepage, click the button to set up your profile.

4. Go back to your homepage and observe it:

--- in **My projects area** you will see the covers of *your projects* (at first access you will read that you are not yet involved in any project), by clicking the covers you will access your projects to manage them;

--- in **Company projects area** you will see the covers of *all projects developed by your company*, by clicking the covers you will access the projects developed by the other company's Producers and see the SHOWCASE and the PROJECT ID of every project in the company. Depending on the authorizations decided each project's Producer you may be enabled to access some specific PROJECT DOCUMENTS. You can also learn who the COLLABORATORS are participating in each project workgroup. In case you want to know more about a project, you can make a direct request to the Producer (form available from the Project ID page).

--- At the bottom of your homepage, a **Start New Project** button opens the procedure to upload a new project.

YOUR FIRST STEP IN EACH PROJECT DEVELOPMENT:

START A NEW PROJECT - filling the Project ID

Enter the **project name** of your new project (please check exact spelling) and the **working title** (in order to ensure traceability of the rights chain for fair enforcement of IPRs, note that the *project name given in this moment will remain unchangeable* while the working title can be modified by the Producer at any moment).

Remember that you face sensitive legal issues while filling the Upload New Project form, especially while crediting and ranking authors. All information you provide when filling the form, including any subsequent changes, is completely under your responsibility.

Make sure that the people and the roles assigned them match the information stored under COLLABORATORS. Wrongful accreditation, esp. of authors and creative resources, can lead to legal action against the producer and the company.

Do you consider your new project already **public**, or still **restricted**?

Decide what knowledge shall be given to the company-platform users about your project. At the bottom of the upload form, if you tick **Public**, the Showcase and Project ID of your project will be accessible by *all the company platform users*.

In the event that you want these documents to have limited access, the Publicity documents will be disclosed only to the people you will expressly authorize (in the Collaborators and/or Rules thumbnails, see below), as well as to the Legal Representative of the company and Assistants who are by default entitled to all the documents of all projects developed in the company. When Public is unticked, the other Producers working in the company will see the Showcase and Project ID only. The other platform users will not see anything about your new project.

You'll be able to change the status Public or Restricted of your project at any moment, by Editing the Project ID.

YOUR DAY-BY-DAY MANAGEMENT OF PROJECTS

MANAGE A PROJECT

Once you Start a project, the platform provides you with the main project interface.

The same interface will appear every time you **open the project** in the following sessions and choose to **Edit** the project dossier.

This interface will be your main tool to manage the project whenever you, as the project's Producer, work to *update a Pitch*, as well as to *add an Author*, to *upload or download a new document*, to *invite a Prospective Co-producer* or to *receive feedback*, to *change an Authorization* of a person member of the workgroup, to *check a user's visits and contributions* – in short, *every moment that you perform actions and send or receive messages that will be recorded as project documents and will make up the project's editorial history*,

From top to bottom, the interface shows you

- the project **working title**
- **your name** as a Producer
- **6 thumbnails** to manage the entire editorial development of your project, namely:

SHOWCASE
PROJECT ID
PROJECT DOCUMENTS
COLLABORATORS
RULES OF COLLABORATION
DOCUMENT FOLDERS



QUICK OVERVIEW OF THE 6 THUMBNAILS TO MANAGE YOUR PROJECT

THE PUBLICITY MANAGEMENT TOOLS

1. **SHOWCASE** – Lets you **upload a publicity image and a trailer** for your project. You (as Producer) can do this when you want, and change material at any moment, as all versions are recorded.
2. **PROJECT ID** – **From here, at any moment, you** (as Producer) **can modify the Project ID** you entered previously. Beware of liability concerning IPRs, copyright and *droit d'auteur*.

THE CONTENT MANAGEMENT TOOLS

3. **PROJECT DOCUMENTS** – Allows you (as **Producer**) to **index and manage all project documents**, in every format.

By default, the platform proposes 4 folders so that you can organize your project documents: **Pitch** (to present your project to possible partners such as prospective co-producers or financiers or new co-authors and to users in the case of market surveys), **Creative work** (to share all creative contributions within the project workgroup), **Production/Technical** (to

share all production and technical contributions within the project workgroup), **Business** (to share contracts and accountings among selected people).

The Traceable File-Upload interface allows you to upload either **single files**, or **folders of interactive content**¹, or **web links**.

Knowledge of documents given to other parties - While uploading a document you can decide, by ticking “Published in showcase”, that the document access is granted to all platform users; when you don’t tick the Publish option, access is restricted to the people you select.

THE HUMAN RESOURCES AND PROSPECTS MANAGEMENT TOOLS

4. **COLLABORATORS** – Besides the institutional stakeholders in the project (Legal Company Head and Assistant; Producer–yourself), **this interface allows you (as Producer) to manage the human resources in the project workgroup and their profiles**. It allows you to **Add** new people to the workgroup (every time you Add a new Collaborator, an automatic message is generated and sent to the person) and to define their **Authorizations** (for a more detailed description of mandatory and optional authorizations, read the following paragraph: Rules of collaboration and the notice that follows). Moreover, the interface allows you to **Audit** each and every action performed by a given person in the project.

5. **RULES OF COLLABORATION** - **This interface allows you (as Producer) to know the authorizations recommended by the Legal representative of the company for the different profiles on the project, and to set customized rules on a specific project**. The interface consists of a matrix where the lines list the different *roles* in the project workgroup, and the columns indicate the *actions allowed* for the different types of documents. When at the crossing point of a line and a column there is a HEARTS symbol this means that the authorization *cannot be denied* (e.g., for a writer, the authorization to reading and writing creative documents is *undeniable*). The CLUBS symbol refers to optional authorizations which, by default, are denied; when the Producer wants to allow such an optional authorization, the CLUBS symbol can be changed to DIAMONDS, just by clicking on it: this action will grant the authorization formerly denied (e.g., to show to prospective co-producer all the business documents already in place for the project). At any time, optional authorizations can be changed by clicking on DIAMONDS and/or CLUBS symbol).

IMPORTANT NOTICE: The Authorizations function implements best practices in editorial development while managing intellectual property and ensuring correct flows of information to everyone in the workgroup. The Producer can define general and personal authorizations to access the various documents of the project. The general policy for the project has to be defined through the Rules of collaboration interface, the individual options can be detailed for each resource through the Collaborators interface.

6. **DOCUMENT FOLDERS** – **From this interface, you (as Producer) can customize the four Document folders which are available by default, either by changing their rank, or by adding new folders**. No added folders can be removed unless they are empty. We advise you to use this function after you become well acquainted with the platform.

¹ We are currently revising the procedure to upload multi-file folders. Please request direct assistance from Fert Rights to upload your content with the required FTP (File Transfer Protocol).