



ALLIED VAUGHN VIDEO ON DEMAND INTRODUCTION

Hello and welcome to AV Entertainment's video-on-demand distribution service. We are so pleased to help your titles reach their audience. For the quickest possible upload of your titles, please read the below.

Four files have been provided to you: the **VOD Digital Asset Delivery Guide**, the **VOD Services Rate Card**, the **VOD Metadata Template**, and the **VOD Art Template**.

The **Digital Asset Delivery Guide** is a document that explains the type, amount, and technical and stylistic specifications for the assets (video files, image files, caption files, and metadata file) that we ask you to provide. **Please review this document thoroughly**, as anything missing from the list of assets it asks you for, or anything that does not meet the specifications described, will be "kicked-back" to you.

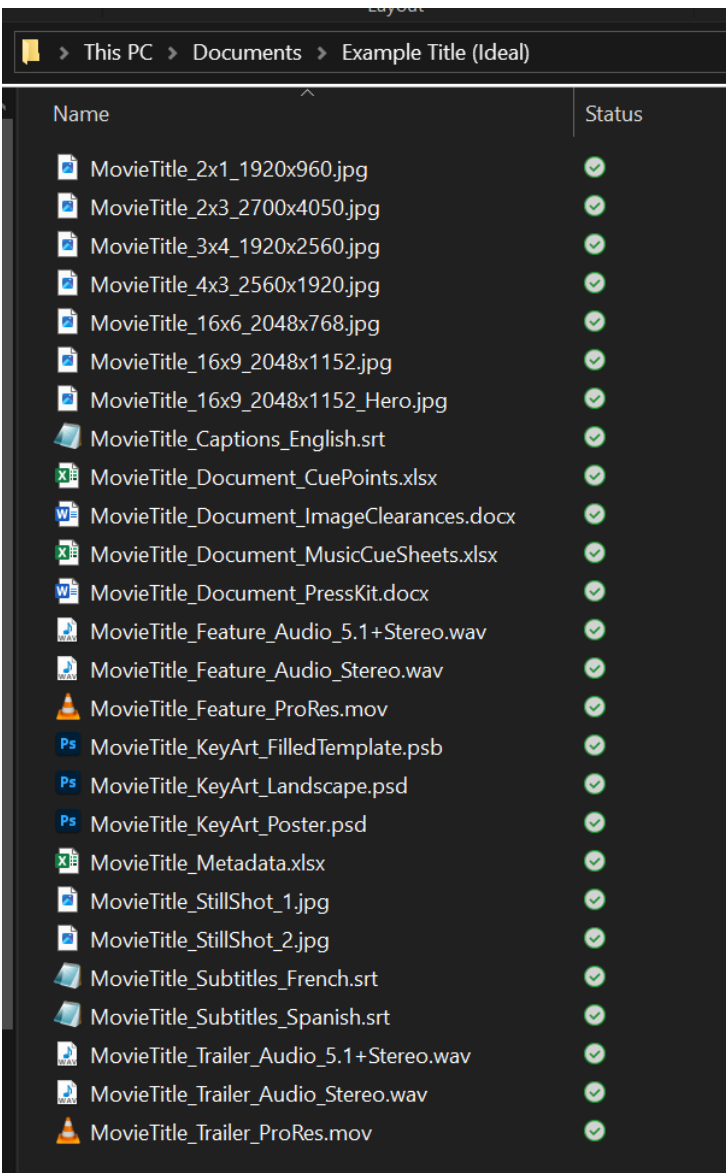
If the provided assets do not meet the specifications, we will contact you and offer you the choice of fixing the assets yourself — we will provide a list of everything that is not up-to-spec — or permitting Allied Vaughn's VOD team to make the necessary changes or additions. The **Services Rate Card** is a document that lists billable work items and their prices. **These fees will be taken from royalties, there is NO upfront fee.** No billable work will be done on the title without explicit permission from you to do so.

The **Metadata Template** is a document that asks you for information about your title, including but not limited to the title's filming and release information, names of cast and crew members, technical information about the video file, descriptions of the title for the audience, and information to help market the film to channels. Please note that in the template, columns are marked as either *Required* or *Recommended*. *Required* columns are, as the word implies, required information that we must have for your title. *Recommended* columns do not have to be filled out, but doing so generally boosts a title's performance. Please note that all metadata information provided will be double-checked for accuracy. **This document is separate from the MOD Metadata Template.**

The **Art Template** is a file that allows you to easily view size specifications for and create all the necessary image files needed for your title's artwork as described in the Digital Asset Delivery Guide. This template requires Adobe Photoshop software. If you do not use Photoshop, all image specifications are listed in the Digital Asset Delivery Guide. The template is offered as a courtesy, using it is not necessary if you are able to create images that meet our specifications in the software of your choice.

When you have reviewed all the documents and created your assets up to specification, the assets may be delivered one of two ways: mailing a physical hard drive of your title's assets or sending the assets through Allied Vaughn's MediaShuttle service. Details on either method will be provided to you depending on which you choose.

Below are two examples of what the delivery of an individual title should look like.

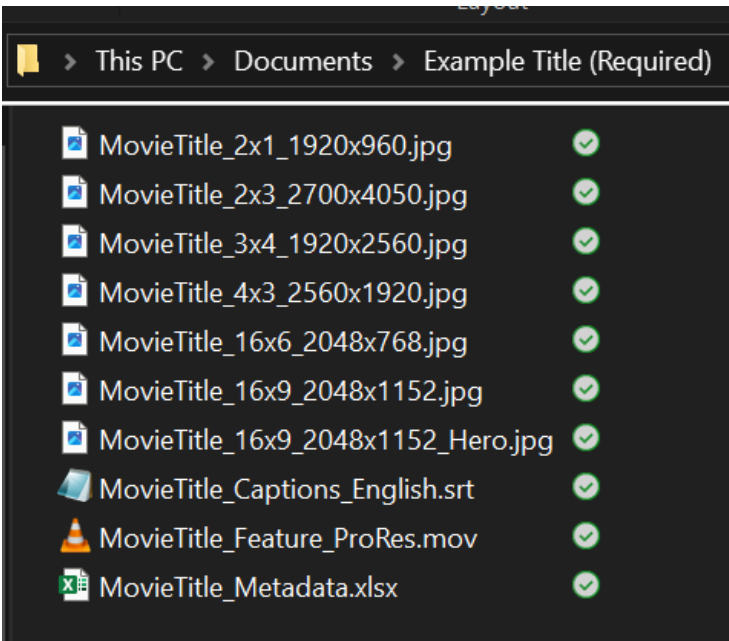


This is an **"ideal"** delivery of an individual title's assets. Each asset is labeled clearly with the title's name, what the asset is, and pertinent information such as caption or subtitle language, image ratio and size, or audio configuration. The assets are all in one folder.

This specific example includes non-necessary assets. Non-necessary assets include:

- Music cue sheets
- Image clearances
- A standalone cue point document
- Still shots
- Poster key art, as a layered PSD
- Landscape key art, as a layered PSD
- Filled-out art template, as a layered PSB
- Audio files in .wav format, separated from video file
- Trailer file

These are not required, but will potentially positively affect your title's performance and/or speed along the QC process.



This is a “**required**” delivery of an individual title’s assets. As with the ideal example, each asset is clearly labeled with the title, asset type, and information, and all items are in the same folder.

This is the bare minimum of what is required without AV providing captioning, artwork, or metadata services, i.e., without surcharges.

When you have finished delivering your assets, our VOD team will begin the QC — **quality checking** — process. During this process, you may be contacted via email if you are missing a necessary asset, if one of your assets does not conform to the specifications, or if a question about your title arises. The QC process takes a varying amount of time, depending on the completeness of the assets provided, and whether you opted for the VOD team to fix or create any assets for your title. Our team will be in communication with you about any problems that arise.

If you have also signed a contract for manufacturing-on-demand (MOD) services from Allied Vaughn, please note that **MOD assets (such as .iso files, image-based caption files, disc wraps, and/or MOD metadata) are NOT interchangeable with VOD assets**, and **VOD assets must be delivered separately from MOD assets**. In some cases, MOD assets can be made into VOD assets, but this will incur a surcharge as described in the VOD Services Rate Card.

Thank you for reading, and please feel free to contact Abigail Capistrant at abigail.capistrant@alliedvaughn.com regarding questions, clarification, or assistance needed with any step of the VOD onboarding process.