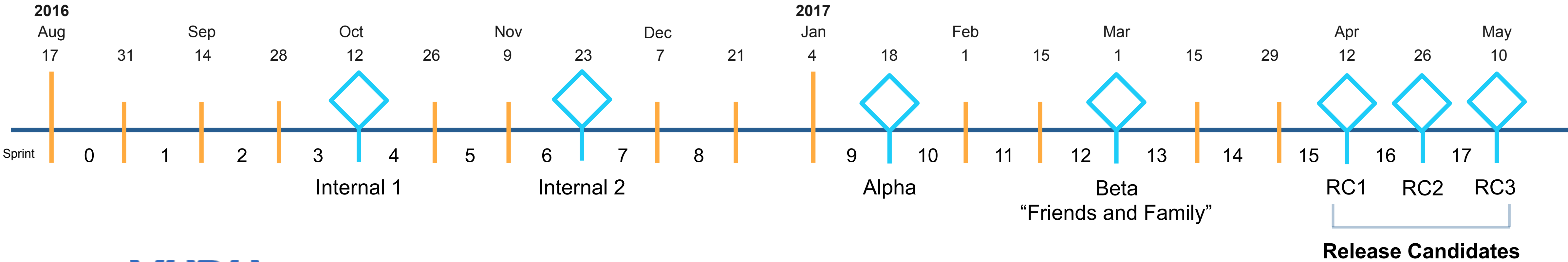


Studio Technology  
**Product Development**

# Movies Anywhere

Advisory Committee Product Update  
September 2016

# Product Launch Timeline



VUDU



amazon



# Devices: Initial Release



Desktop & Mobile Web

# Devices: Future



Native AppleTV App



# Retailers: Future



## To be discussed / prioritized

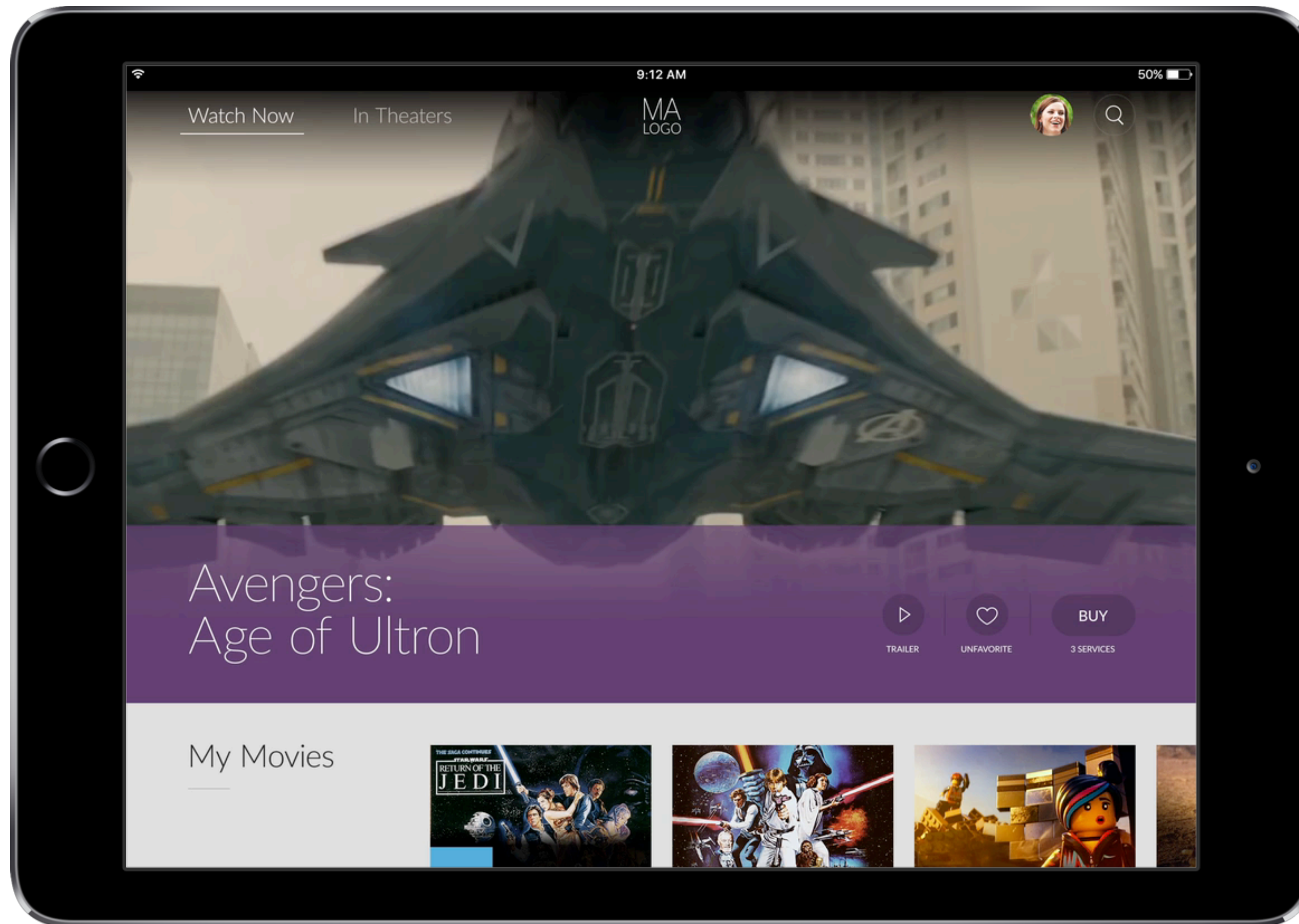
- Sony Pictures Store
- Universal Pictures Home Entertainment redemption portal
- Warner Bros. Home Entertainment redemption portal



Screenshots, type, copy and graphics are DRAFT and subject to change

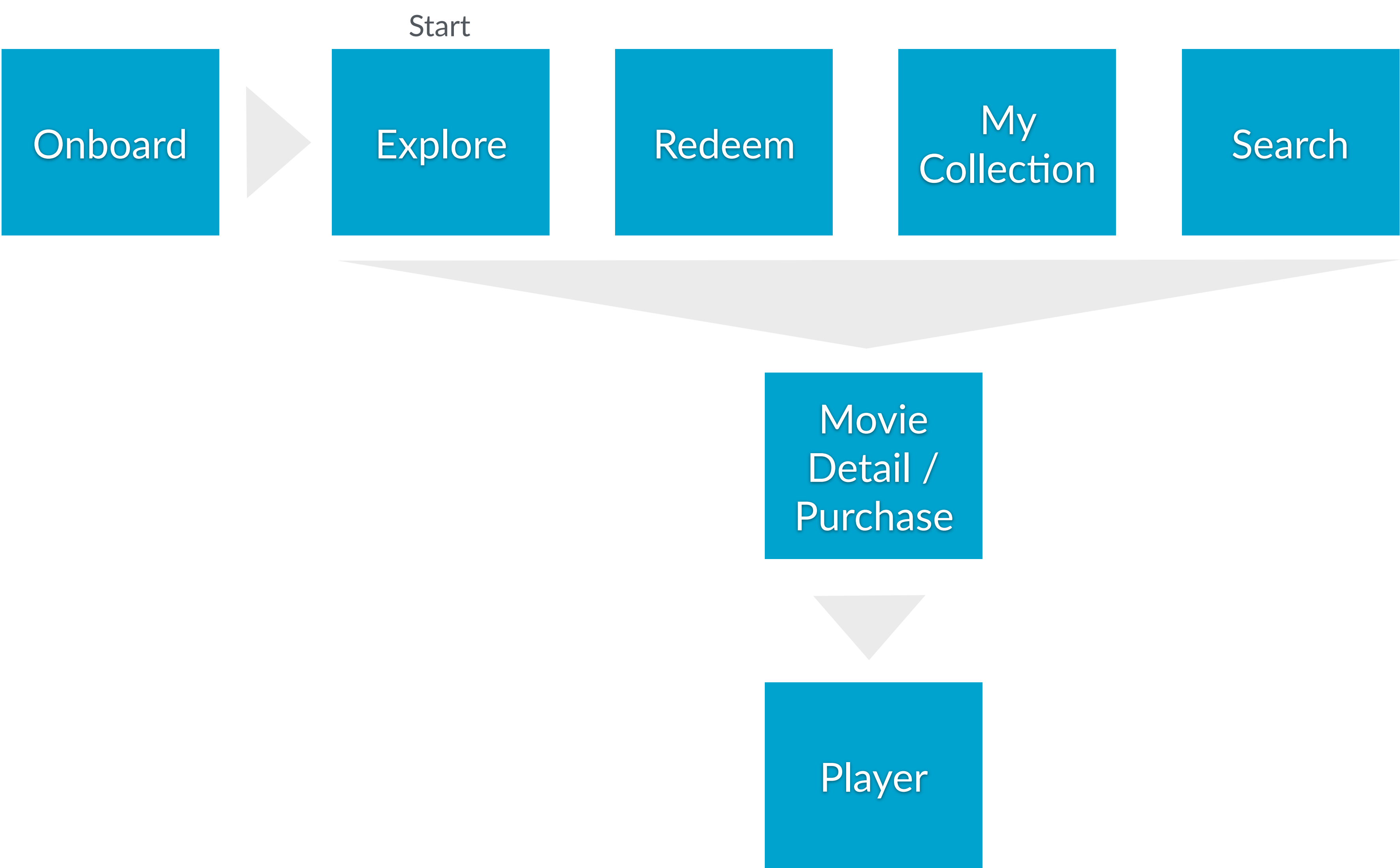




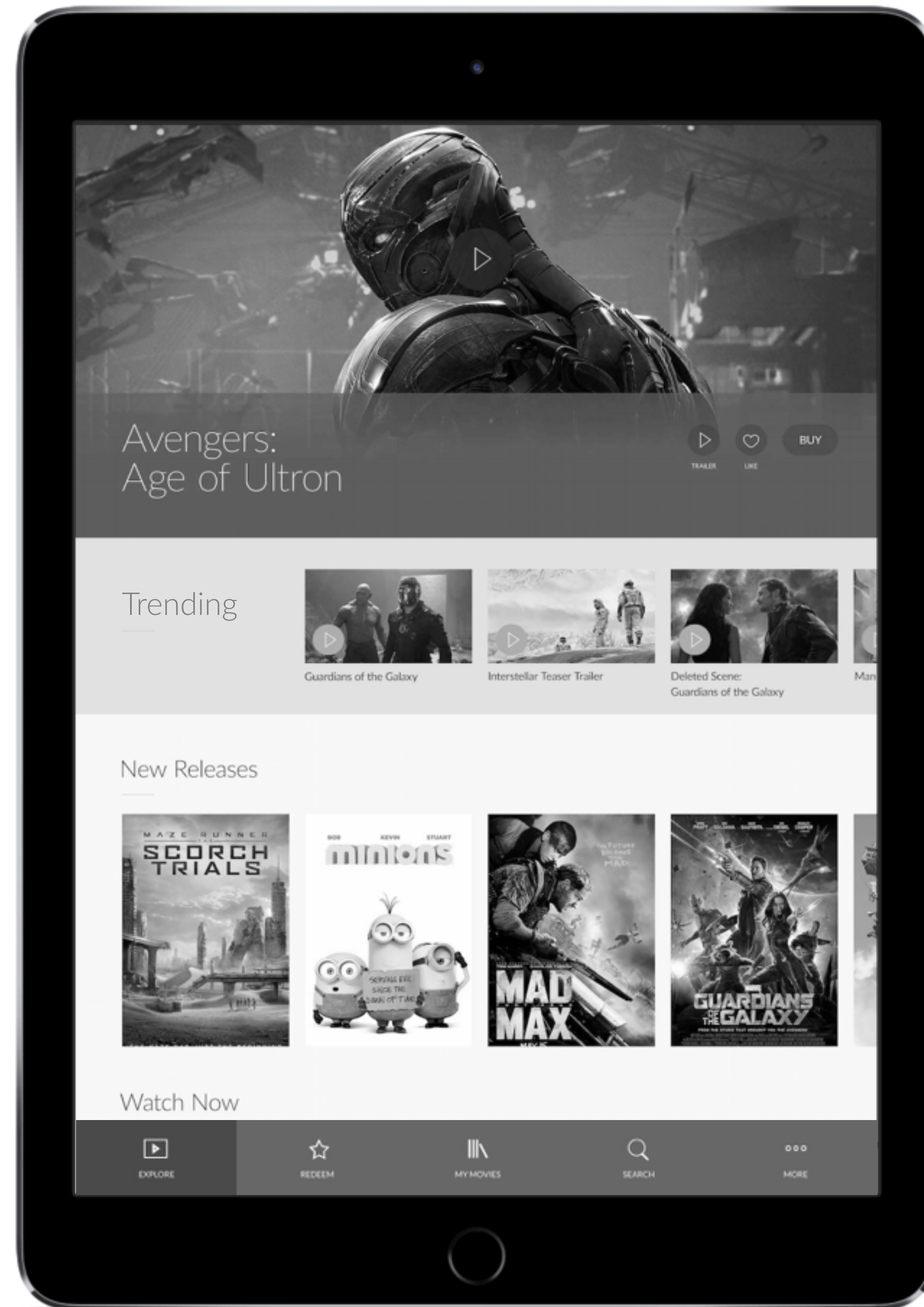




# Site Map



# Explore



Primary home screen

Content available to enjoy now as well as Theatrical pre Order

Modular carousels personalized by profile

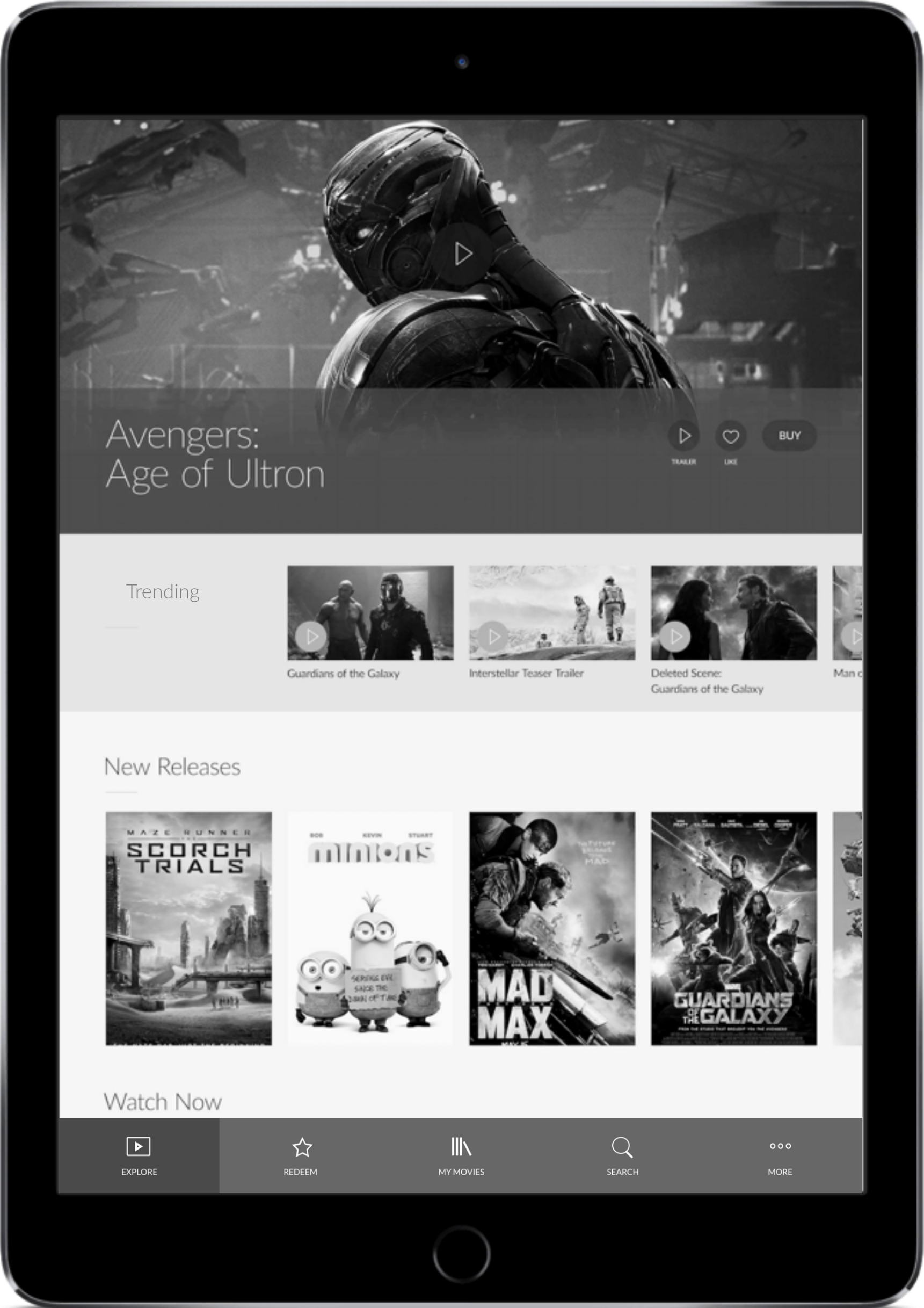
- Hero, posters, collections, videos, offers/promotions
- Curated, recommendation-driven

Taste games to inform recommendation

# Global Navigation (iOS)



# Explore

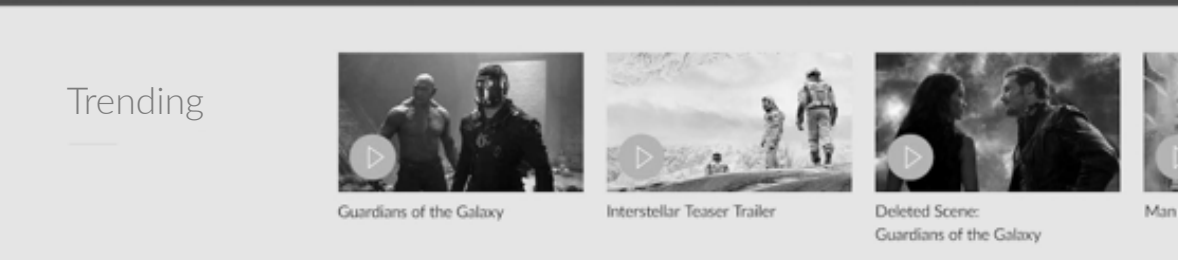




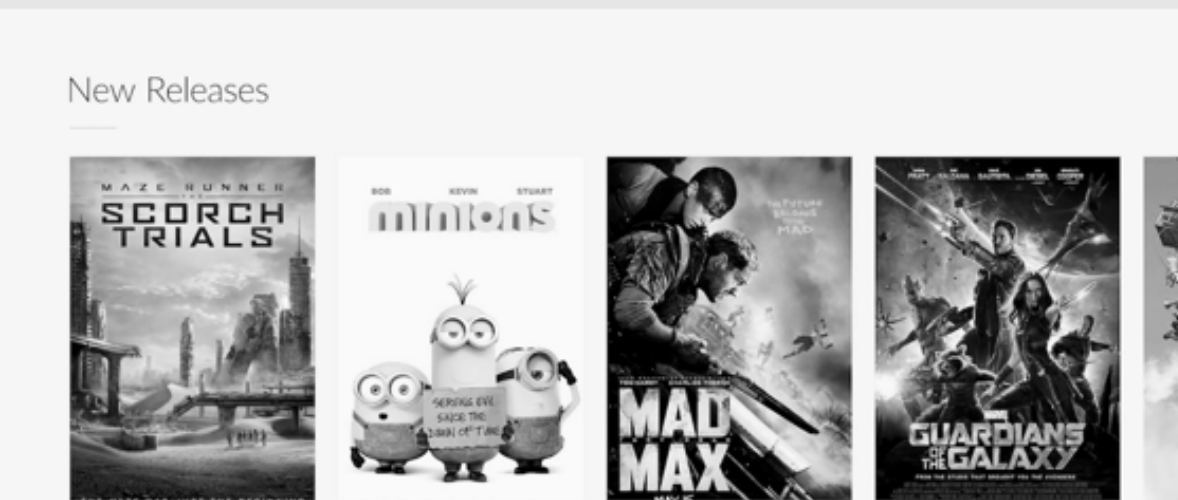


Primary Multi-Hero Carousel (Static, Parallax, Motion)

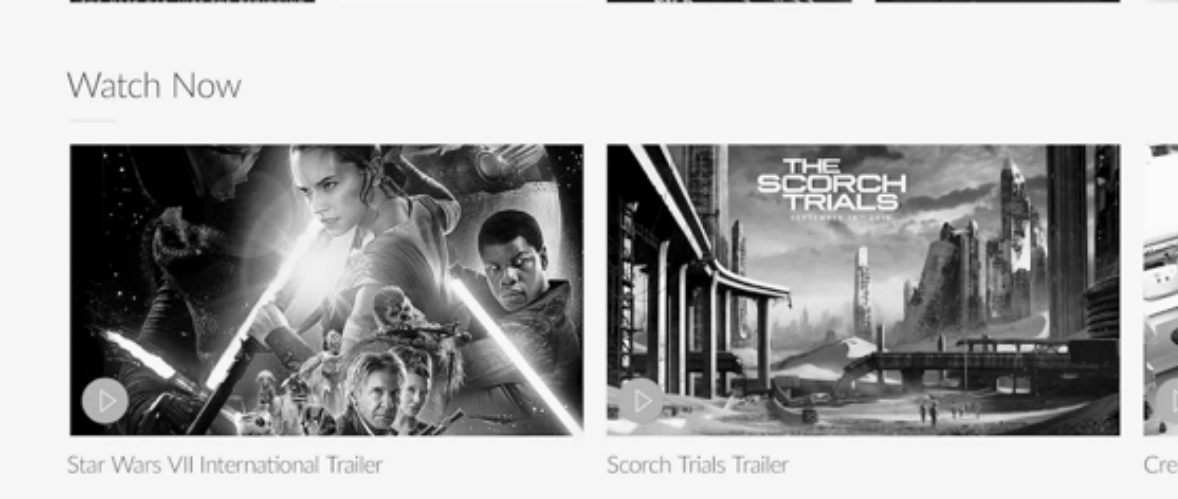
Action buttons (Wishlist, Pre order, Buy, Follow, etc)



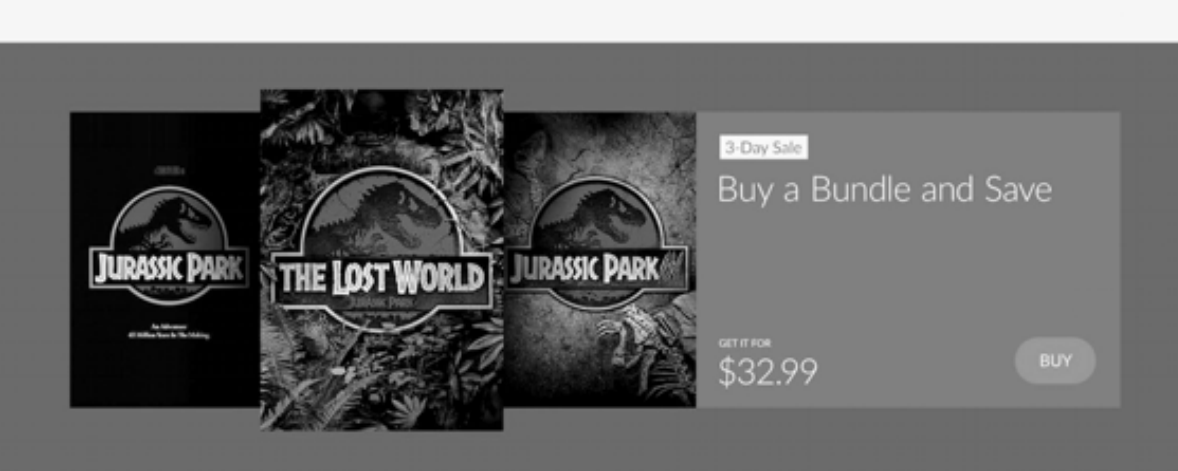
Video Slider - The video slider can include content the user has recently watched, their collection, or trailers related to the hero above



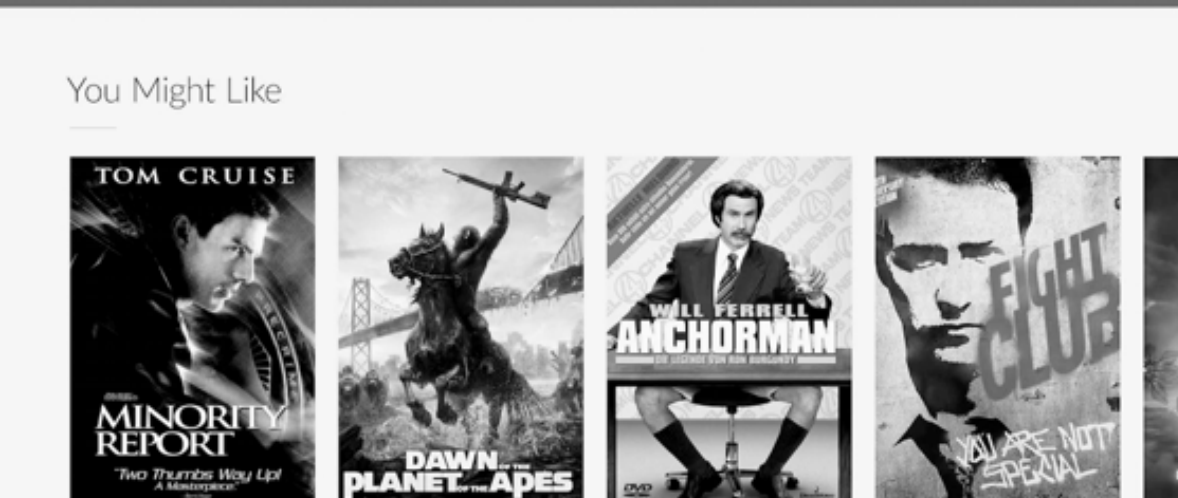
Curated Poster Slider - slider consisting of marketing provided new releases



Recommendation Based Video Slider - could consist of extras, exclusives, bonus, etc



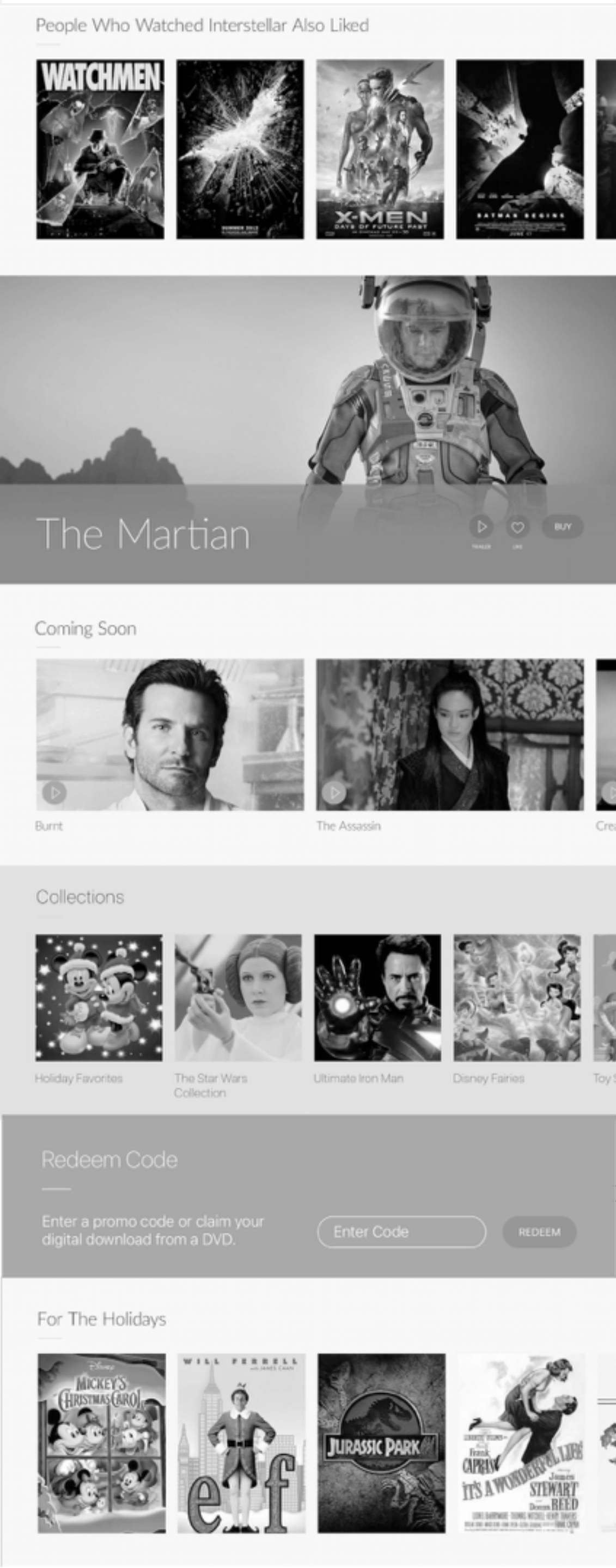
Promotional Element - This component can promote bundles, sales, or offers



Recommendation Based Poster Slider 1 - Personalized per user

nts reserved.





Recommendation Poster Slider 2 - Personalized per user

Secondary Multi-Hero Carousel

Video Slider - The video slider can include Extras free videos or trailers related to the hero above

Collection Slider - Slider consisting of movie collections

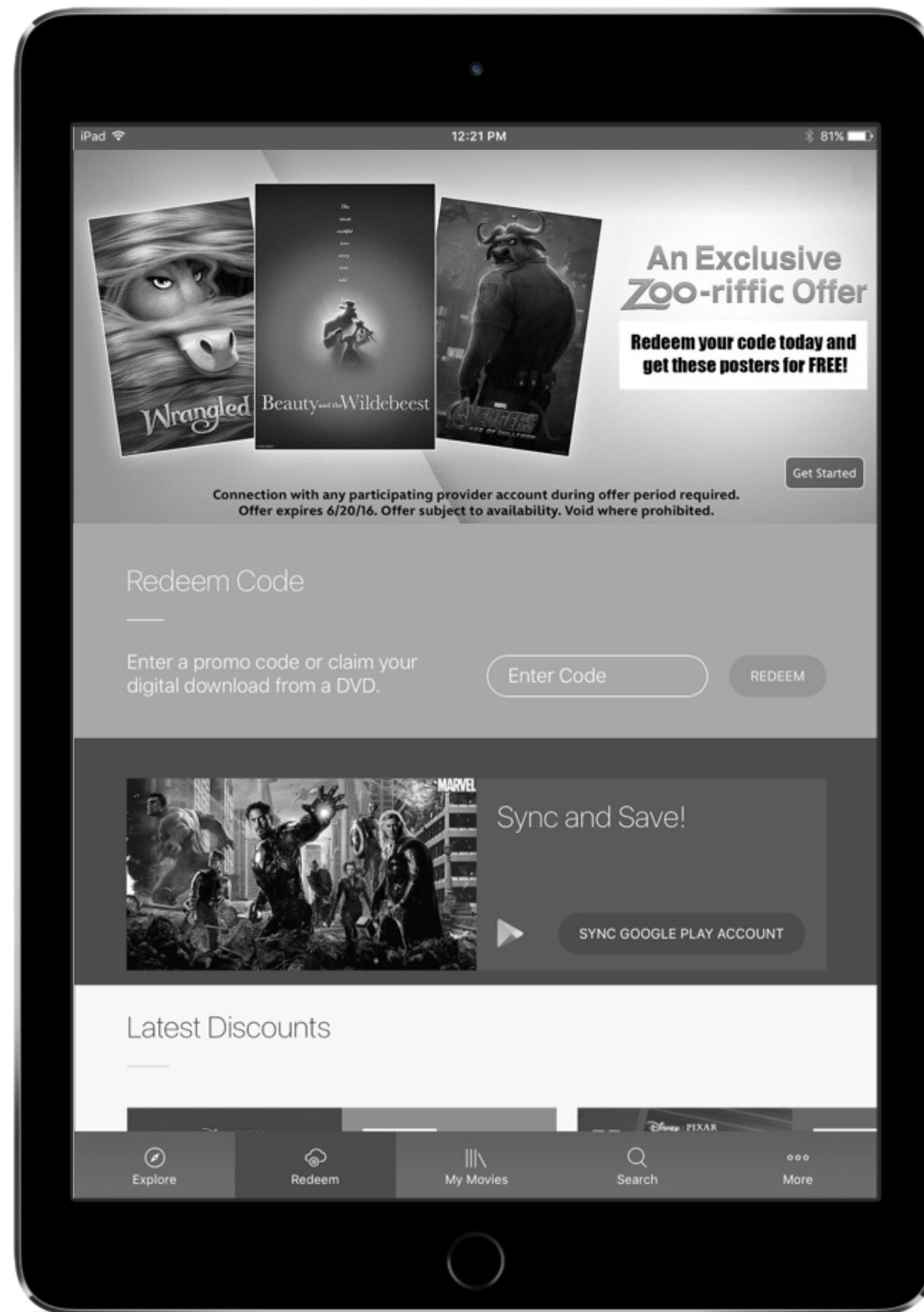
Redemption Component

Curated Movie Poster Slider





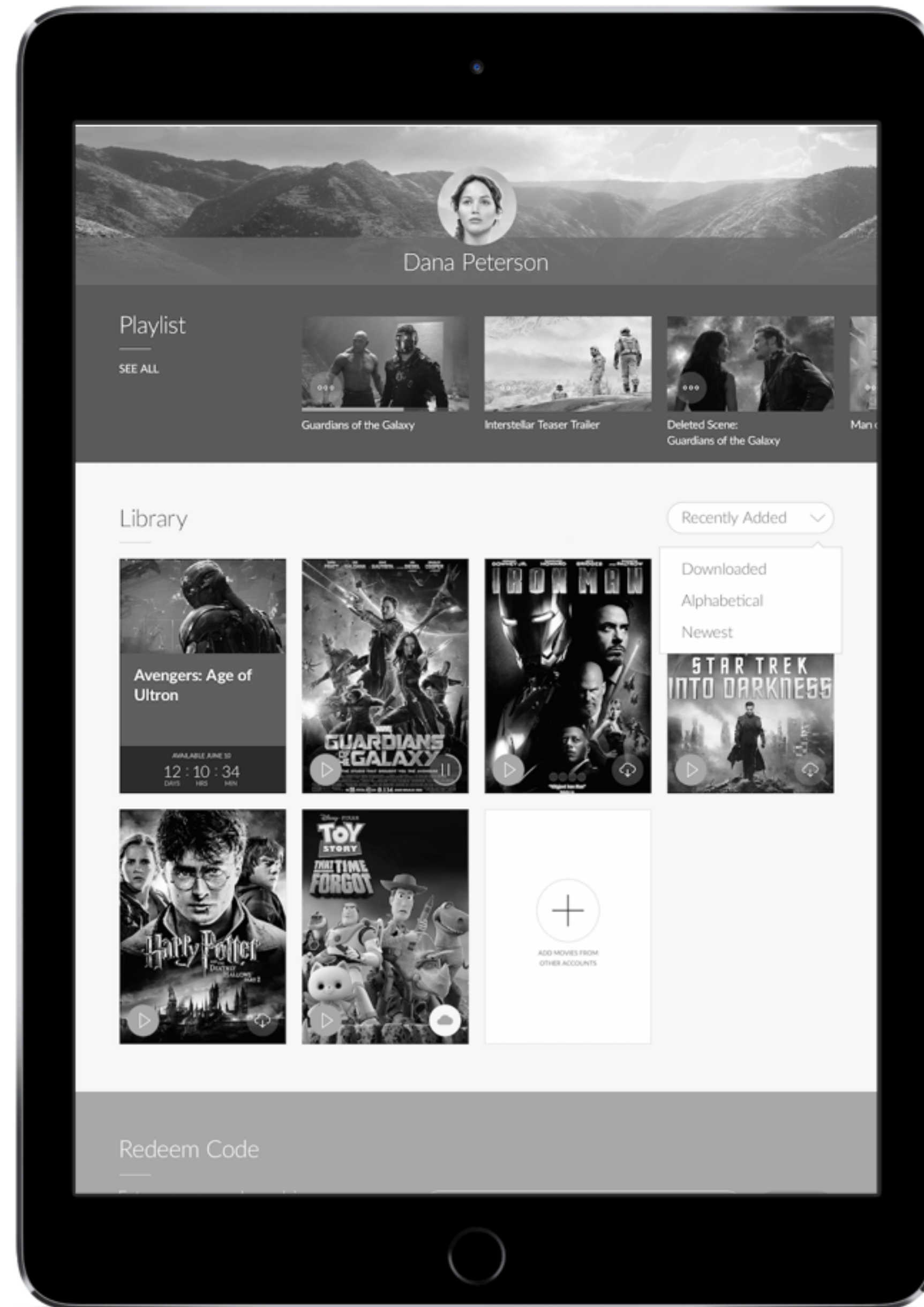
# Redeem



Promotional Hero carousel  
Takeover landing  
Vanity URL  
Support for UV codes  
Tailored post-redeem experience  
Offer Sliders  
Recommended Slider based on code entered  
Dynamic promotion insertion  
Mobile redemption Web site



# My Collection



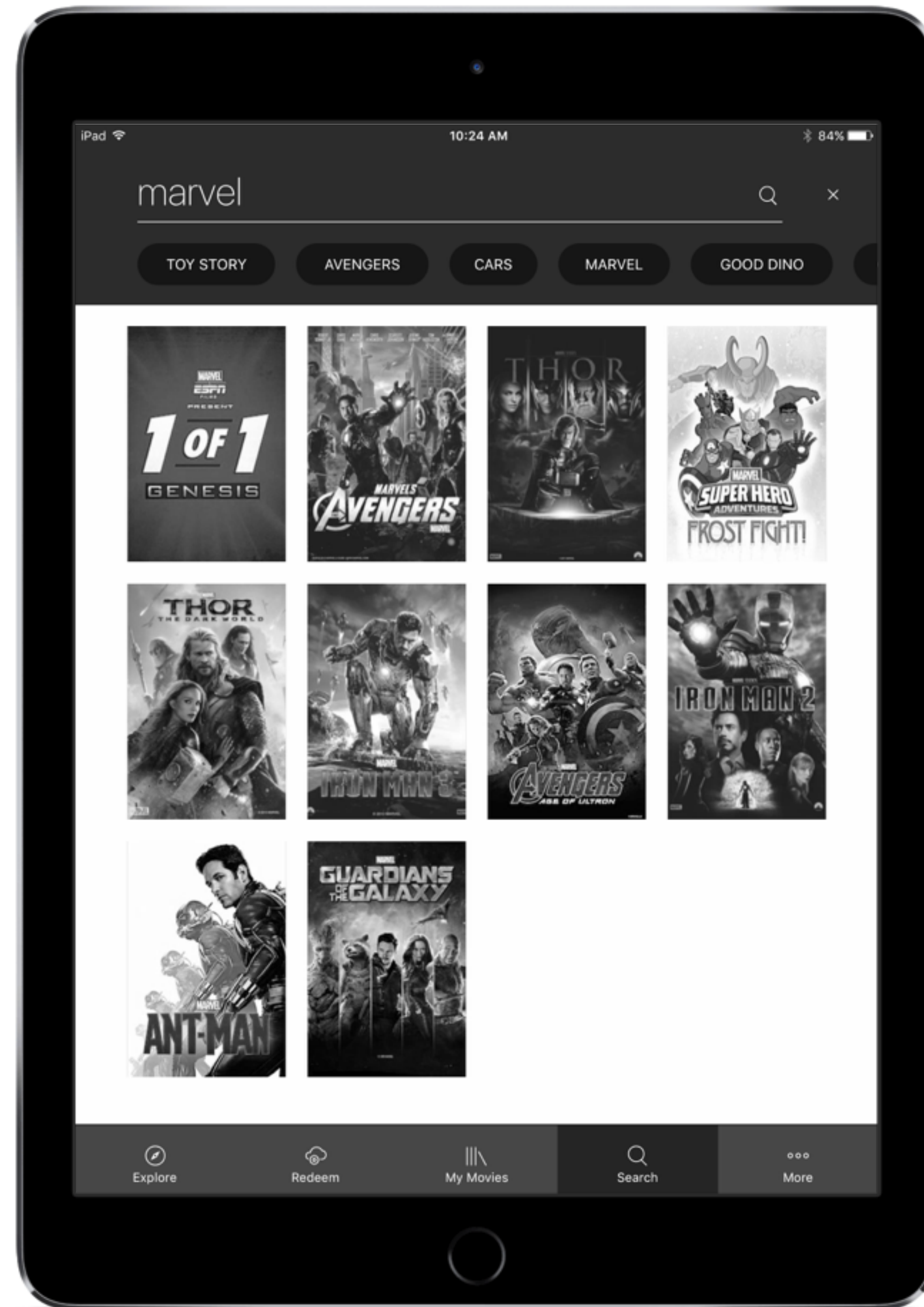
User's movie collection  
Ability to download  
Offline playback of movie  
Continue watching slider  
Wishlisted items  
Playlisted movies & videos  
Customized profile header

TV Entitlements with link to retailer  
playback





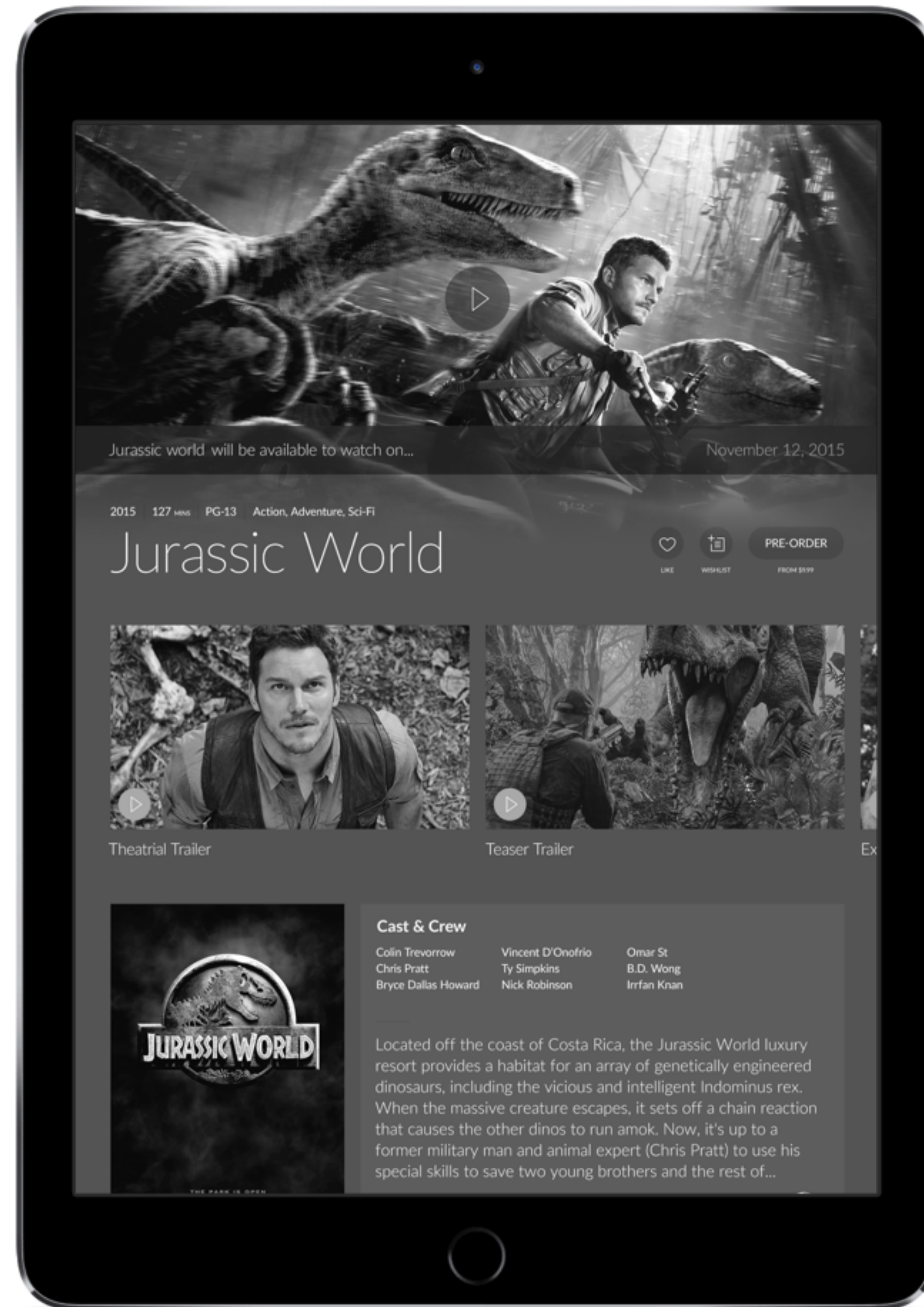
# Search



Movie results  
Videos results (trailers, bonus,  
discover)  
Search by Title, Cast & Crew  
Search by Genres  
Predictive auto complete list  
Popular Searches



# Movie Details



Full lifecycle - pre release through in-home  
Bonus content and bonus categories  
Multiple trailers  
Exclusive short-form content  
Countdown to in-home release  
Theatrical titles for pre order  
Image gallery  
Text synopsis, cast, crew  
Deep link / Vanity URL



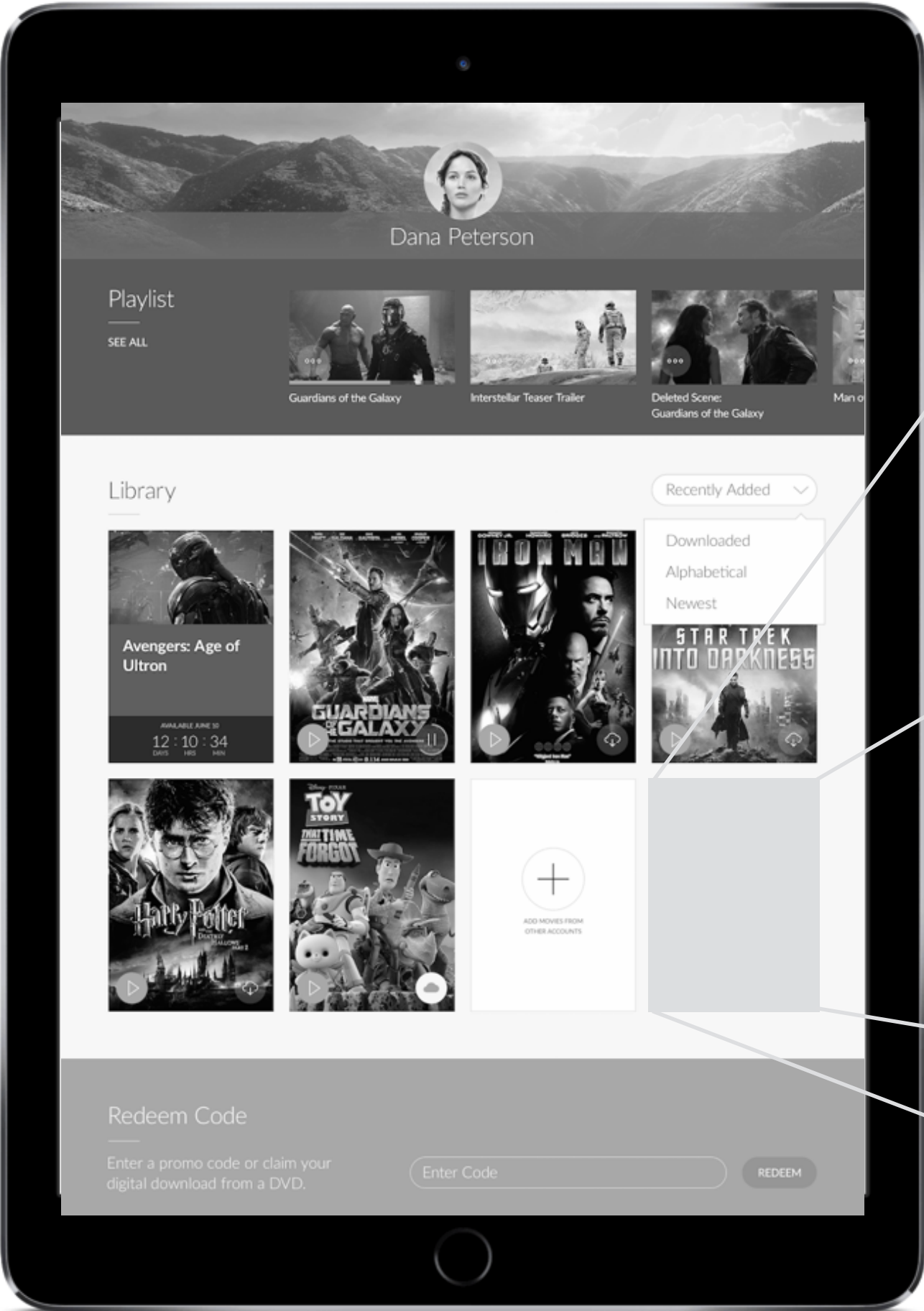


# Player



Secure Video Playback  
Visual scrubbing  
Chapters  
Chromecast  
Airplay  
Promotional end card  
Next up autoplay  
Subtitles  
Foreign language tracks  
Profile level bookmarking  
Business rule enforcement  
Download / offline  
playback

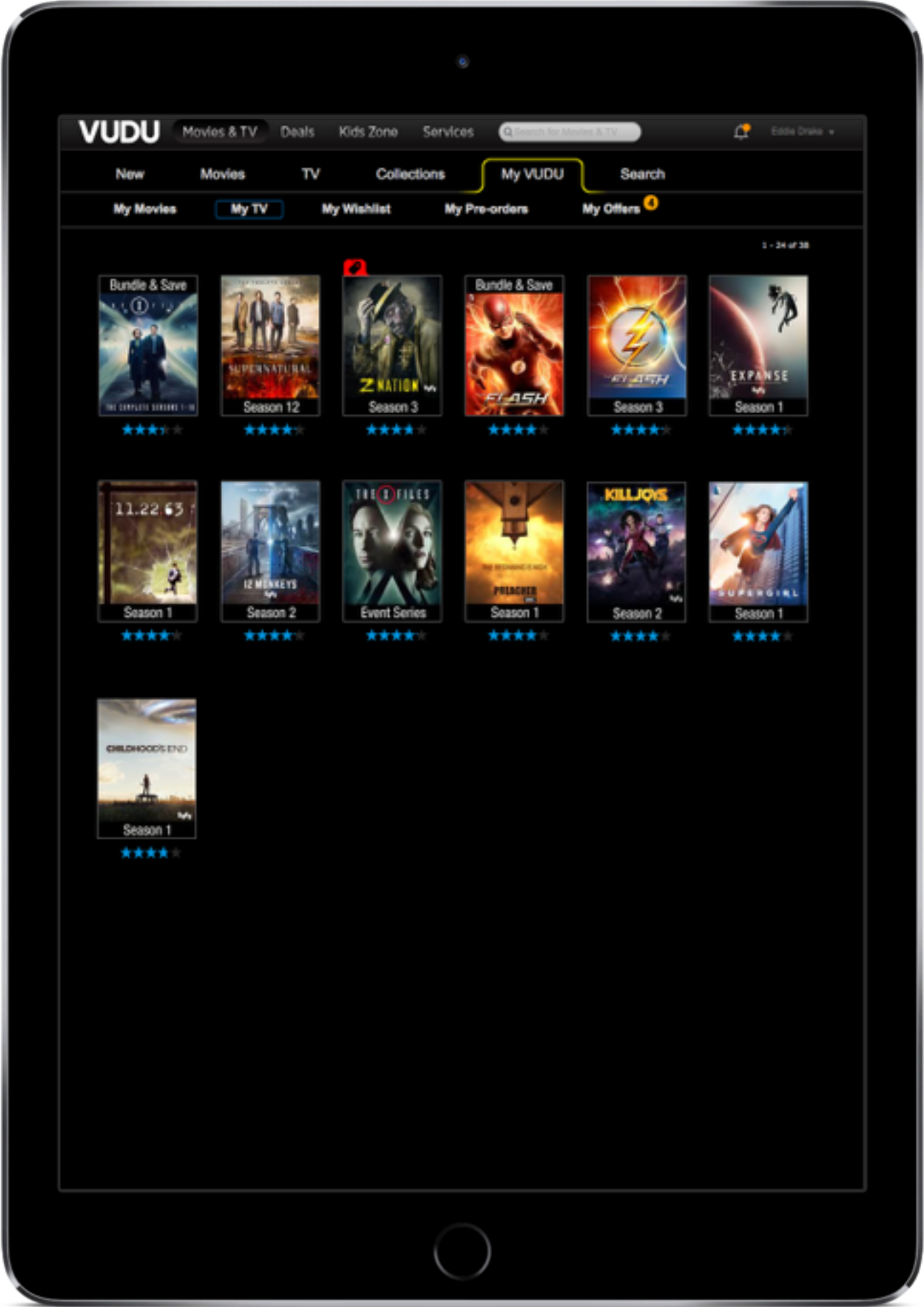
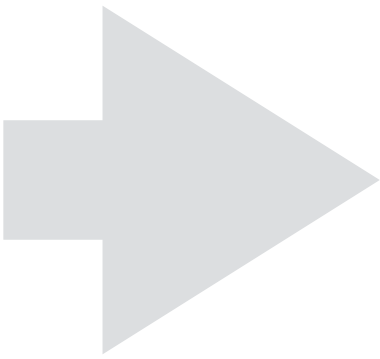
# TV in MA - Interim





Access your UV TV  
Seasons and Episodes

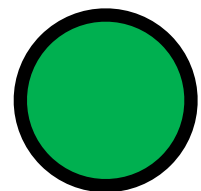
POWERED BY **VUDU**





# Product Development and Content Status Report

Overall Status



Key Accomplishments / Highlights	Upcoming Activities / Milestones	Workstream Status	
<ul style="list-style-type: none"><li>TBD</li><li>Summary of Functionality completed</li></ul>	<ul style="list-style-type: none"><li>TBD</li></ul>	Backend Development	●
		Client Development	●
		Data Services	●
		Retailer Integration	●
		Studio Onboarding	●

Issues / Risks / Blockers						
Ref	Area	Item	Description	Owner	Status	Target Date
1						
2						
3						

# Retailer Integration and Content On boarding

Retailer Integration			
Retailer	Status	Target Completion Date	Notes
Vudu	●		
iTunes	●		
Google	●		
Amazon	●		

Studio Content On boarding						
Studio	Status	ECD	# of Titles	# of Titles Processed	% Complete	Notes
Disney	●	1/15/2017	800	450	56%	
Fox	●					
NBC Universal	●					
Sony	●					
WB	●					