

STUDIO REWARDS INTEGRATION OVERVIEW



Agenda

- 1 User Flow Overview
- 2 Core Technical Touch-points
- 3 Primary Round Trips

User Flow Overview

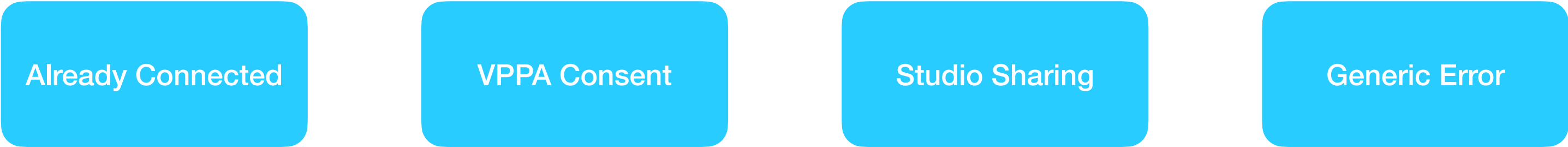


High Level User Flow

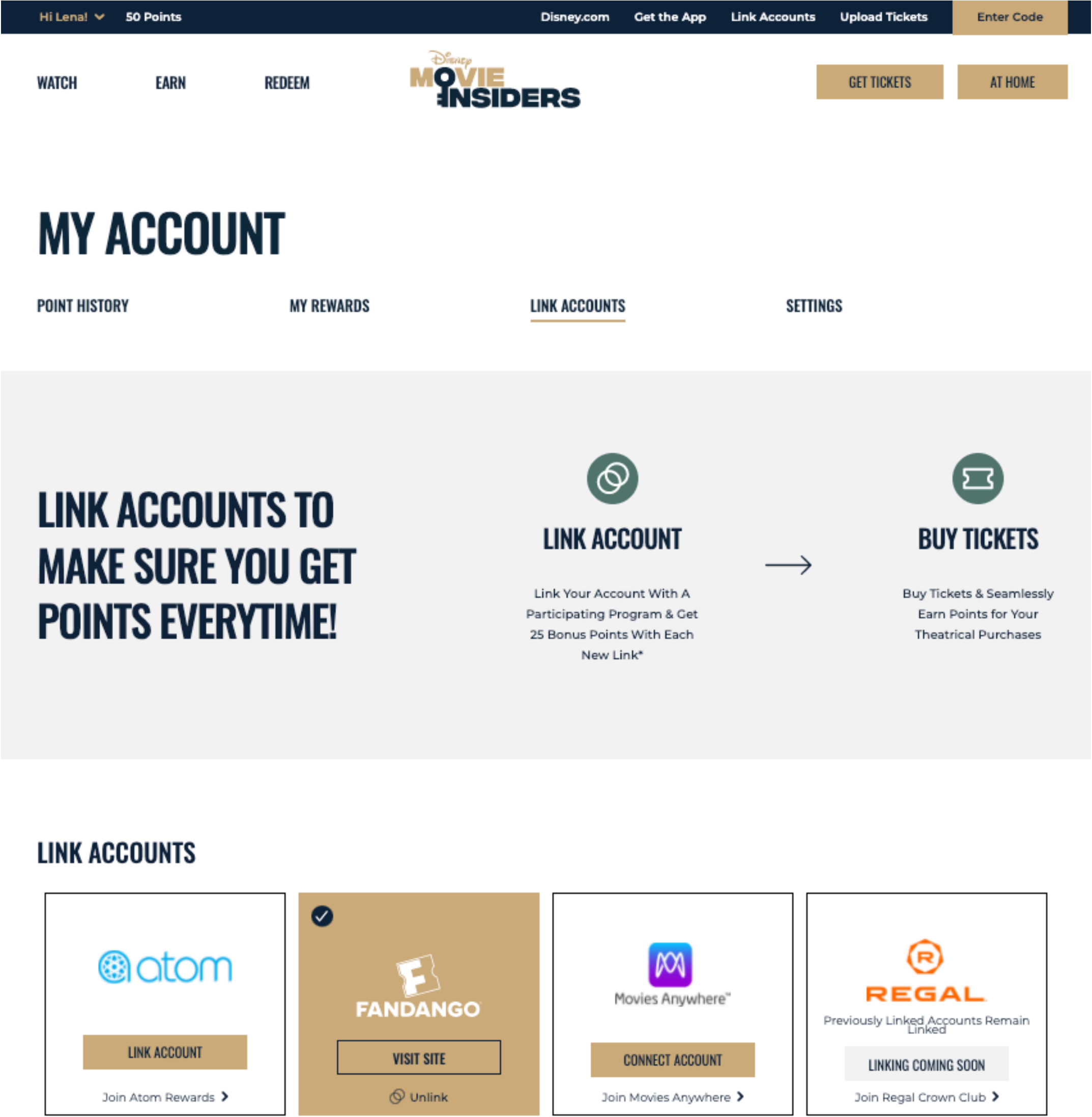
Happy Path



Exceptions/Edge Cases



User Linking Flow - Studio Site

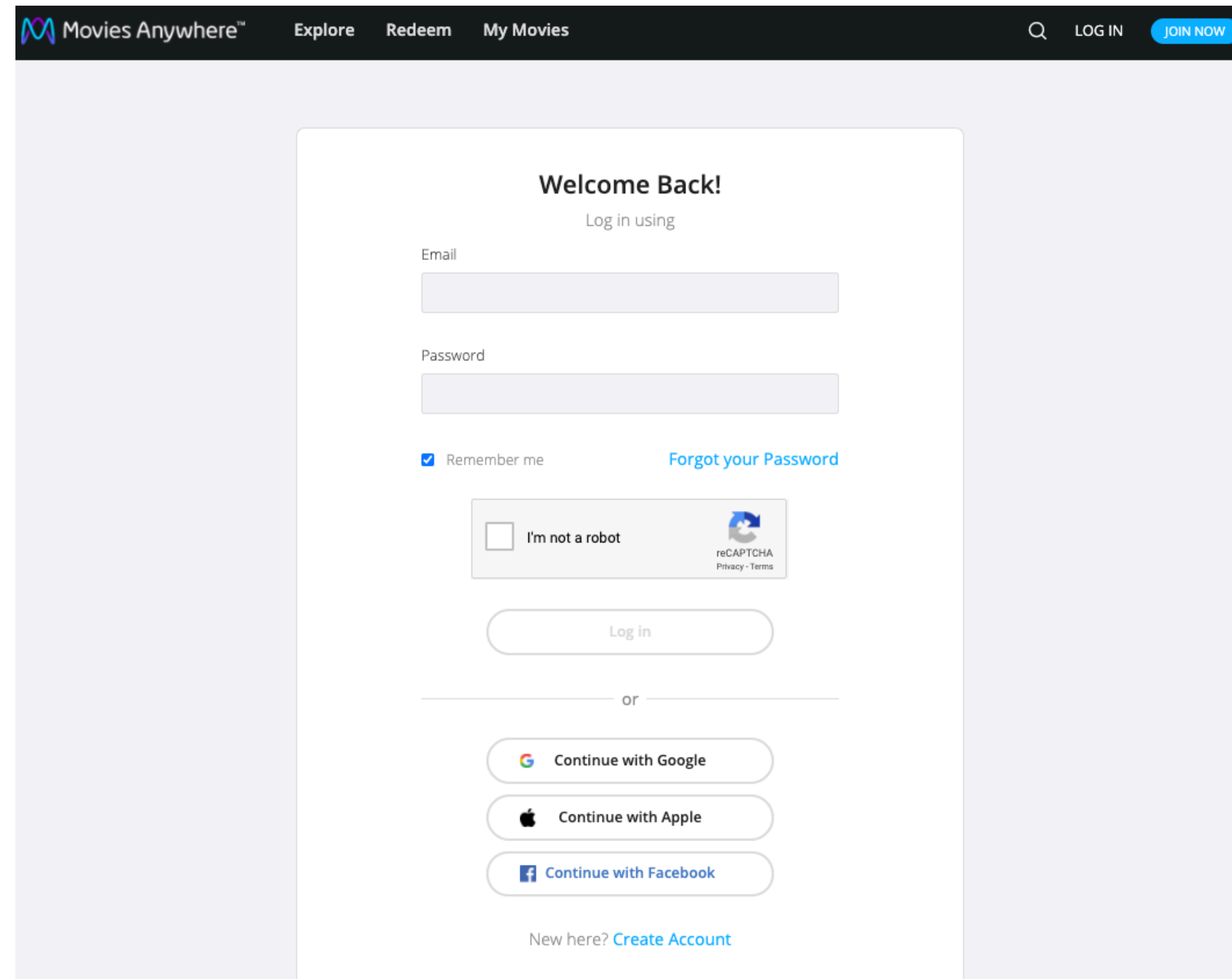


Studio Connect Page

User initiates linking from a logged in account on Studio Site.

This step should include any Studio specific legal language as well as initial Entitlement Partner business rule validation (eligible to link, account verified, legal term acceptance).

User Linking Flow - MA



The screenshot shows the Movies Anywhere login interface. At the top is a dark navigation bar with the Movies Anywhere logo, links for 'Explore', 'Redeem', and 'My Movies', a search icon, 'LOG IN', and a blue 'JOIN NOW' button. The main content area has a light gray background. In the center is a white login card. The card starts with 'Welcome Back!' and 'Log in using'. Below are input fields for 'Email' and 'Password'. There is a checked 'Remember me' checkbox and a blue link for 'Forgot your Password'. A reCAPTCHA widget is present with the text 'I'm not a robot'. Below the reCAPTCHA is a 'Log in' button. A horizontal line with 'or' in the center separates the login section from the social login section. This section contains three buttons: 'Continue with Google', 'Continue with Apple', and 'Continue with Facebook'. At the bottom of the card, it says 'New here? Create Account'.

Movies Anywhere Login

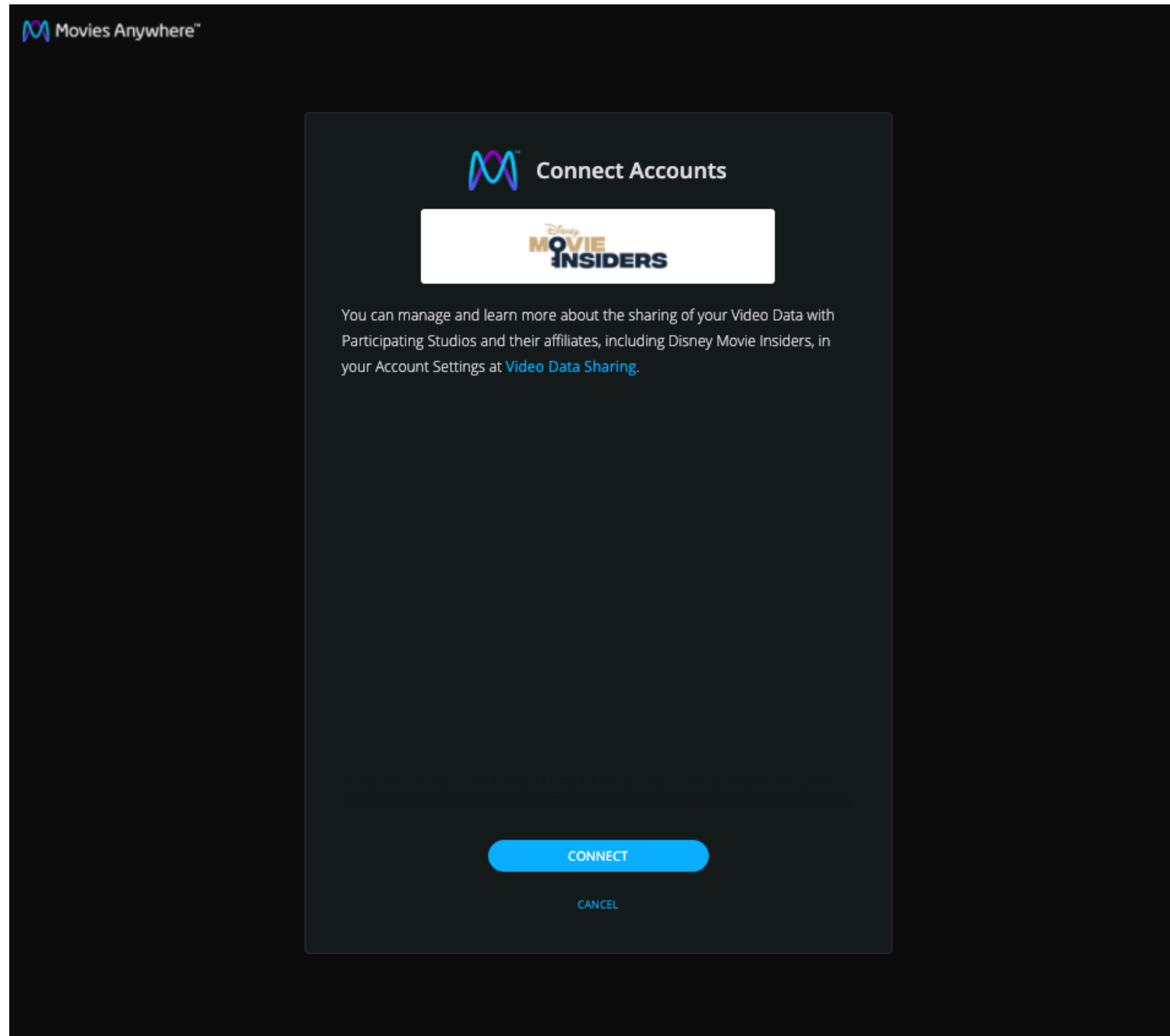
User creates an account, logs in, or verifies that the logged in account is the one that they want to link to.

This step will include an opportunity for a user to create an account, log in to their account or verify this is the account that they want to link to. Upon login, they will be taken to the Account Linking information page.

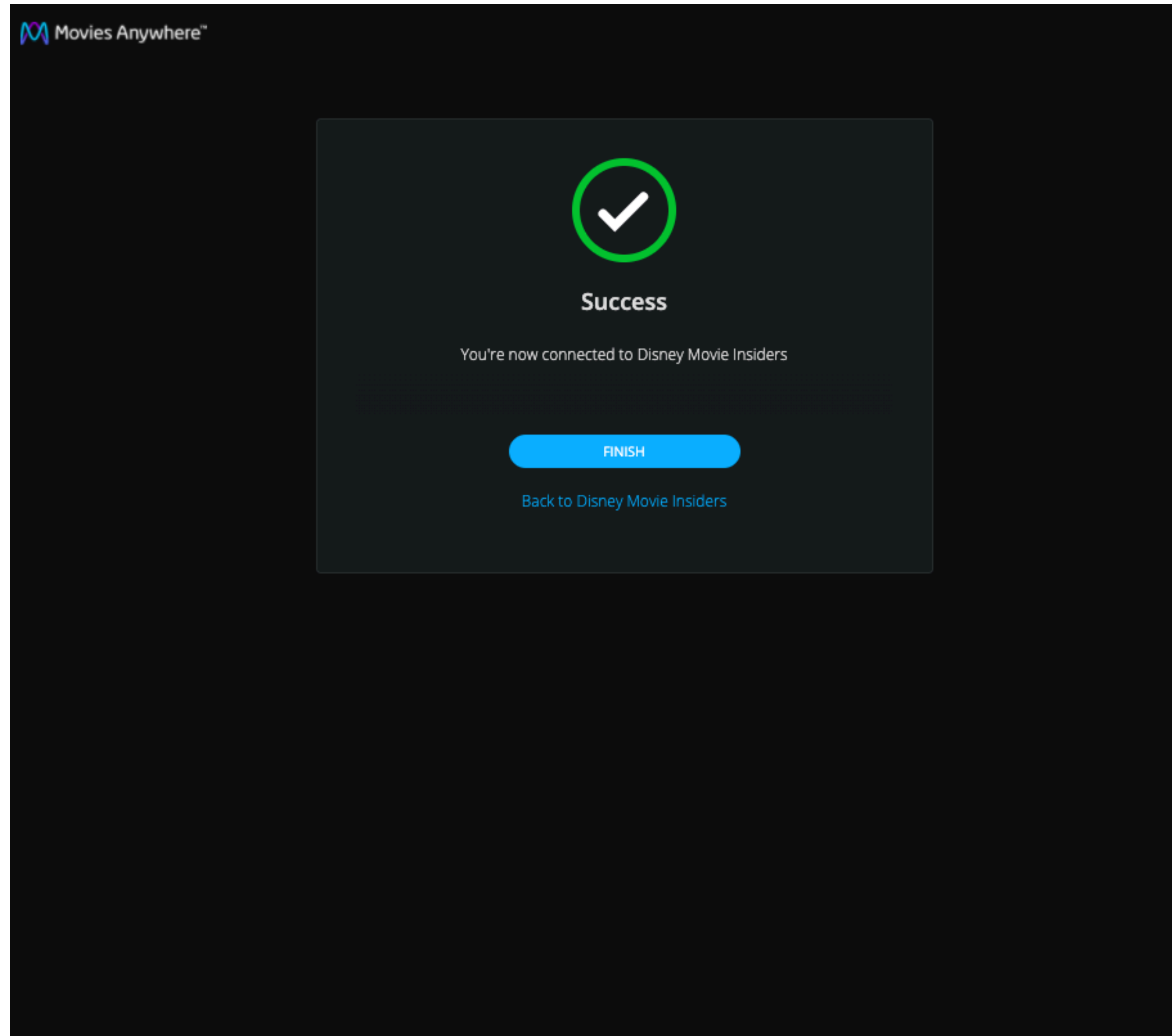
User Linking Flow - MA

Account Linking Information

Description of what the user is doing with an option to Connect or Cancel. If they Connect and there are no errors or edge cases, they will be shown a success screen.



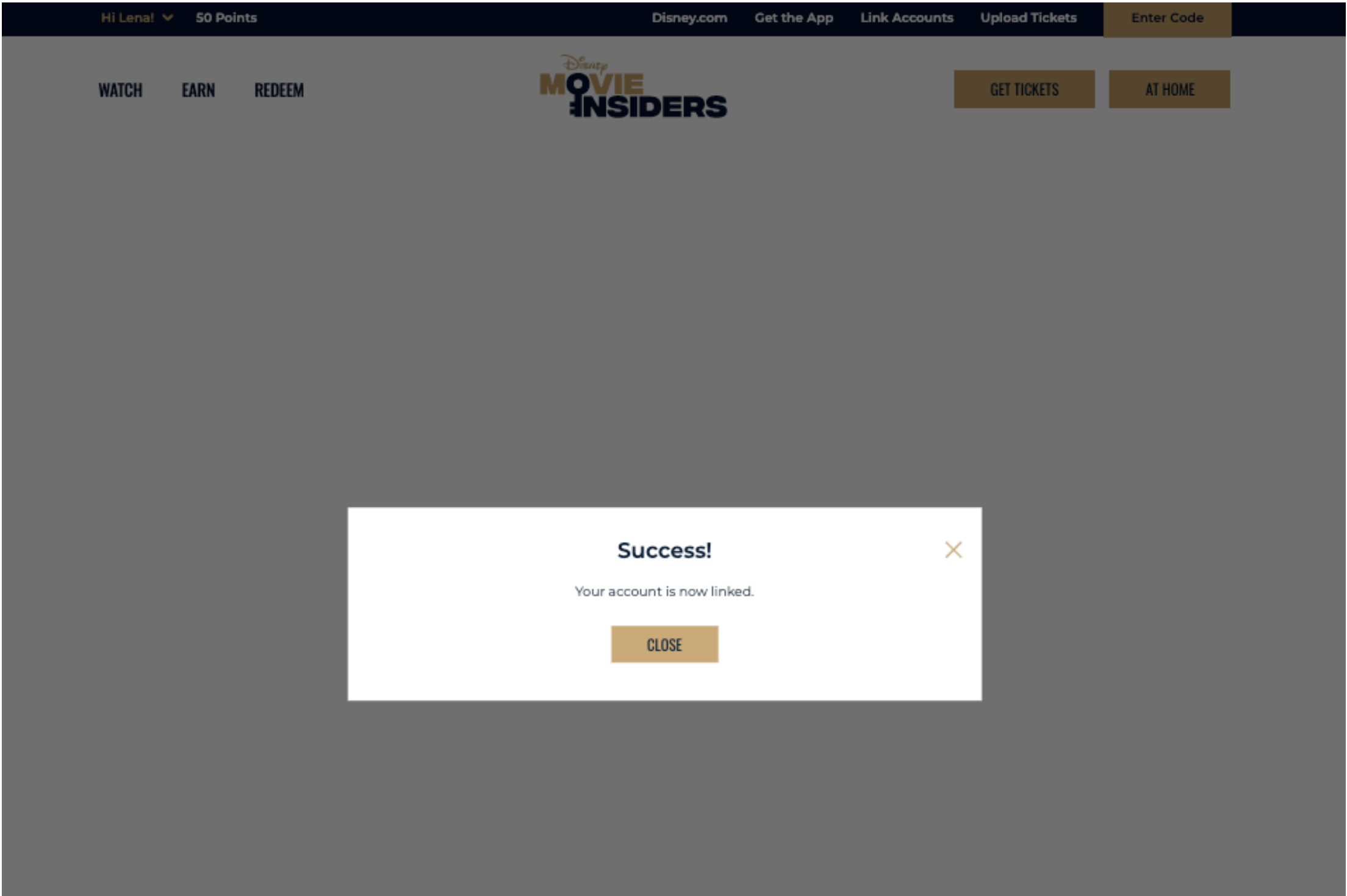
User Linking Flow - MA



Account Linking Complete

Success page with an option to Finish or return to Studio Site. If they choose to return to the Studio Site, we will redirect them to the appropriate URL.

User Linking Flow - Studio Site

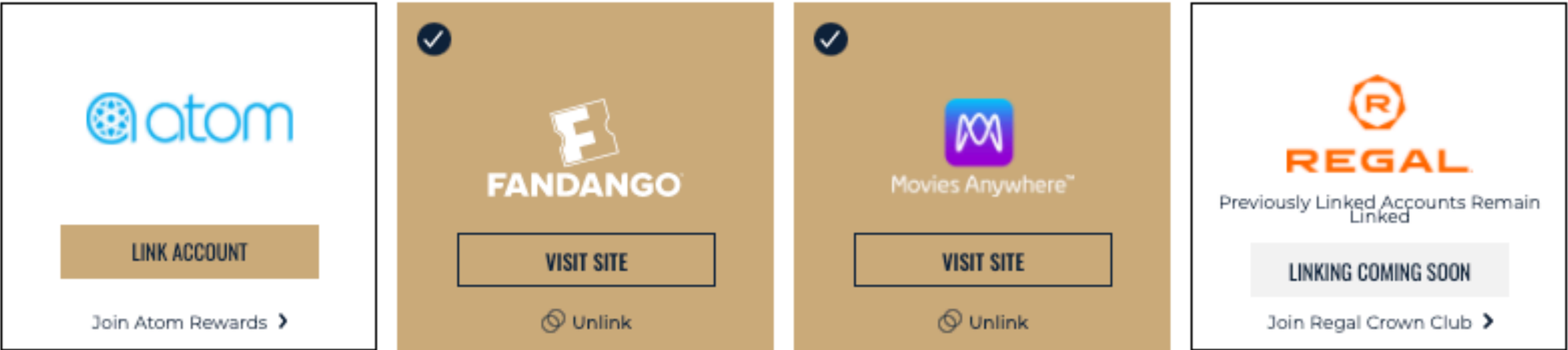


Studio Site - Successful Link

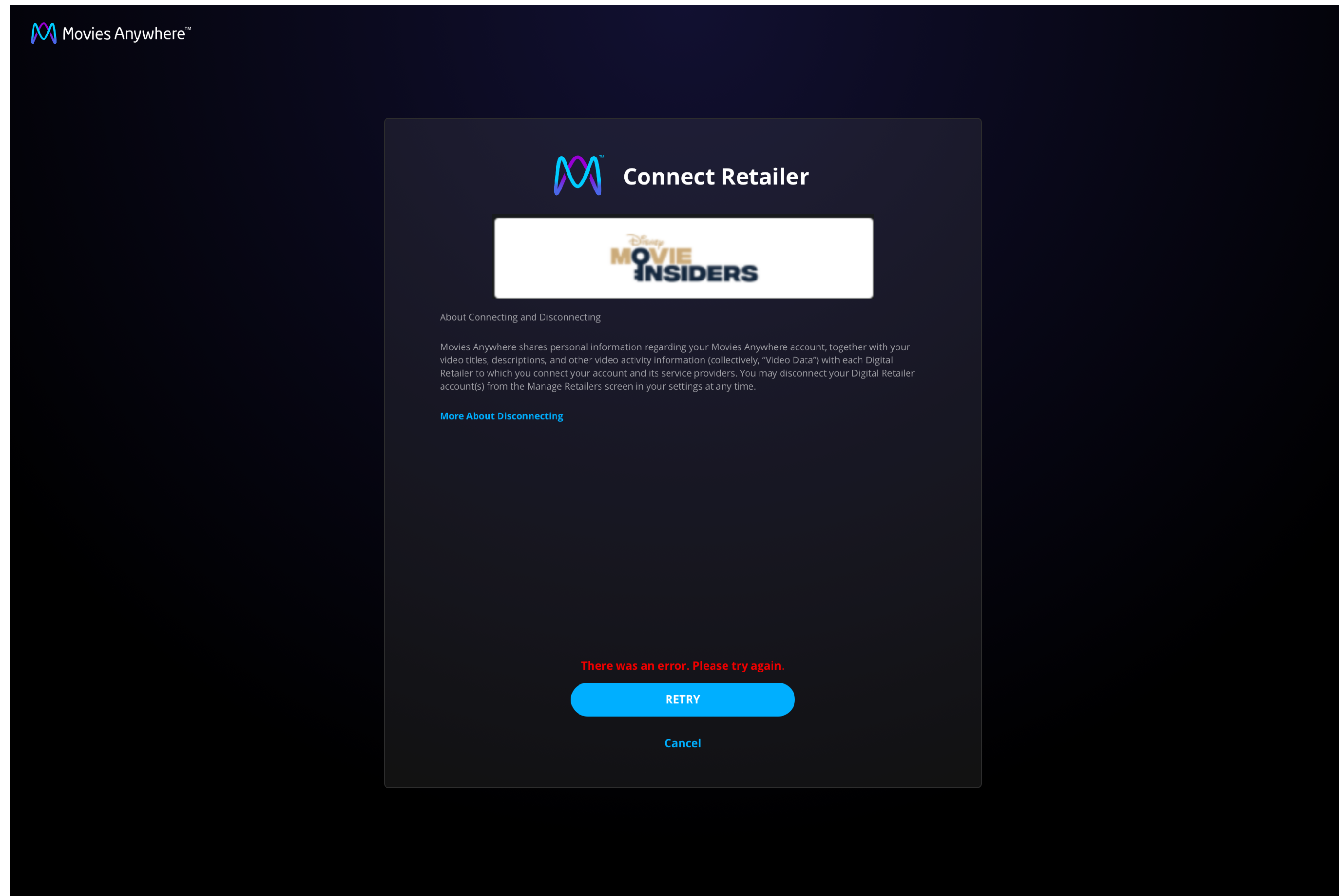
User is returned to Studio Site with a success code. Studio reiterates successful connection.

This step should update the user account to indicate that they are now linked and give them an option to unlink. In addition, if an error code was returned instead, the user should be messaged accordingly.

LINK ACCOUNTS



User Linking Flow - Error State



Error

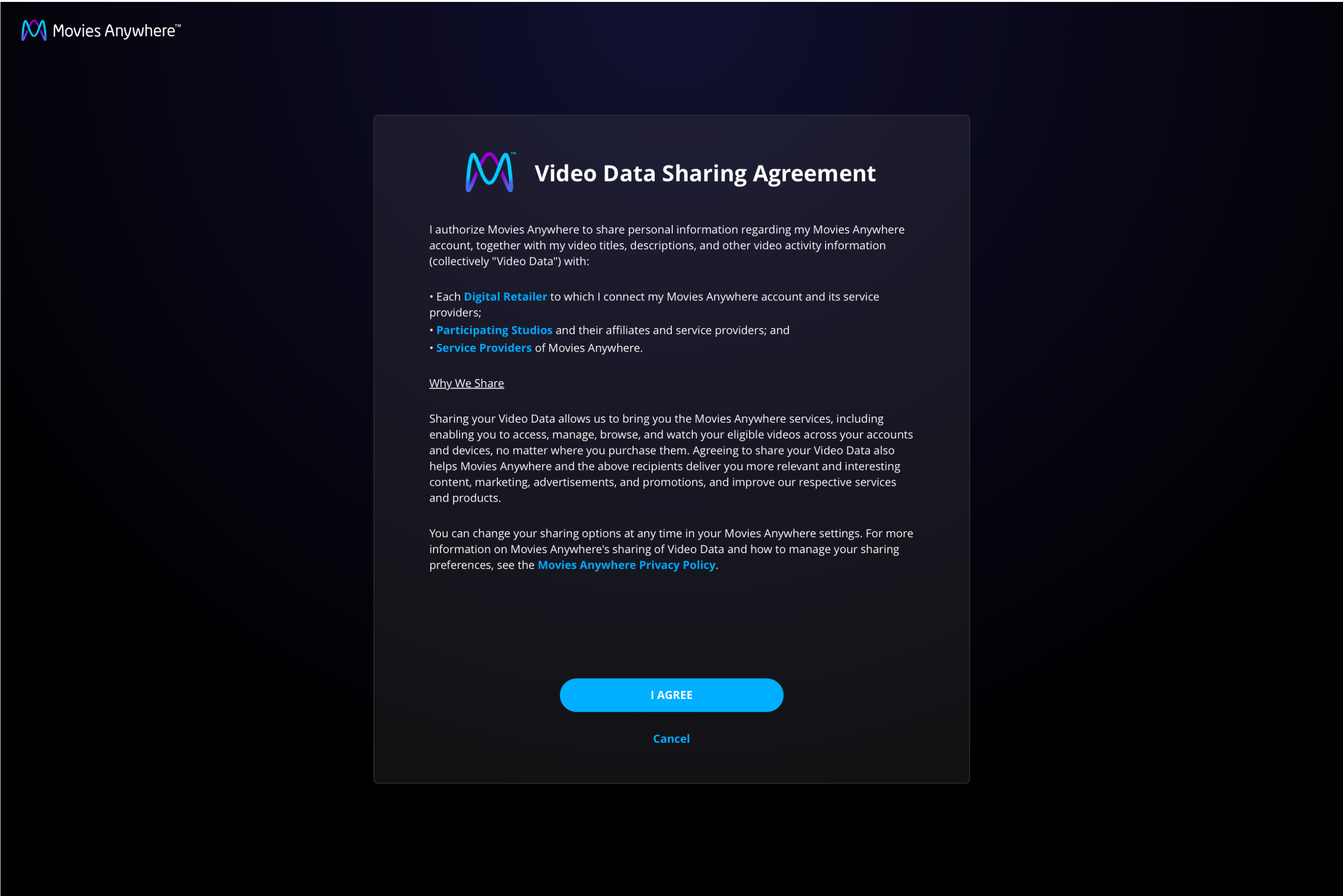
Any error in the linking process.

In the event that there is an error, the user will be messaged accordingly and given the option to return to DMR with an error code.

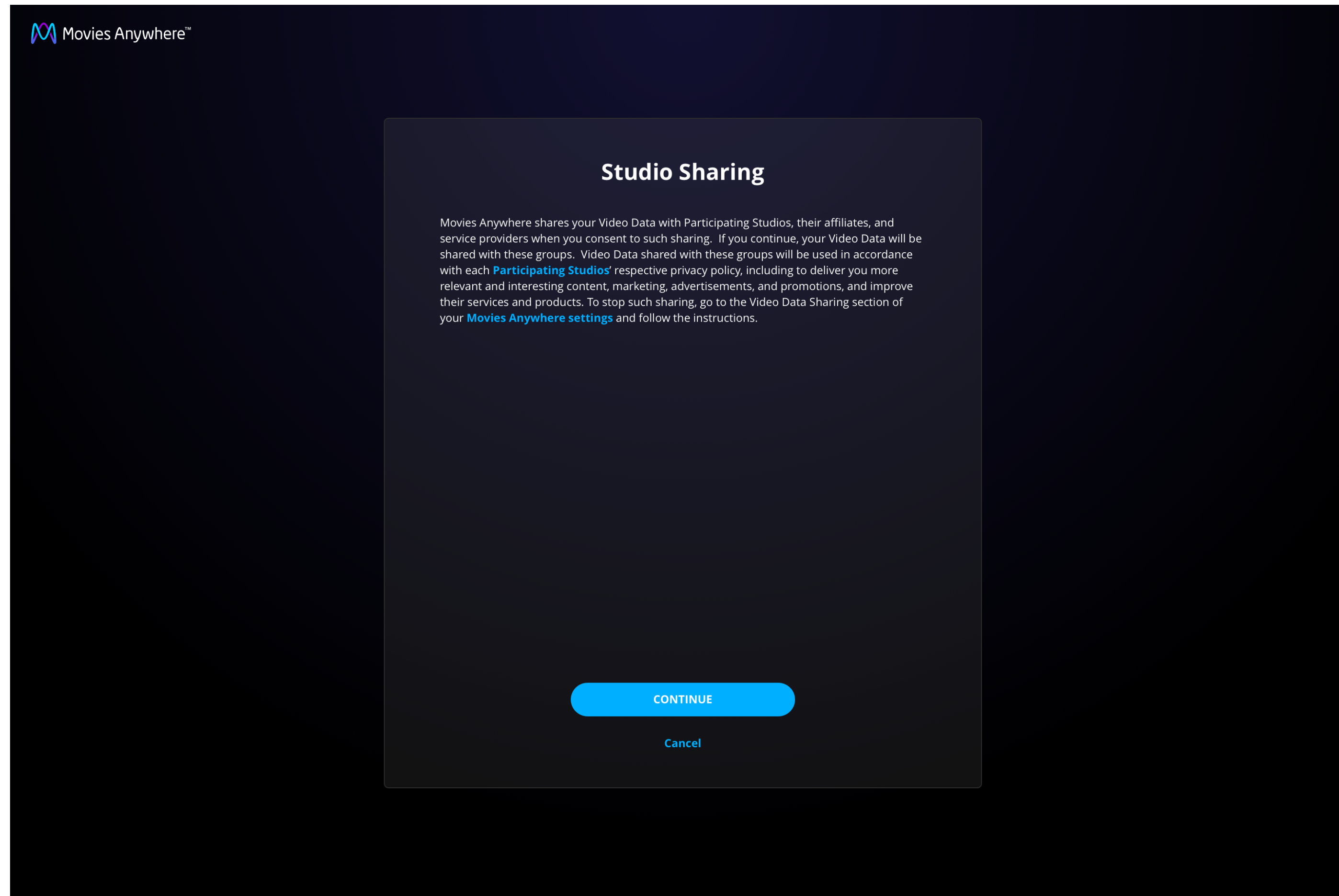
User Linking Flow - VPPA

VPPA Consent

In the event that a user's VPPA has expired, they will be prompted to re-consent prior to DMR linking. If the user chooses not to re-consent, they will be given the option to return to DMR with an error code.



User Linking Flow - Studio Sharing



Studio Sharing

In the event that a user has opted out of Studio Sharing, they will be prompted to opt in prior to DMR linking. If the user chooses not to opt in, they will be given the option to return to DMR with an error code.

Core Technical Touch-points



Core Touch Points

Title Communication:

- MA -Title adds and updates communicated to Studio
- Studio - Successful Mapping Response to MA
- Studio - Provides API for real time look up of mapped titles for Audit

Core Touch Points

User Linking:

- Studio - Initiate from logged in state on Studio Site
- Studio - Redirect to MA for auth and linking
- MA - Inform Studio services of successful link
- MA - Return user to Studio Site with success param

User Unlinking:

- Studio - Ability on Studio site for user to unlink themselves
- Studio - Ability for Studio Care to force unlink a user
- Studio - Endpoint for Keychest to call to force unlink a user for Customer Care

Core Touch Points

Real time transactions:

- MA - After a successful link, send real time future transactions filtered by Studio
- Studio - After a successful link, accept real time future transactions and process them according to Studio business rules

Historical transactions:

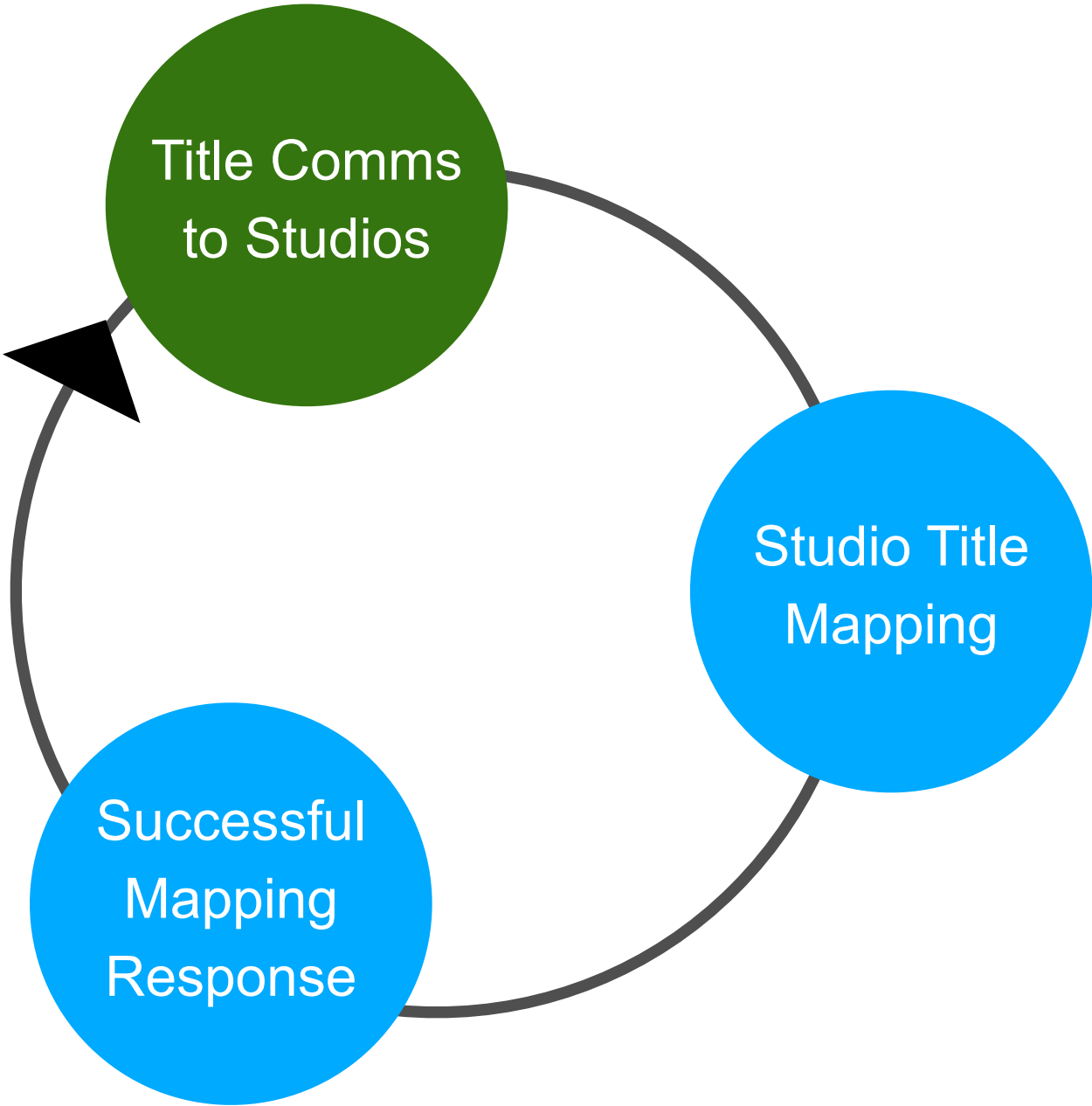
- Studio - May, as necessary, query the MA services for all historical transactions for a specific user.

Primary Round Trips

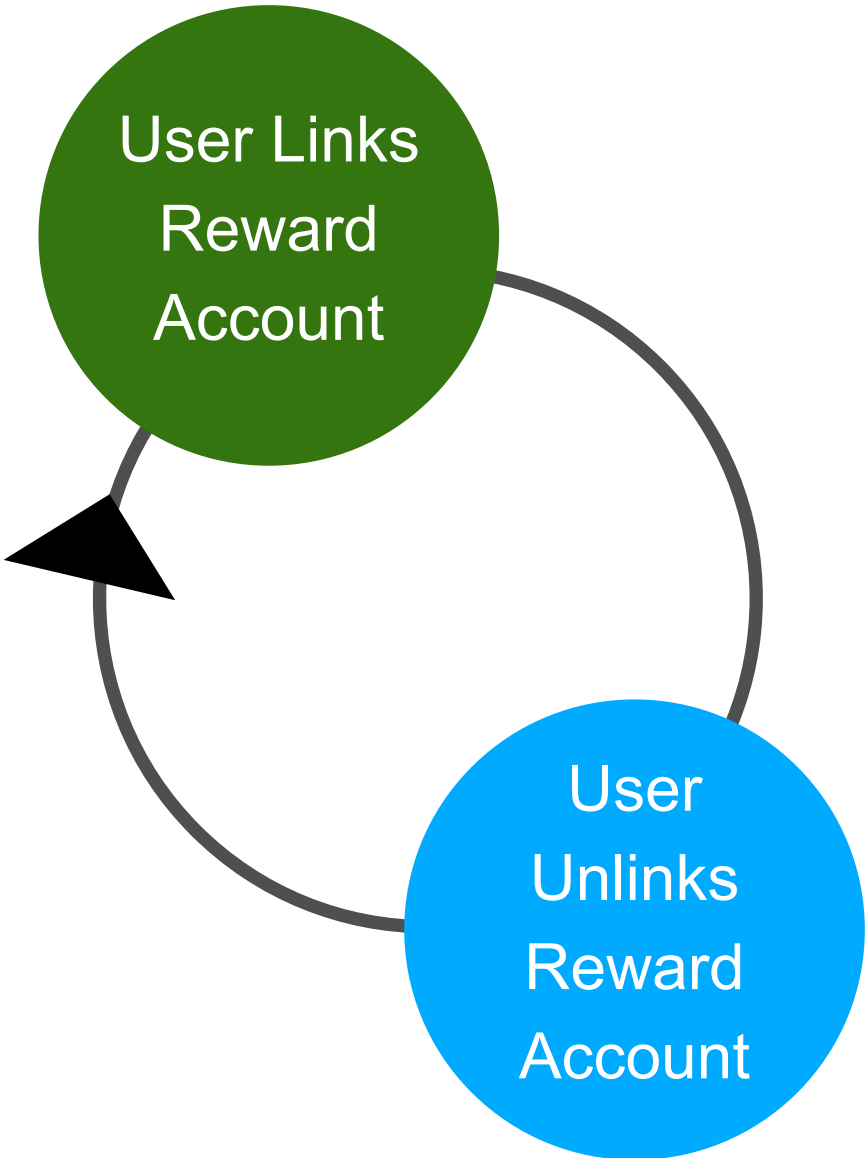


Primary Round Trips

Title Mapping



Linking



Transactions

