

Welcome to onlinefilm.org

Thank you for your decision to sell your film through the onlinefilm.org System!

Uploading films and offering them for sale through the Onlinefilm.org System can be done in a few simple steps which will be described in the following 5 pages.

As we are constantly working on improving the usability of our portal, please feel free to contact us at our Berlin office or any office of our international partners. If you have any questions or problems – we will guide you through the necessary steps, from registration to release.

To sell your film on <http://onlinefilm.org>, you have to complete the following three steps:

- I. Register yourself as a filmmaker/ producer
(only real people are accepted at this stage, no companies)
- II. Enter the meta-data for each film
- III. Upload your film, set the price and authorize its release as flash preview and download

I. Register

Go to <http://onlinefilm.org> and choose "Create Account" to register with us. You will create a Data deposit that we call a web business card. Be aware that these cards tend to get a very good Google ranking and might be the first information someone finds on the net when searching for your name! Take the chance and give them the information you want them to know about you! Once you have entered your personal Data, carefully select your username (it should be a good representative for you or your company!) and make sure you remember both your username and password. Choose only regular signs and numbers from the Latin alphabet and remember, username and password are case sensitive!

Please do not set your whole web business card on invisible, because we need to be able to show it to your potential customers. You can set your tel. number and your email on invisible though if you do not wish to be contacted by your audience. If you upload a photo of yourself and of your work or a logo of your company, you will become a "real" person for your audience much faster and they will be more willing to enter into the digital fair trade pact with you. More about the Digital rights fair trade idea you can read on our website at <http://onlinefilm.org/index.php?page=home&ssid=5>

II. Create a film account and enter meta-data of the film

Now go to <http://onlinefilm.org> again and choose "**enter films**" to log-in our film-database. Here you create a kind of web business card for your film and can enter all relevant informations

about your film (team, synopsis etc.) Since this module of our Database is not fully multilingual yet (we can not use any signs outside the Ascii code this means no greek, no russian letters etc. yet, sorry!), please enter the Metadata in English in the synopsis box and select "uk" in the select boxes so the dump software knows it is in English. You can of course also enter it in German or other languages that do comply with the ascii code and select "de" or "nl" or "fr". In the next release of this module you will be able to add more languages and we will be able to show them to your potential customers.

Please don't forget to upload at least one representative image from the film and a short Synopsis in your own language and in english

Two Tips: Do not only put the title of your film in the title field but also some Keywords that fit to your film as this field will be considered of main importance by Google. If you have a DVD Distribution you should add a link to where you can order the DVD in the synopsis for those who can not, or do not want to download your film on our site but rather would order a DVD.

III. Upload and release

Now you only have to upload your film. Go to **"enter films" again** and log-in with your username and password, and you will see our blue OnlineFILM-Button behind each title of the films you have already registered in our database. Push the blue OnlineFILM-Button, and in the next page search on your hard disk, for the film you want to upload. Once you found the compressed file you want to upload, start the uploading process. This might take a while. Please do not close the uploading window with the "x" because that would terminate the uploading process, while you're computer is busy with the uploading just use the "-" and work on with whatever you have to do on your computer and let the upload happen in the background. Once the upload is finished you will be asked to proceed to the film list. To select the film you want to work on, you click on the title of the film. Finally authorize its release by ticking the F (for Flash) the Flash teaser which is automatically generated from the first 2 Minutes of your film and B (for Bittorrent download). This puts on offer the whole file you uploaded. Then you set the price (per default it is on 2,- Euro but you can change that to any price you consider "fair"). The moment you click on "save changes" the film will be released or if you have selected nothing, taken from our site if it had been released before. If you click on delete film in the upper right, you will be asked if you really want to do that and if you click yes, the downloadable film file will be erased from the system. To also erase the metadata you must go back to **"enter films"** into the other module called CB-film and click the x on the very far right behind the film title and the upload button in the film list there. Then all traces of the film will vanish from our servers.

General information

- The file name of your film may not include special characters or spaces and no blanks
A correct file name could look like this: this_is_the_filmtitle_xvid.avi
- Please don't forget to authorize the release of your film on onlinefilm.org. Otherwise your film or preview will not show up on onlinefilm.org and the film cannot be bought and downloaded.
- It's up to you to choose the price of your film, we suggest a price between 2 and 6 Euros according to length, production value etc. Ask yourself what you would be willing to pay for a self download, and remember you are not selling a DVD quality download, but a compressed version of lower quality!
- Since you are among the first users of onlinefilm.org, we very much rely on your suggestions and criticism, so please feel free to contact us at office(at)onlinefilm.org .
- Before you upload the film file, please test your film's picture and sound quality !

After you have uploaded you're film, you must make a test download and check it again! Use the "testdownload" button on the upper right in the window where you set the film free and set the price. Only there you can download you're film for free!

TIP If you pass on the torrent which will be created for you after you clicked on that button to others, they can download the film for free as well. This is a a good and cost effective way to sent the film to potential buyers like, commissioning editors, distributors and festivals even before you set it free on the web for everyone to purchase. The filmdownload with the torrent that you create there for yourself will work also before you set it free!

Please leave the film in the sharing folder of your Bittorrent client and become the second seeder of your film in the Bittorrent swarm! This will help us distribute you're film better to you're audience. Who - if not you should do that and dedicate some hard disk space and bandwidth to the distribution of you're film?

Film and Codec

Our codec of choice is Xvid, it is based on MPEG4 and is an Open-Source codec, and therefore to be used without paying any licensing fees. It can be played by nearly all computers with the appropriate players installed and most XVID/DIVX or Mpeg4 certified stand alone DVD-Players after the film file was burned on a DVD.

To encode your DVD into Xvid we suggest you use the free Super© (for PC/Windows at <http://www.erightsoft.com/SUPER.html>) or the cheap AVS Videoconverter (Windows, www.avs4you.com) **Note!** the free downloads on the site, will embed a watermark in your film which you do not want) For Mac use the Xilisoft converter (, www.xilisoft.de).

In case you cannot play the finished Xvid-file and your player does not download the codec automatically, it can be downloaded at <http://www.xvid.org>.

As player for the compressed file we suggest the VLC-Player read about it and download the free version at http://de.wikipedia.org/wiki/VLC_media_player. Or if you want to have the player and a bittorrent client along with a fascinating tool to organize your Internet Videos go to www.getmiro.com and download the latest version of the free Miro software which is available for Mac, PC and Linux users.

Films and Websites

Your film and your information on the film will not only be available on <http://onlinefilm.org>, but, depending on your whereabouts, on our more than 50 partner websites in the network that is www.Kulturserver.de. If you are in Germany for example in www.kulturportal.de.

To look at your Web business card, which you create, when you create an account with onlinefilm.org you have to go to www.culturebase.org if you do not live in Germany. There you can look at your Data as people will see it. At this time this is the only place in the network, which shows your Web business card to the public if you are not a resident of Germany.

Our aim is to grow the market for your film as quick as possible. In the future, you will be able to offer your film on other websites, including for example your own. You can do so now by copying the URL of your film on www.onlinefilm.org once you uploaded it and then paste it wherever you want and so create a link to your film on offer. The URL always looks like this <http://www.onlinefilm.org/-/film/389>, just the filmnumber changes of course for every film.

Film and Money

Of course you want to know how we share the revenue your film makes with you. First we deduct sales tax and the transaction costs (like the paypal fee approximately 40 cents). The rest the net revenue of your film is then shared evenly between you and us. We keep track of the income and send you your money once the income has reached 50 Euro at the beginning of the next month. You will be informed as soon as that happens and asked for an invoice and the address of your paypal (www.paypal.com) account where we will transfer the amount due to you.

In the future you will be able to log in with your username and password and have a look at the exact amount of downloads, income and share any time you want, but this functionality still has to be programmed.

Within the next few weeks we will publish our "General terms and conditions", also in English, which will fully describe our conditions in legal terms.

Film rights and law

To be able to sell a film over the internet, the way you are doing it by using the onlinefilm.org System, you have to own the so-called "Electronic Sell-through Rights" (EST). Please check this beforehand with your contracts and your lawyer. Make sure that you have acquired these rights from all you're team and for pre-existing works that you might have used in your film such as a book the film is based on, music, archive footage or any other copyrighted material like e.g. drawings or sculptures you used in your film.

You are responsible for the rights clearance and in case of conflict have to pay for the right clearances and any damages.

From your half of the revenue all claims from collecting agencies and other copyright or auxiliary rights holders have to be paid that are charged against us or you for making the film available through the Internet.

In case of doubt, you can block your film for downloading at any time, in this case it cannot be seen on onlinefilm.org, and therefore cannot be downloaded anymore. As soon as you have cleared the rights, you can simply reauthorize the film for release. It is your film and you retain total control over it. We simply provide the technology and the market place and help you to present and sell your film successfully.

Film and supporter

To establish the brand "Online Film AG" it is important that each film ends with the Online-Film-AG-Trailer. We would very much appreciate if you just could take a little time and download our trailer, and edit it before and behind your film We would also be grateful if you show that version at public screenings or showings and put it on DVDs you might still release of your film.

You will find Versions in DV Quality in 4:3 and 16:9 on our Portal to be downloaded with Bittorrent if you follow these links:

Short add for Onlinefilm.org to put behind your film format 4:3 DV_PAL_mov 65 MB

<http://www.onlinefilm.org/-/film/23782>

Short add for Onlinefilm.org to put behind your film format 16:9 DV_PAL_mov 65 MB

<http://www.onlinefilm.org/-/film/23784>

If you care to support onlinefilm.org, as an independent European platform for documentary films, that is owned and managed by the documentary filmmakers, think about becoming a shareholder of the Onlinefilm AG. You would not only help us to become more independent but also share any profits that will arise in the future, guide the company decisions and, most important, get a better margin of the income (1% more per 200 shares, up to 5% more). Follow this link to more information: <http://onlinefilm.org/index.php?page=home&ssid=2>

Thank you for your interest!

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