



criterion
ON-DEMAND

USED BY MORE THAN 70%
OF CANADIAN SCHOOLS.



The ONLY Feature Film licence in Canada that includes:

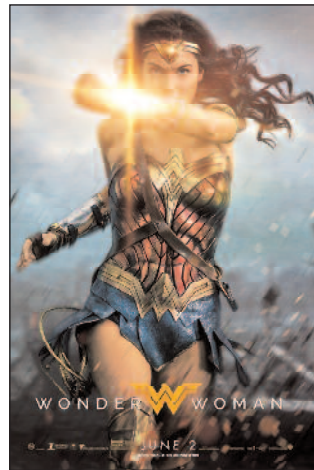
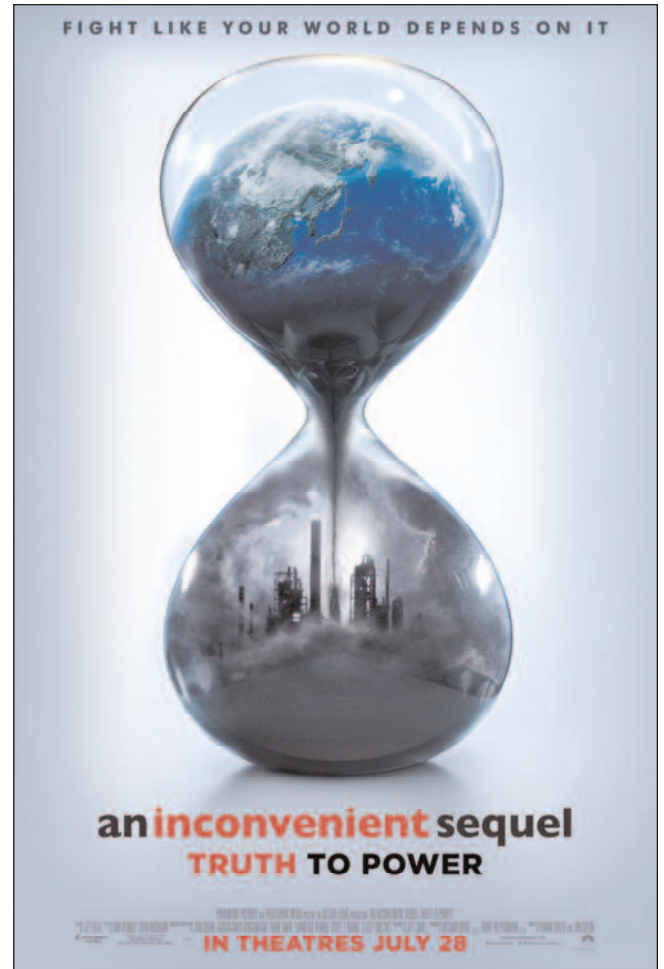
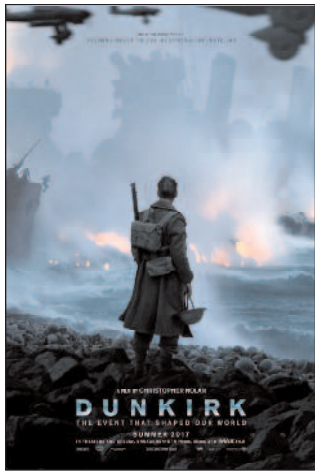
- ACCESS to more than 15,000 Feature Films
- FULL Copyright Protection for Entertainment Purposes
- FULL and COMPLETE Fundraising Rights and ACCESS to our Pre-Release library for Fundraising and/or School Spirit Purposes
- ON-LINE 24/7 Access to Criterion-on-Demand, our very own online digital delivery platform featuring:
 - Documentaries and Biographies
 - Literary Adaptations
 - Classic Films
 - Shakespeare Classics
 - Children's Films
 - Social Justice Films
 - French and English versions

NO OTHER FEATURE FILM COMPANY PROVIDES THESE SERVICES IN CANADA!

Contact US for a FREE TRIAL now:

debbie.rains@globaleagle.com

diana.baudisch@globaleagle.com



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Criterion-on-Demand

What is Criterion-on-Demand (CoD)?

Criterion-on-Demand is an on-line feature film digital delivery platform. Our goal is to provide easy access to educationally relevant feature films used in Canadian Higher Education Institutions, and is the ONLY customizable on-line Feature Film Solution created specifically for these institutions.

How many titles are on Criterion-on-Demand?

Criterion-on-Demand is currently hosting over 2,000 feature film & documentary titles from a wide variety of major producers, including, Paramount Pictures, Warner Bros., Alliance Films, Entertainment One, The Weinstein Company, Mongrel Media, and many more! These titles include English, French and Subtitled/Captioned versions. We balance our library with today's current hits, classic cinema, and even those "hard-to-find" titles – and we are continually growing our catalogue of films to better serve our customers. However, if you can't find the title you need, you can request us to add it to the catalogue for you!

Will Criterion-on-Demand work on my mobile device?

All movies available on Criterion-on-Demand Digital Rights Management (DRM) for playback. Unfortunately, Apple's IOS, Google's Android, and Microsoft's Windows Phone 8 operating systems do not officially support DRM – therefore Criterion on Demand will not work on a mobile device.

Are French films available?

Yes! Criterion-on-Demand currently features over 1100 French Language versions of popular feature films and documentaries. We also offer closed captioning/subtitles whenever available. On request, we can even put up foreign language versions of titles (subject to availability).

Can I use Criterion-on-Demand for Entertainment purposes?

Yes, Criterion-on-Demand is intended for all communal screenings that take place in your School. This includes classroom use, daycare use, afterschool use, auditorium use, as well by the PTA's for fundraising purposes. It does not include private home use.

Can Criterion-on-Demand Host my Institution's Third Party/Student-Generated Content?

Yes!

Criterion-on-Demand is able to host your Institution's Third-Party licensed or even student-generated video content. This service is subject to proof of rights and additional fees. For more information about hosting your content, please contact suzi.hitchon@geemedia.com.

CoD Quick Facts: 70% of SCHOOLS in Canada subscribe to Criterion-on-Demand and up to 45,000 Feature Films are streamed to classrooms every month.

Using Criterion-on-Demand

Logging In

If your school has set up IP-Authenticated Access with Criterion-on-Demand, you will automatically be logged in – no further action is necessary, simply begin searching for titles.

To log in from the Criterion-on-Demand homepage with username and password, click the Log In button in the top right-hand corner.

Criterion On-Demand Client Login

Username:

Password:

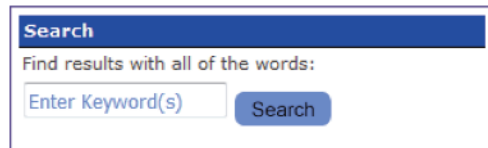
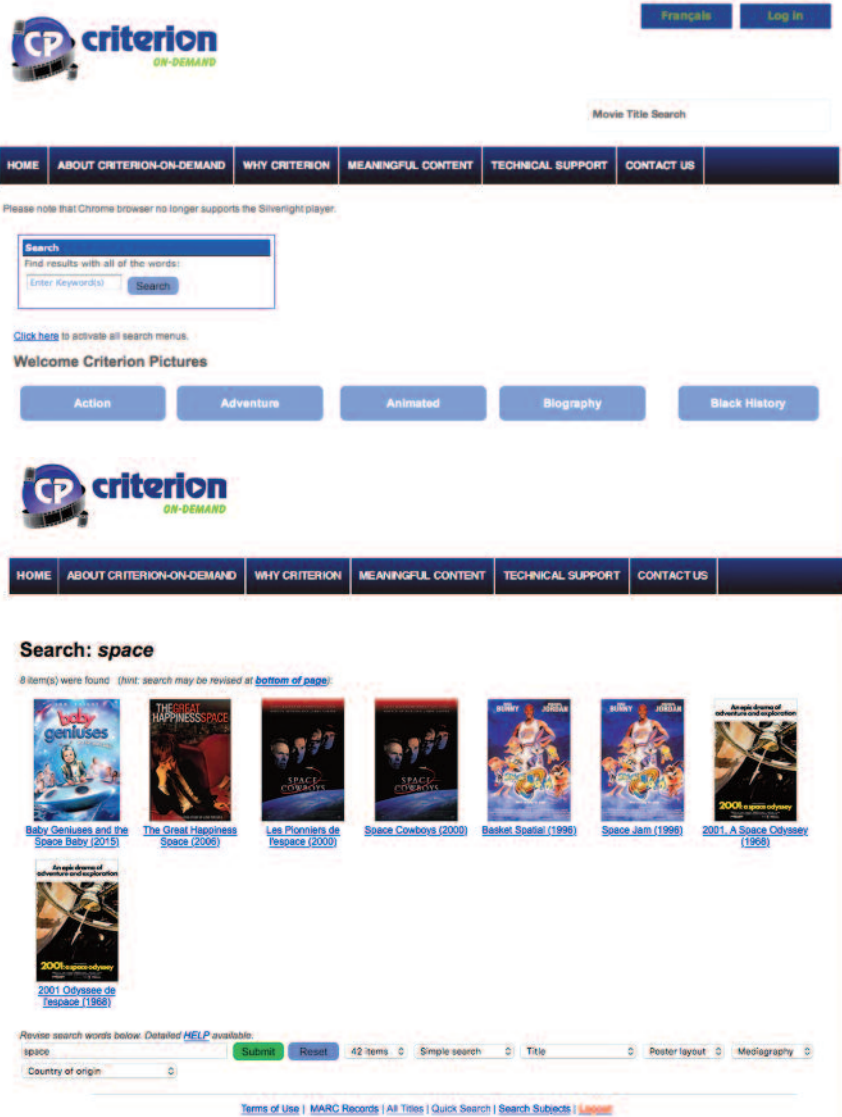


If you are experiencing any issues logging into your Criterion-on-Demand account, please contact technical support at support@critterionondemand.com.

Searching for Movies

After logging in to Criterion-on-Demand, you can choose a genre/subject button to display movies in a specific category, or you may use the search bar to enter your own keyword search criteria.

On the search results page, you will find title results matching your search criteria, including the movie poster, title name, and year of release.




Title Page

On the title page, you will be prompted to choose an English Audio only version of the movie, or if available, an English Audio with English Subtitles version.


After choosing a language option, a new window will open and the Criterion-on-Demand player will load and begin playing the movie.


Title	2001, A Space Odyssey (M88850)
Physical	Color, Sound; 139 min
Year	1968
Distributor	Warner Bros (WB)
Country	United States of America
Audience	(PG)
Synopsis	It's man vs. machinery in Stanley Kubrick's startling milestone film. Rarely are such power and beauty expressed in purely cinematic terms. From prehistoric man's struggle to cope with a hostile environment, to the interplanetary voyage to Jupiter, the film is a eloquent statement on man's endless quest to master his fate. The Oscar-winning special effects paved the way for the high-tech look of '80's science-fiction films.



Director	Stanley Kubrick
Cast	Gary Lockwood, Keir Dullea, William Sylvester, Daniel Richter, Leonard Rossiter, Margaret Tyzack
Writer	Stanley Kubrick (screenplay), Arthur C. Clarke (screenplay)
Subjects	Drama: Science Fiction
Alt Title A	2001 Odyssee de l'espace (K88850)
Resources	Choose to Stream or Download, and then Press the Play Button

Stream Download

 English Audio with English Subtitles

 English Audio

The player features a Play/Pause button, timeline indicating the duration of the movie, a Volume bar (Click to Mute) and a Full Screen button. (Figure 4)

You may click anywhere on the timeline to move forward or back in the movie — this may cause the movie to buffer briefly before playback is resumed.

Clicking the Full Screen button will make the Criterion-on-Demand player fill your monitor. Click the Full Screen button again or press ESCAPE on your keyboard to exit Full Screen mode.



Microsoft Silverlight Plugin

Do I Need the Microsoft Silverlight Plugin?

Content owners such as movie studios require Criterion-on-Demand to deliver content securely. This security helps prevent illegal usage and piracy. Criterion-on-Demand uses DRM that requires Silverlight in Microsoft Internet Explorer and Apple Safari web browsers. **If you are using Google Chrome or Mozilla Firefox Silverlight is NOT required.**

You can find links to download the Microsoft Silverlight Plugin in the Technical Support page found in the navigation banner of any page. To install, follow these steps:

Mac OSX

Choose Download Microsoft Silverlight Plugin from the Technical Support page.

A new page will open to the Microsoft Silverlight download page.

Click Download Now.

A new page will open; click Click to Install

Your browser will download a DMG file for Microsoft Silverlight Plugin

Locate the downloaded DMG file in your Downloads folder and double-click to open

Double-click the Silverlight.pkg file to begin installation

“This package will run a program to determine if the software can be installed” – click Continue

Follow the installation instructions presented by the package until you are presented with a window stating “The installation was successful.” Click Close to finish the installation

Restart your browser

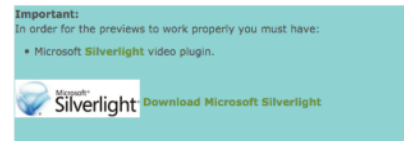
Technical Support

[Click here to Log In to Criterion-on-Demand](#)

[Click here to download a copy of the COD Guide](#)

Authorized clients using IP authentication will automatically be logged in. Clients not using IP authentication will be prompted for a username and password.

If you are an IP authentication authorized client and encounter the username/password screen please contact our [Digital Services department](#).



Windows

*Internet Explorer users must ensure the latest version of IE is installed on their system.

Choose Download Microsoft Silverlight Plugin from the Technical Support page.

A new page will open to the Microsoft Silverlight download page.

Click Download Now.

Silverlight.exe will download to your Downloads folder

Locate Silverlight.exe in your downloads folder and double-click to open

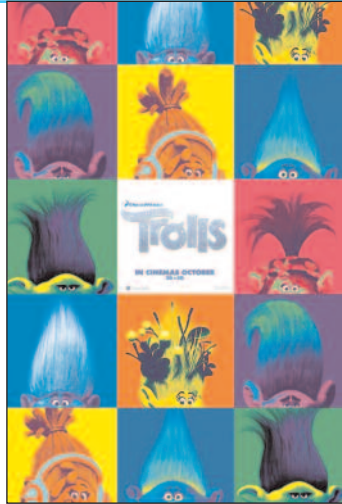
You will be presented with a security warning, click Run

You will be presented with a new window to begin installing the Silverlight Plugin, click Install Now Once Silverlight has finished installing, the installer will state “Installation Successful”, click Close to finish.

Restart your browser.

If you experience any issues installing Microsoft Silverlight on your computer, please contact your institution’s system administrator.

The Criterion Pictures Licence allows you to **Fundraise For Your School** and keep all the proceeds — Ability to raise **THOUSANDS of dollars!!!**



Charge Admission

All Schools are now able to use Feature Films as a Fundraising Method. The School, at its sole discretion, can KEEP all admission fees collected, either from the Movie or from the Concession Stand.

HOW MUCH \$ CAN OUR SCHOOL RAISE?

Some schools have raised as much as **\$1800** for a single screening!

Consider the Following Scenario:

- School shows two (2) movies per year
- School has 600 Students
- School Charges \$5.00 per person per movie which also includes a bottle of water and a bag of popcorn/chips (Cost is \$1.00 per student for the water and popcorn/chips)
- The school plans the event as a “buy-out” and consequently 80% of the student body attends (480 Students)
- School opts to Rent an EARLY-WINDOW or PRE-RELEASE title at a cost of \$175

Results: \$3490.00 PROFIT

((480 students x \$5.00/student) – (\$175 title cost + \$480 for water & popcorn)) x2 MOVIES

How to Run A Successful Movie Event

1. **ADVERTISE** at least THREE WEEKS in advance of the movie event. We can supply posters (when available). We suggest you create flyers...see a sample on the next page.
2. **UTILIZE** all available advertising mediums:
 - School Newsletter or School website.
 - Via morning announcements every day.
 - Have the students planning the event visit classrooms to notify their fellow students.
 - Send a notice home to parents....this is particularly important for the junior grades!
 - Have a poster-making contest.
3. **CHOOSE** a title that is age appropriate and available IN ADVANCE of the home video/street release date. Criterion gets almost EVERY title before the home DVD date. Often our titles are still in the theatres. These movies are a huge treat for the kids & encourage high participation while getting a great return on investment.
4. **EARLY BIRD** prices encourage more ticket sales.
5. **SHOW** the film during school hours. Offer the students a “buy-out” of class to attend the movie event OR show the movie in the evening and invite all family members. Consider doing a pizza night or BBQ for the whole family.
6. **PACKAGE** the movie with concession items. Water and Popcorn work great. They are clean, healthy, inexpensive, easy to source and make for a quick and painless cleanup.
7. **PRICE** the tickets right. \$5.00 for a water, popcorn, and movie (before home video and sometimes while still at theatres) is a great deal!
8. **OFFER PRIZES**. Our company can donate up to 3 posters (depending upon stock) to give away to students who sold the most tickets or perhaps who helped clean up after the event or maybe the individual who answered a trivia question relating to the film. The options are limitless! The posters are free with the exception of the shipping/handling.

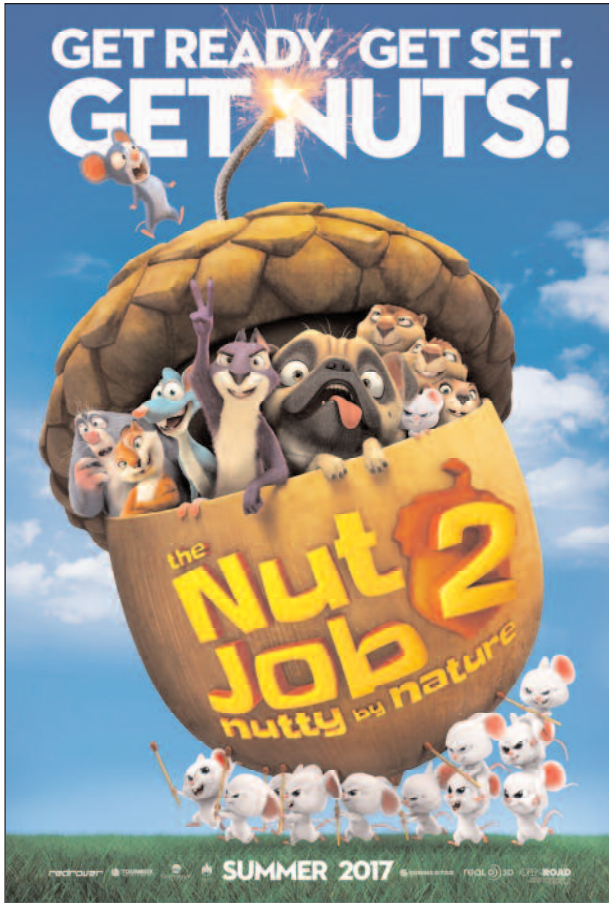
GET THE STUDENTS INVOLVED!

The Fundraising Event can be completely student run requiring very little setup time.

TIP - Plan games while waiting for the gym to fill.

– **SAMPLE FLYER** –

The Nut Job 2: Nutty by Nature



Show Date: October 21

11:30 am

School Gymnasium

\$5.00/ person

Includes bottle of water and popcorn!

- Tickets on sale in Office during Lunch from October 3rd -20th

Early Bird Rate: \$4.00

- Buy your ticket by October 14th to qualify.
- If you buy your ticket by Monday October 10th, you will be entered into a draw to win a Movie Poster!

Testimonials:

Working with Criterion and Debbie has been an absolute dream! I wish every company had such amazing customer service. We've been using the Criterion pre-release licence for movies for over 4 years, and during this time monthly movie nights were a major source of fundraising for our school. Our school typically has only modest responses to fundraisers, so looking for a fundraiser that we could do on a monthly basis was key for consistently raising funds.

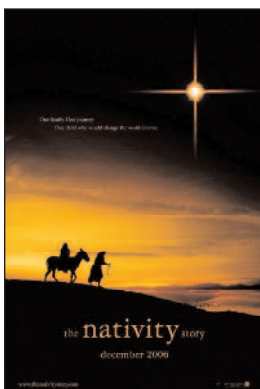
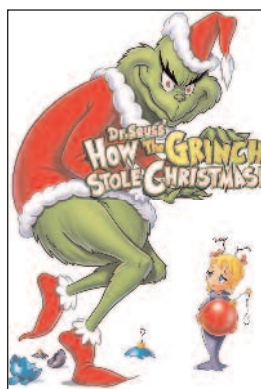
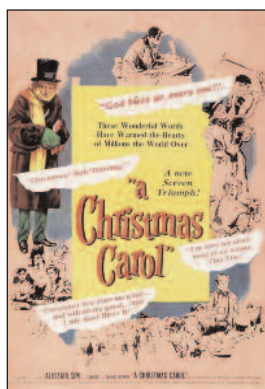
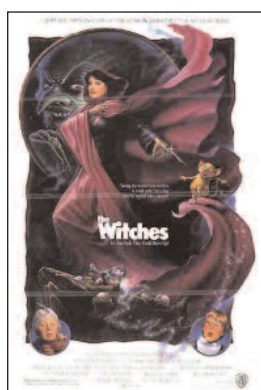
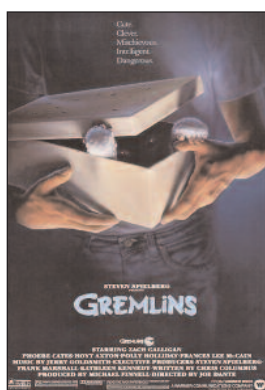
As a result of doing movie nights on a regular basis we found that the school community looked forward to the monthly movies and it became a true social event. The most recent movie night we did was the best ever!

Michael Beattie, School Council Treasurer, Winston Churchill PS, Waterloo, ON

Every year our Family Movie Night is one of the highlights of the school year! The parents and children know they will spend some quality time together. An hour before the film, time is spent eating some pizza and shopping at the 'snack shop'. Then the lights dim and the magic happens. Seeing a feature film in their gymnasium at night is always an event! In short - fundraising is now 'fun-raising'!

Ross MacDonald, Principal, St Isaac Jagues Catholic School, North York, ON

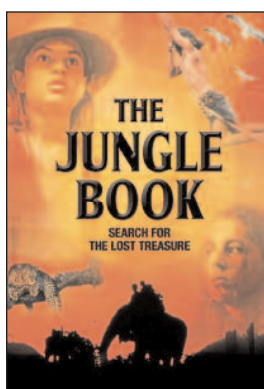
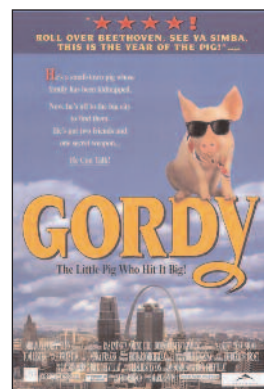
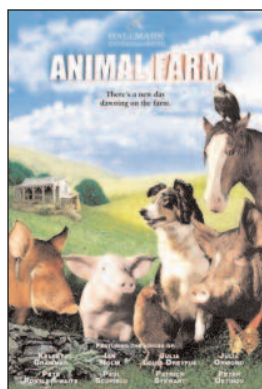
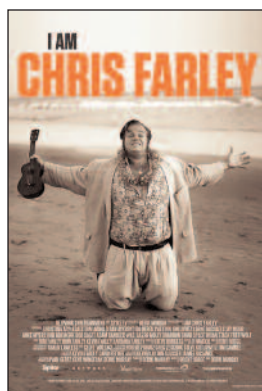
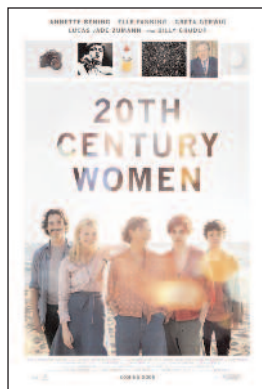
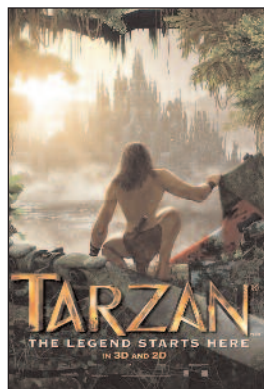
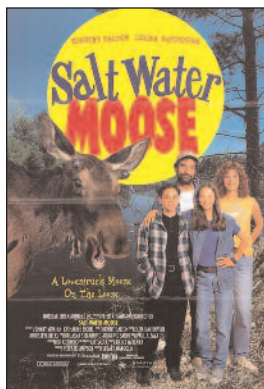
IN ADDITION TO PRE-RELEASE TITLES, CONSIDER HOSTING A HALLOWEEN OR CHRISTMAS EVENT. WE HAVE GREAT FILMS FOR EVERY AGE GROUP.



NEW

**Criterion-on-Demand
RECENTLY ADDED TITLES**

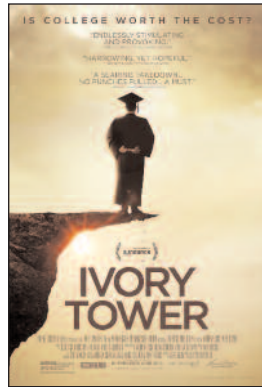
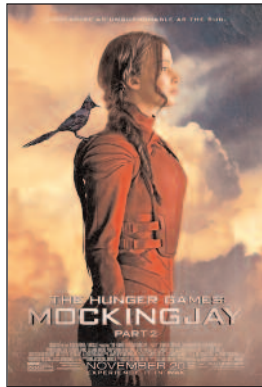
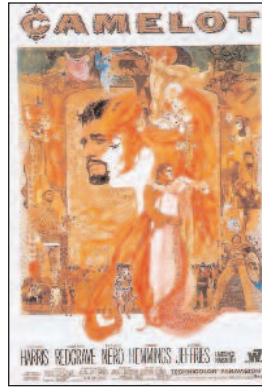
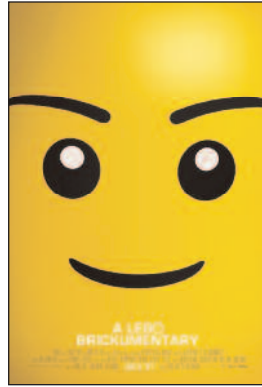
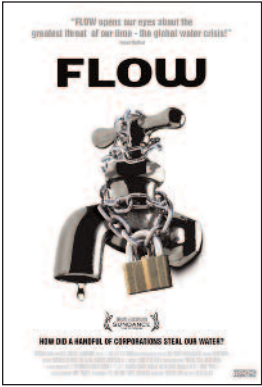
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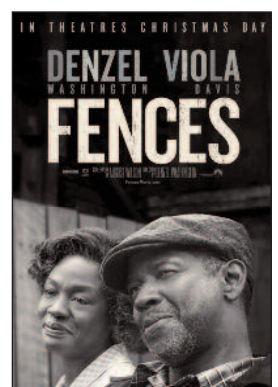
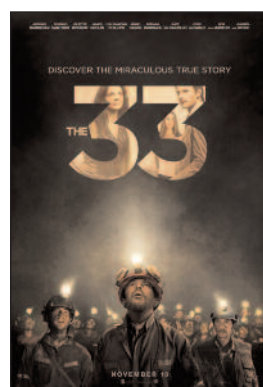
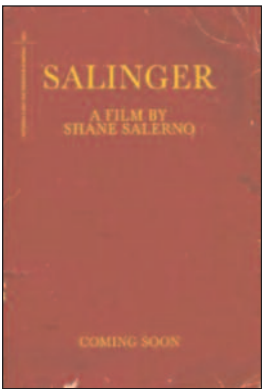
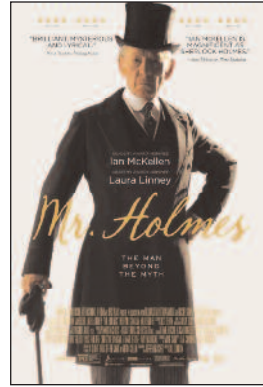
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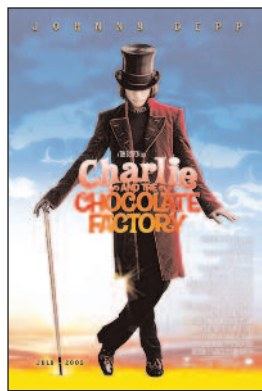
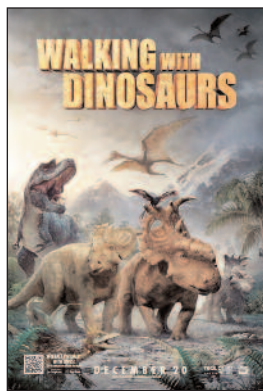
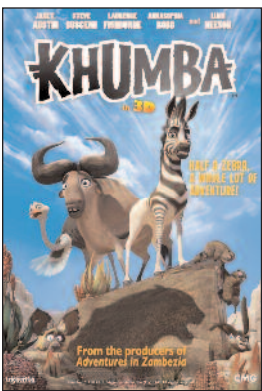
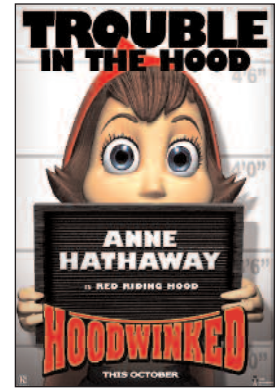
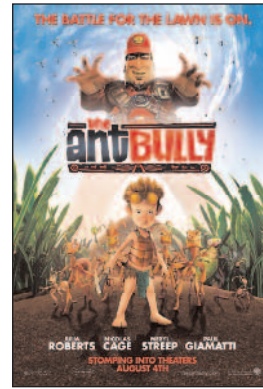
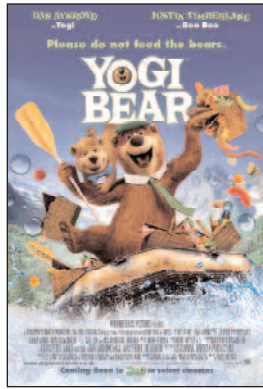
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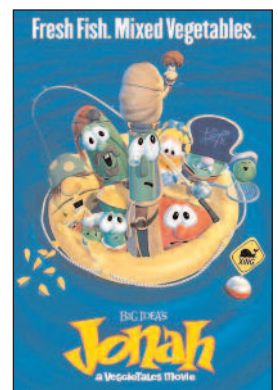
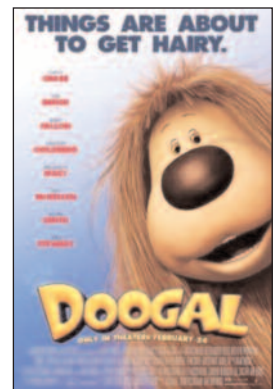
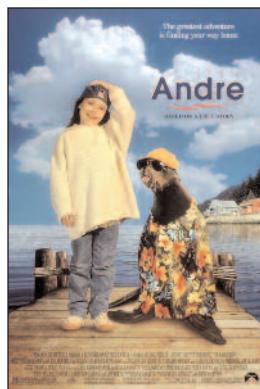
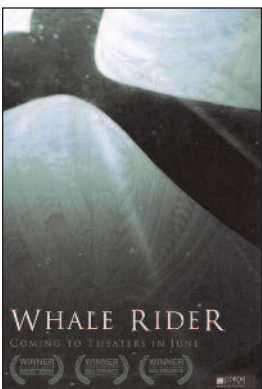
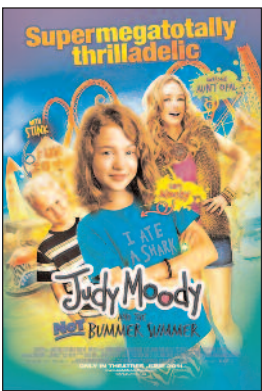
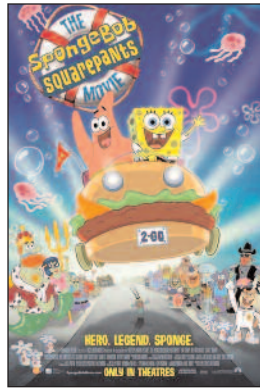
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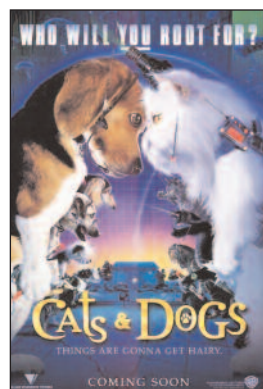
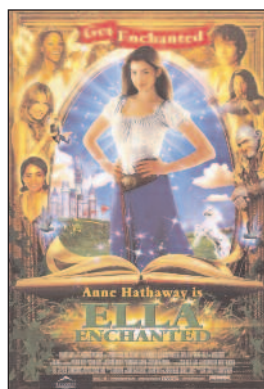
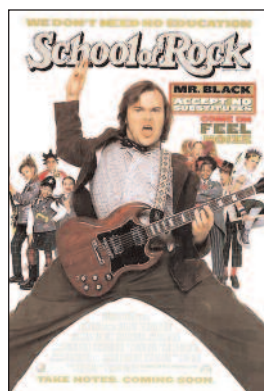
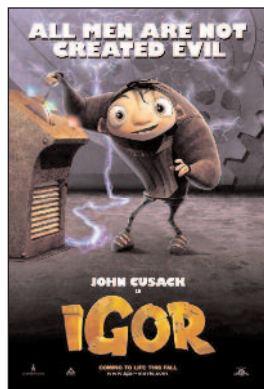
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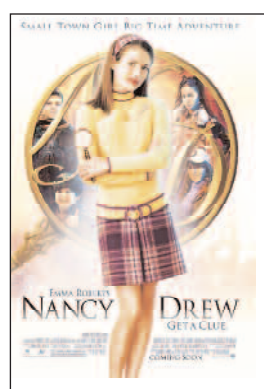
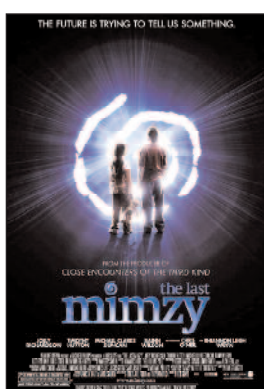
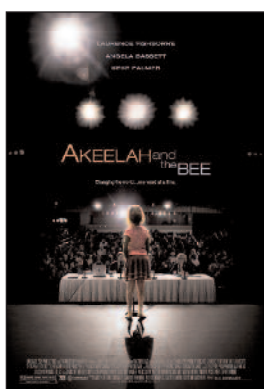
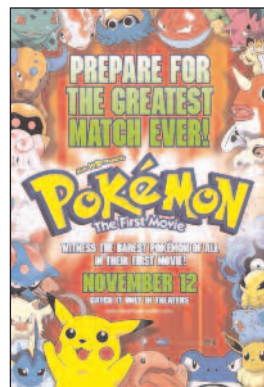
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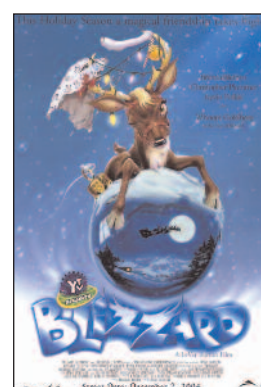
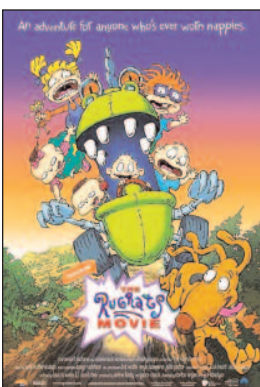
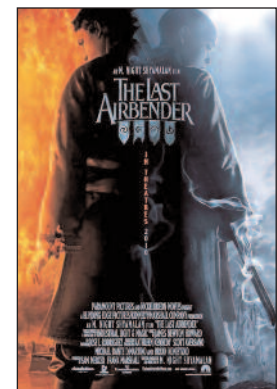
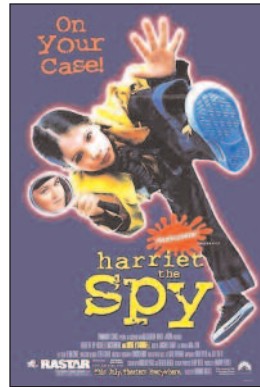
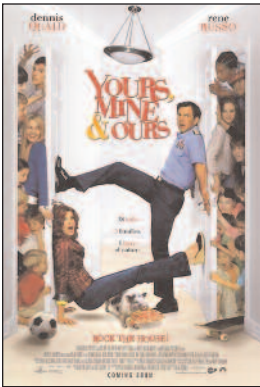
Criterion-on-Demand ELEMENTARY TITLES



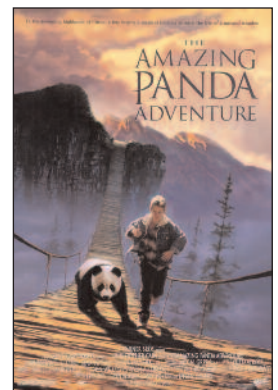
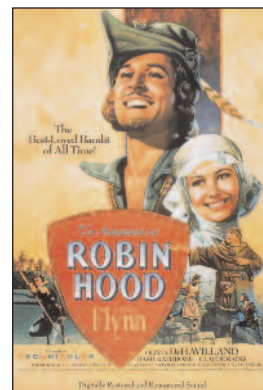
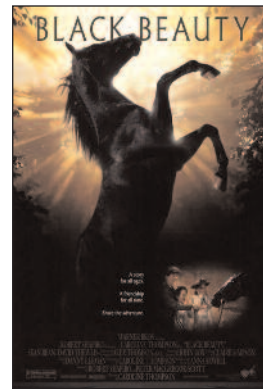
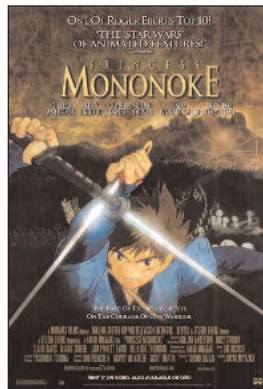
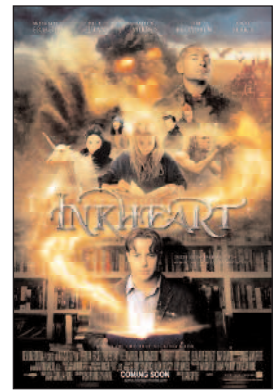
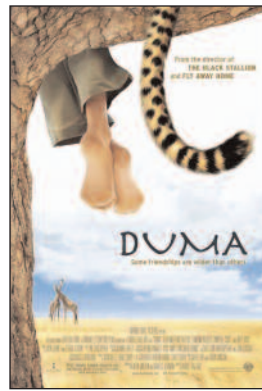
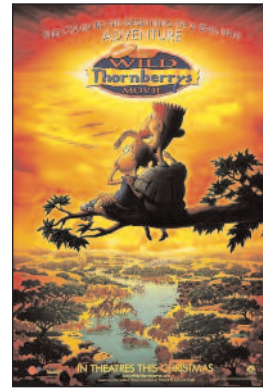
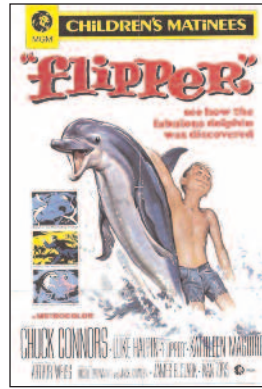
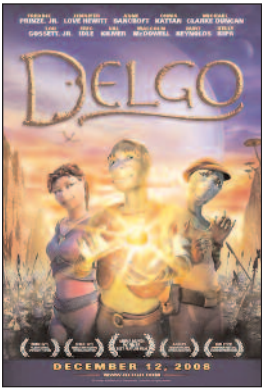
Criterion-on-Demand ELEMENTARY TITLES



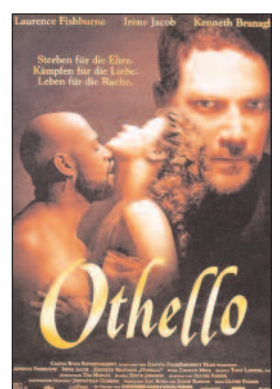
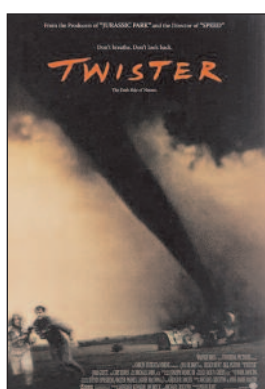
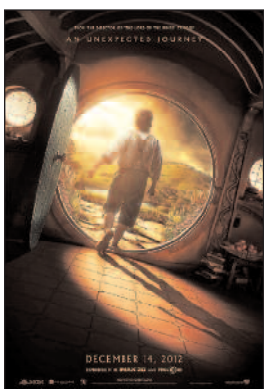
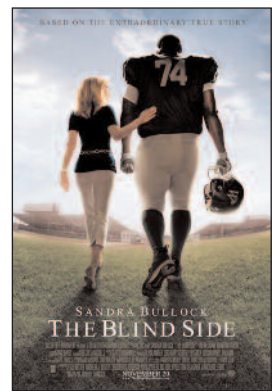
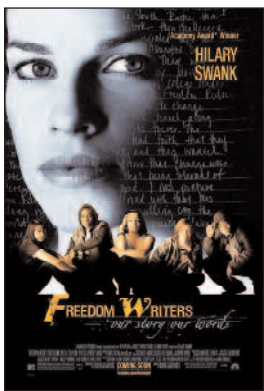
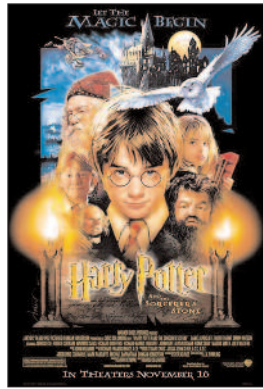
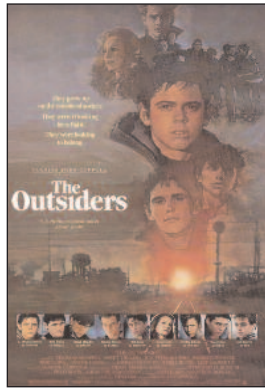
Criterion-on-Demand ELEMENTARY TITLES



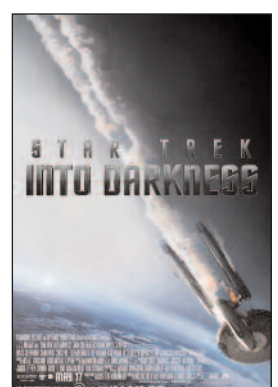
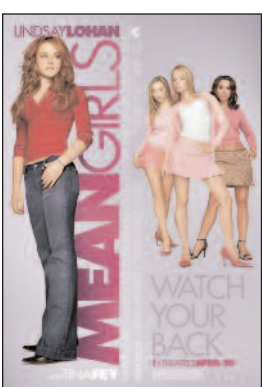
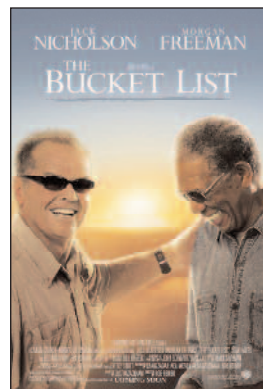
Criterion-on-Demand ELEMENTARY TITLES



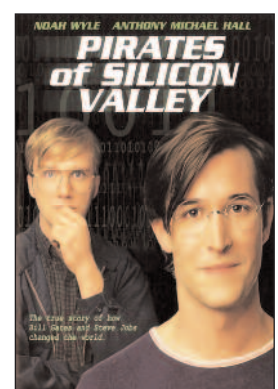
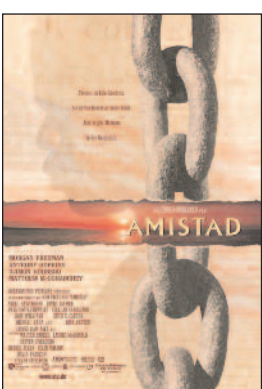
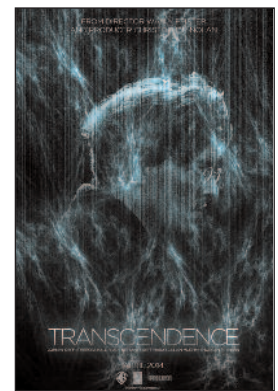
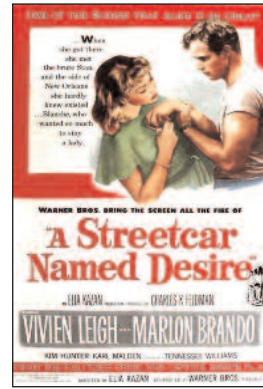
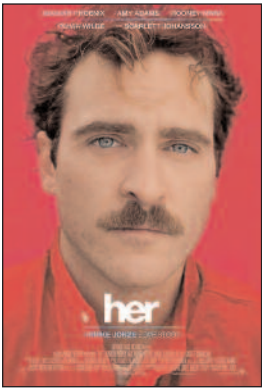
Criterion-on-Demand HIGH SCHOOL TITLES



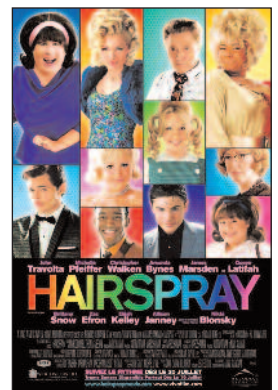
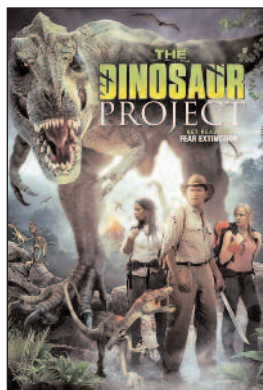
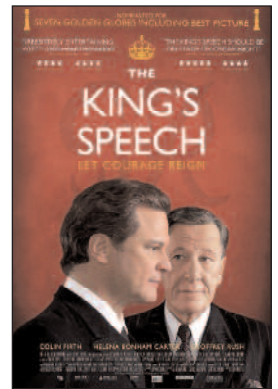
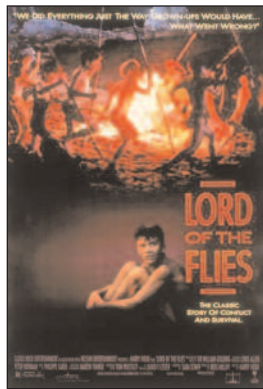
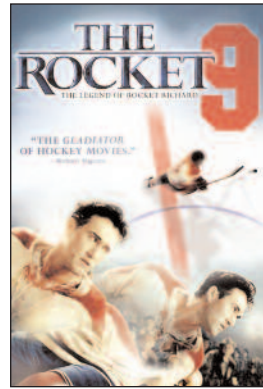
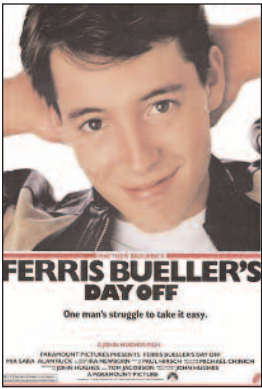
Criterion-on-Demand HIGH SCHOOL TITLES



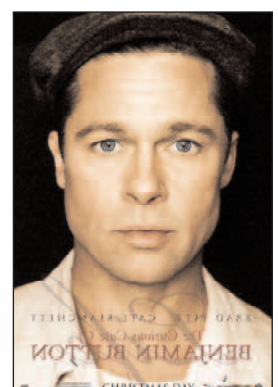
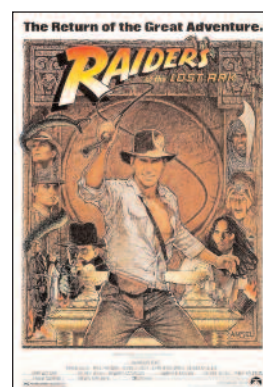
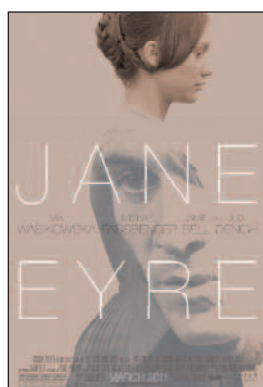
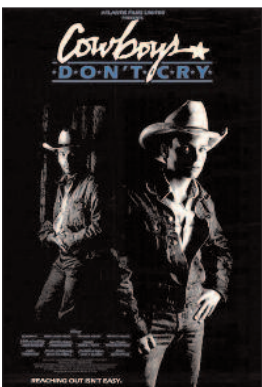
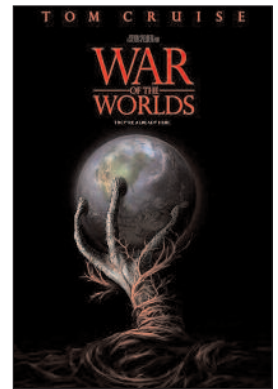
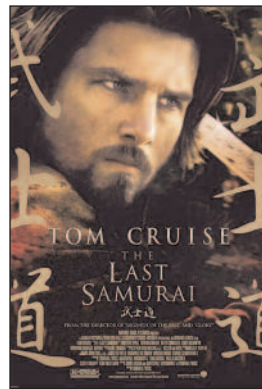
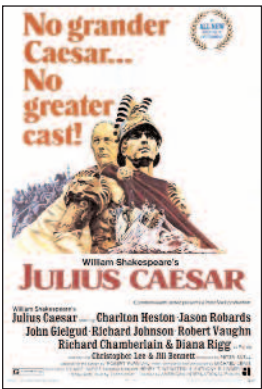
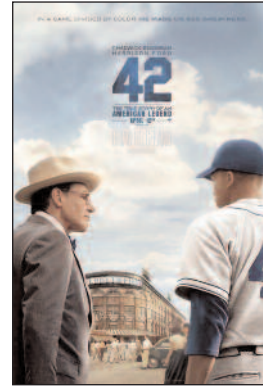
Criterion-on-Demand HIGH SCHOOL TITLES



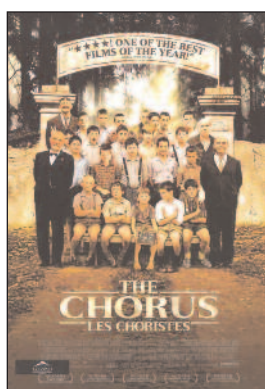
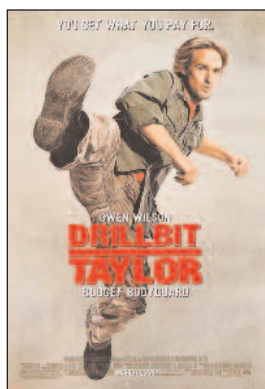
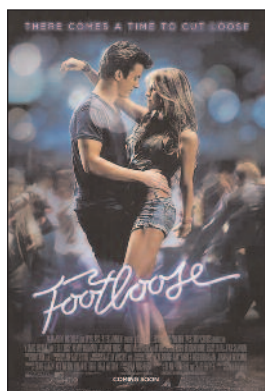
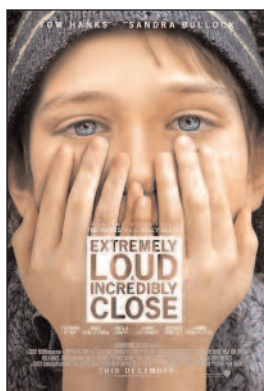
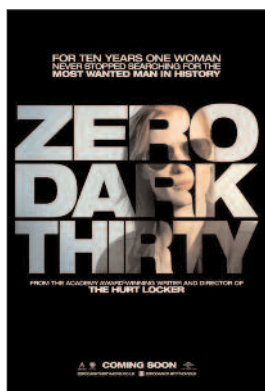
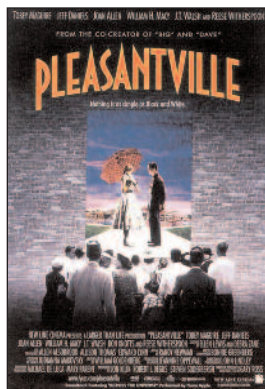
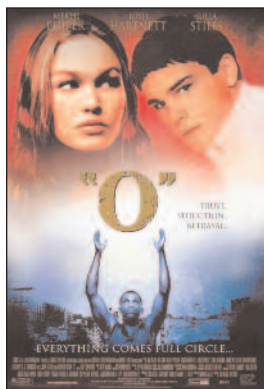
Criterion-on-Demand HIGH SCHOOL TITLES



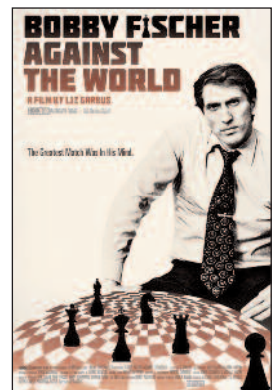
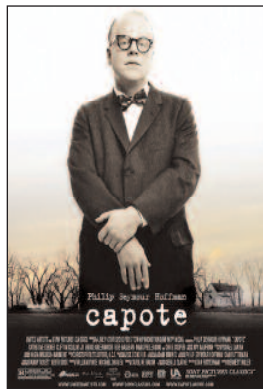
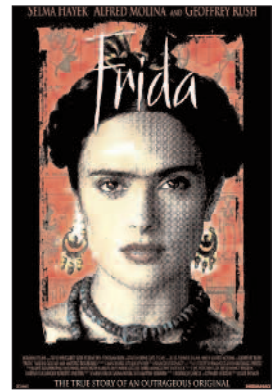
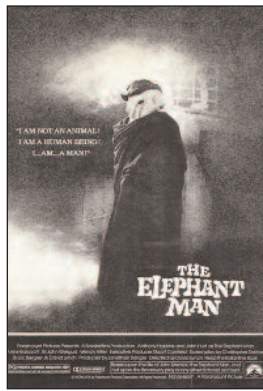
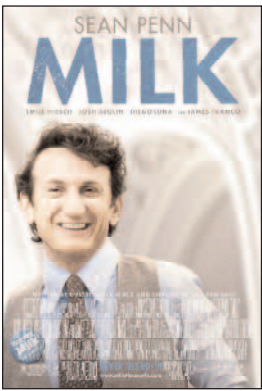
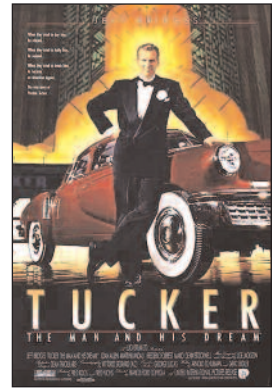
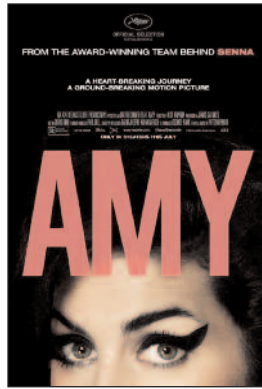
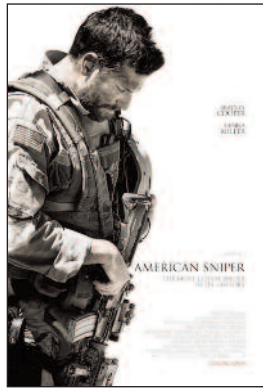
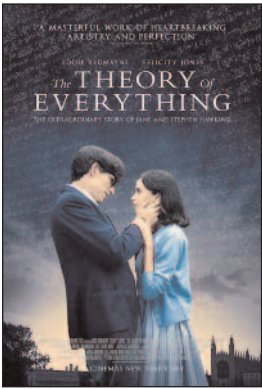
Criterion-on-Demand HIGH SCHOOL TITLES



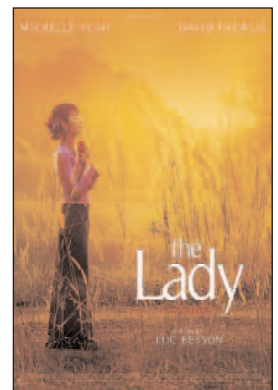
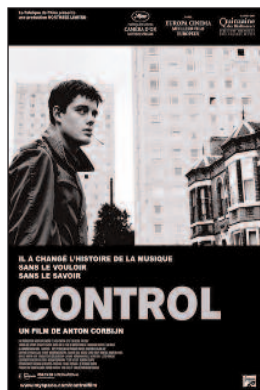
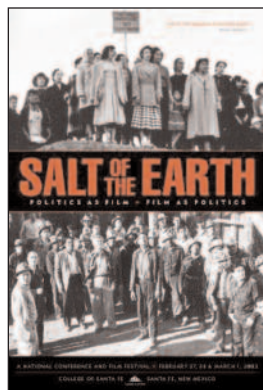
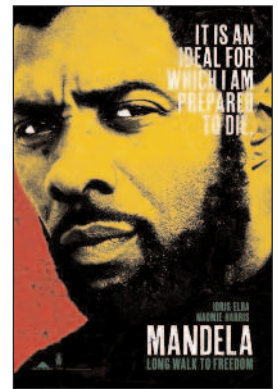
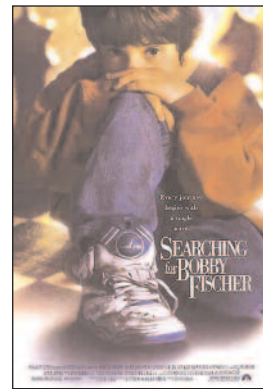
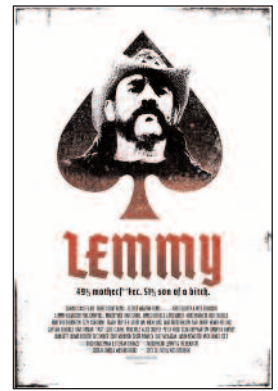
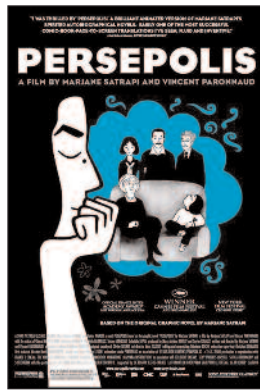
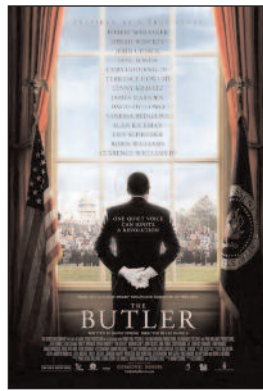
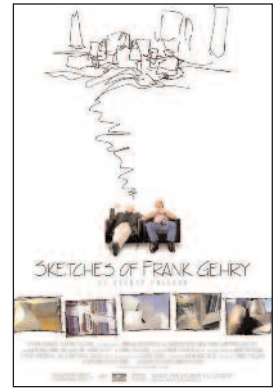
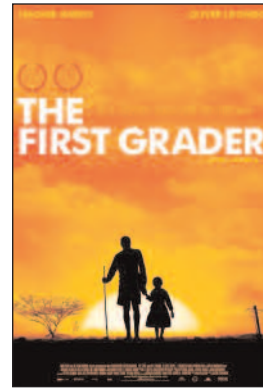
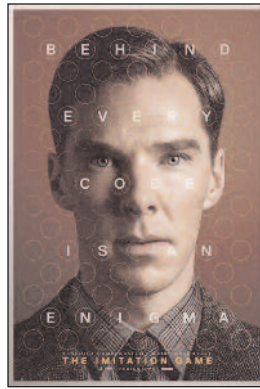
Criterion-on-Demand HIGH SCHOOL TITLES



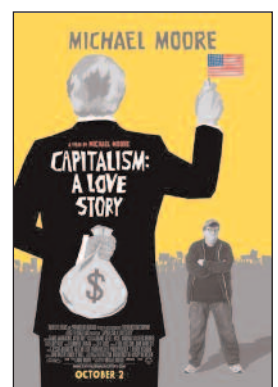
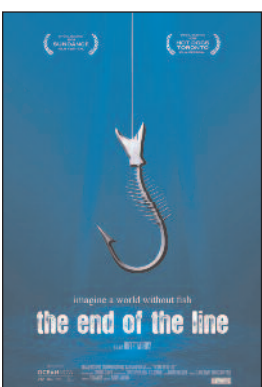
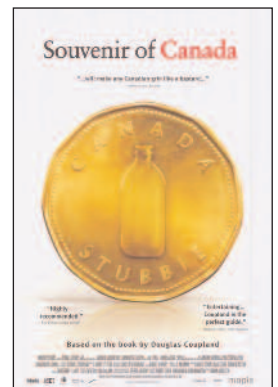
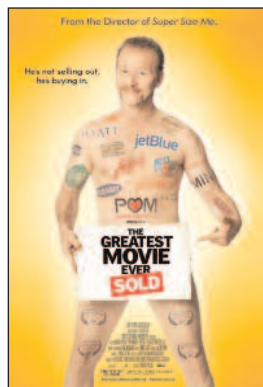
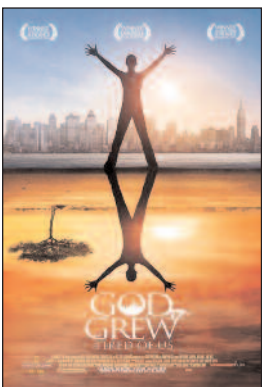
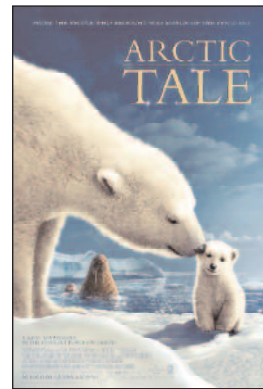
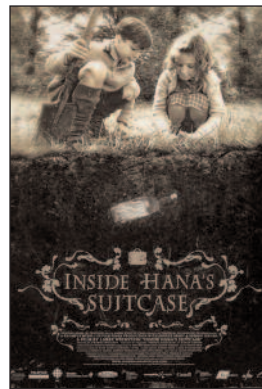
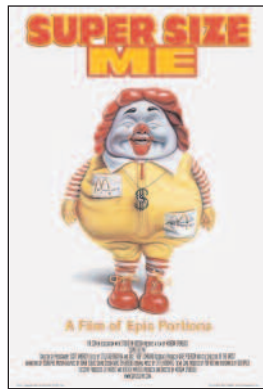
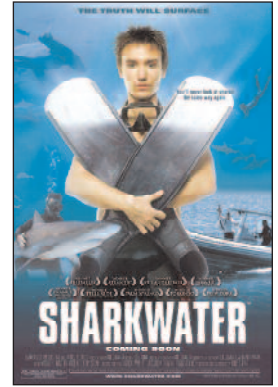
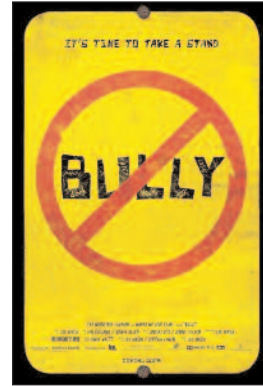
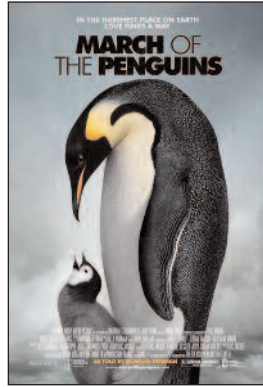
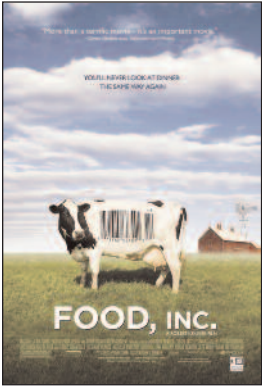
Criterion-on-Demand BIOGRAPHY TITLES



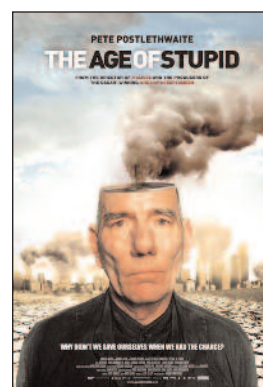
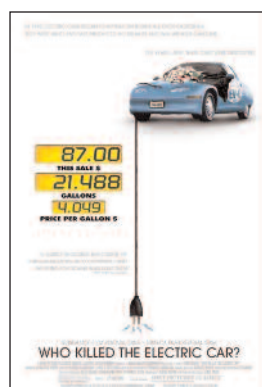
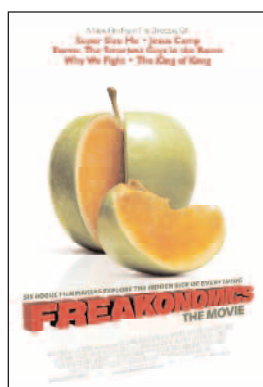
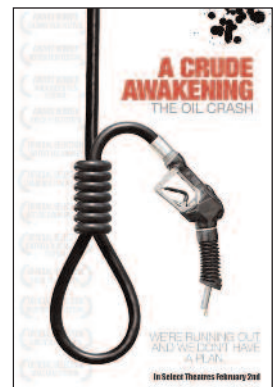
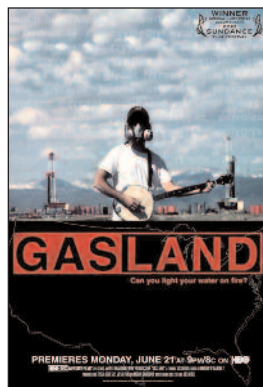
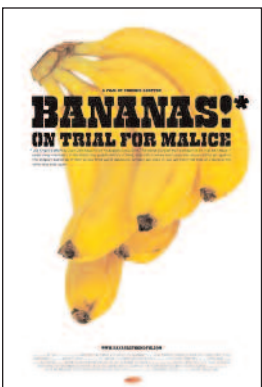
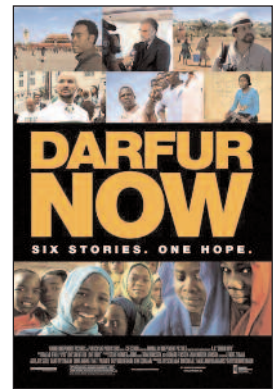
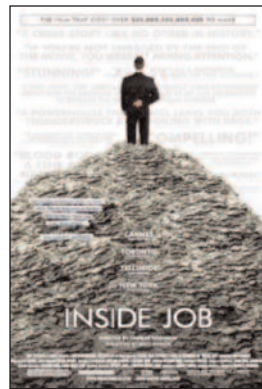
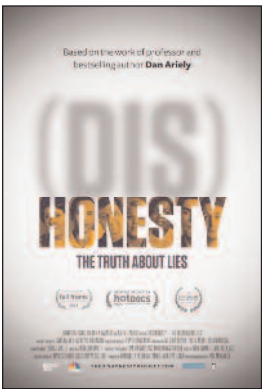
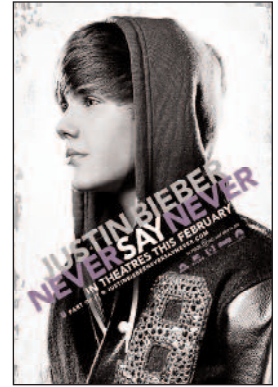
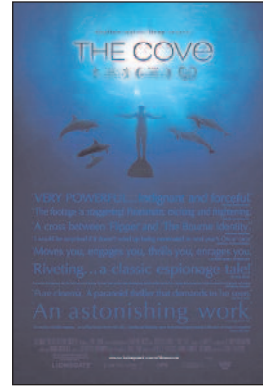
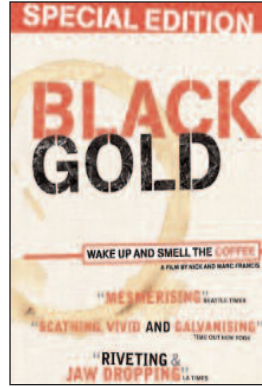
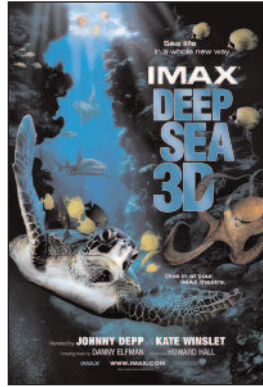
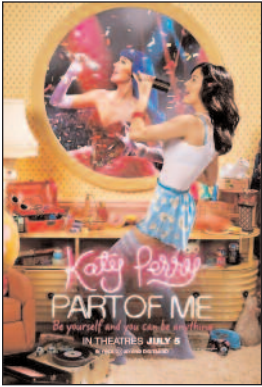
Criterion-on-Demand BIOGRAPHY TITLES



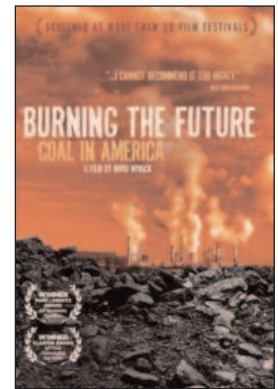
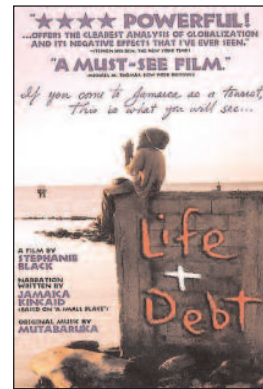
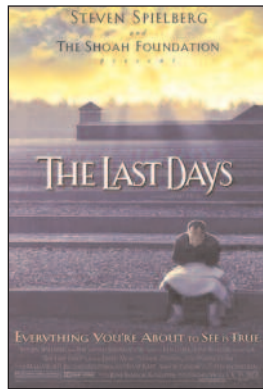
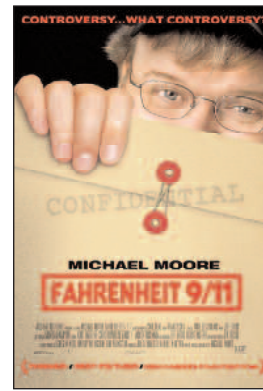
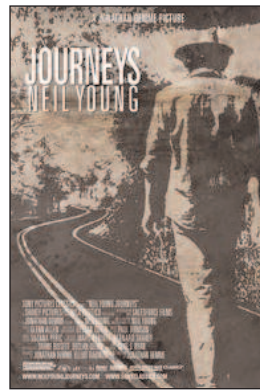
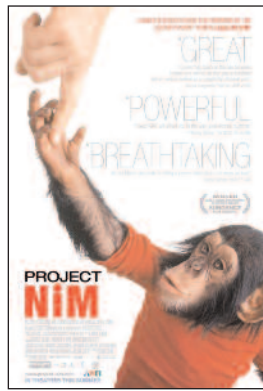
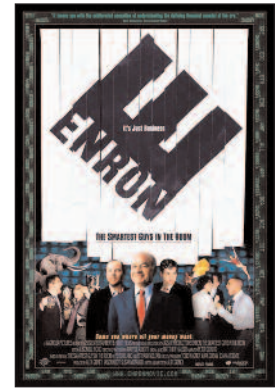
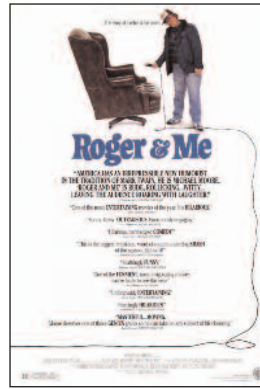
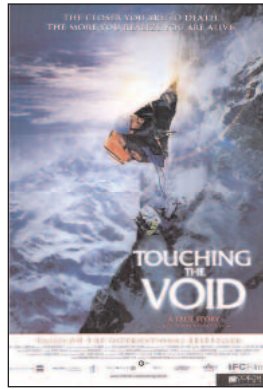
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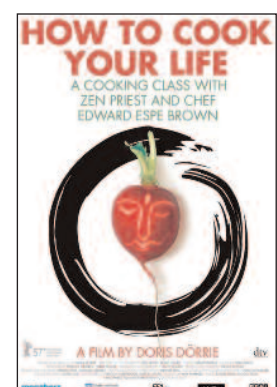
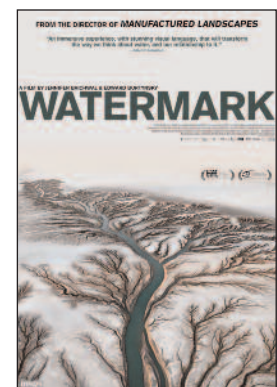
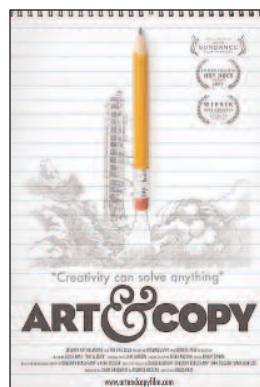
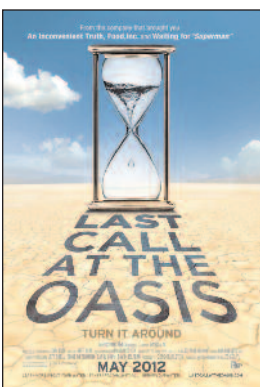
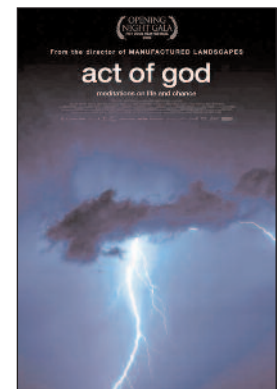
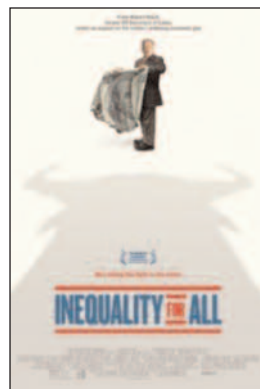
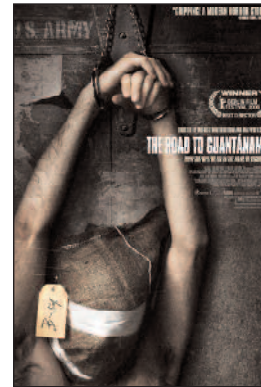
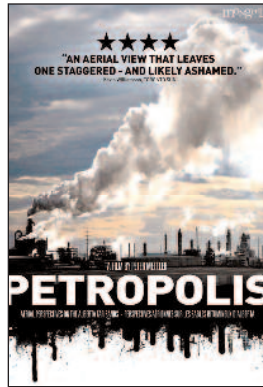
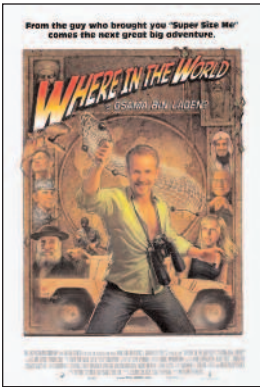
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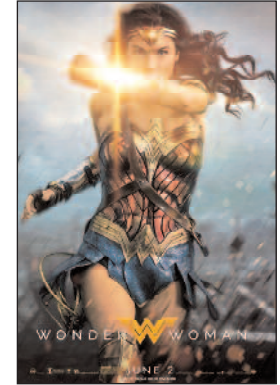
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