



**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

## NOW INCLUDES

- **National Geographic titles**
- **ClipShout Film Clips for Character Education**  
(featuring short fully licensed film clips from popular movies with thought-provoking guides).

**NO OTHER FEATURE FILM COMPANY PROVIDES THESE SERVICES IN CANADA!**

Contact US for a FREE TRIAL now:

[debbie.rains@globaleagle.com](mailto:debbie.rains@globaleagle.com)

[diana.baudisch@globaleagle.com](mailto: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 3,100 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@globaleagle.com](mailto:suzi.hitchon@globaleagle.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:

OK

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

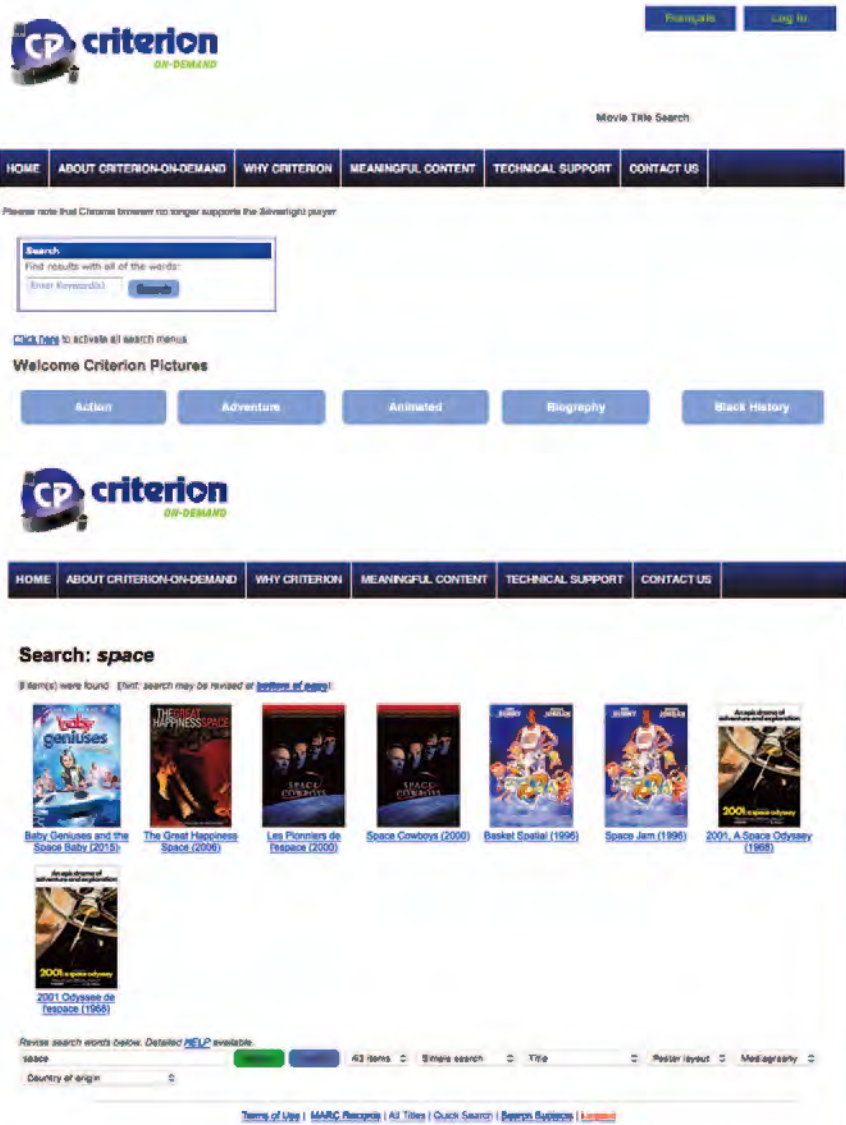
Search

Find results with all of the words:

Enter Keyword(s)



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




# Title Page

Once you choose a movie, you will be prompted to choose an English/French Audio only version of the movie, or if available, an English Audio with English/French Subtitles version.


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


Title	<b>2001, A Space Odyssey</b> (M08850)
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	<a href="#">Drama</a> ; <a href="#">Science Fiction</a>
Alt Title A	<a href="#">2001 Odyssée de l'espace (K08850)</a>
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.

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.



# 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**

# - SAMPLE FLYER -

## Smallfoot



**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 Jogues Catholic School, North York, ON***

# 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.

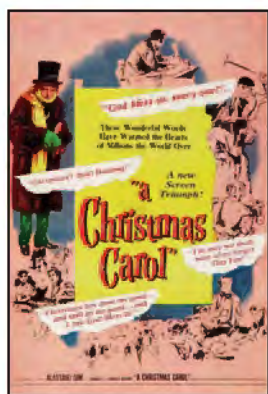
## **GET THE STUDENTS INVOLVED!**

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

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

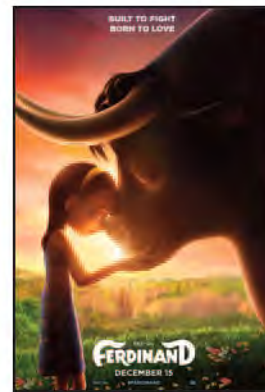
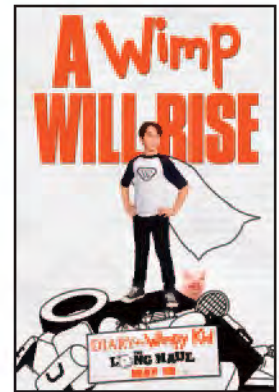
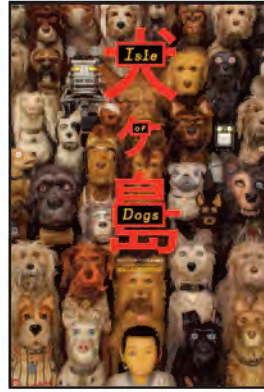


**IN ADDITION TO PRE-RELEASE TITLES, CONSIDER HOSTING A HALLOWEEN OR CHRISTMAS EVENT. WE HAVE GREAT FILMS FOR EVERY AGE GROUP.**



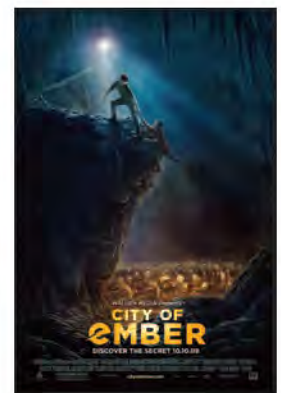
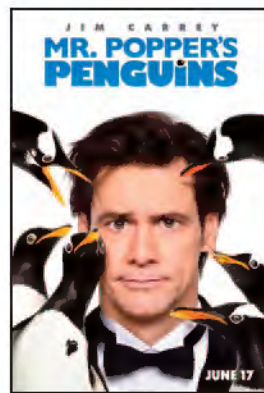
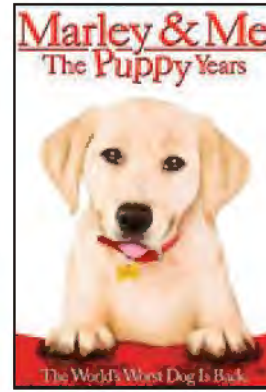
# 20th CENTURY STUDIOS TITLES

## Recently Added Titles

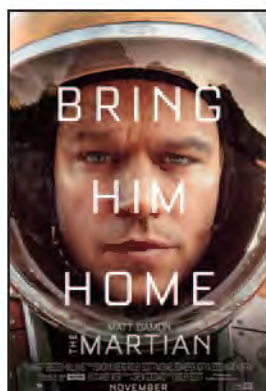
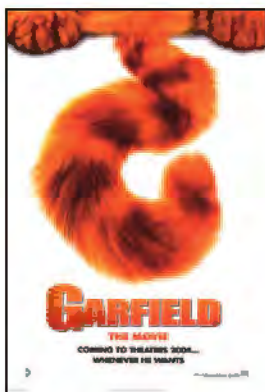
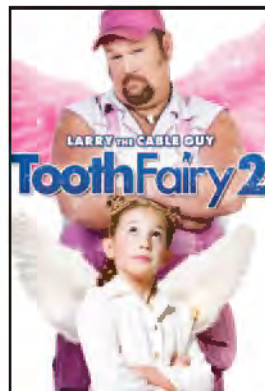


Criterion-on-Demand:  
POPULAR 20th CENTURY STUDIOS TITLES

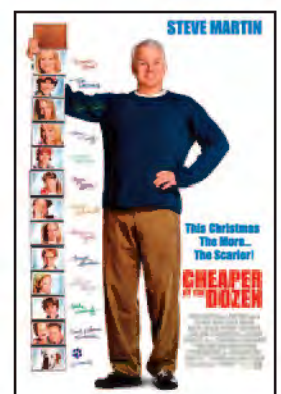
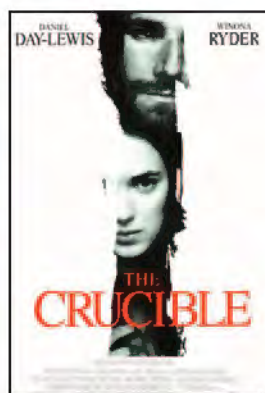
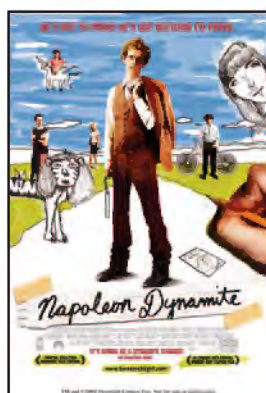
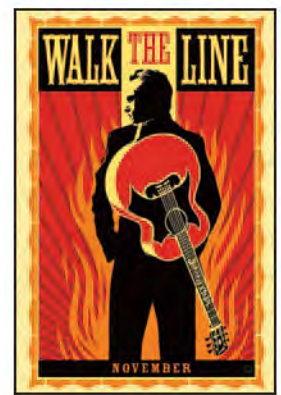
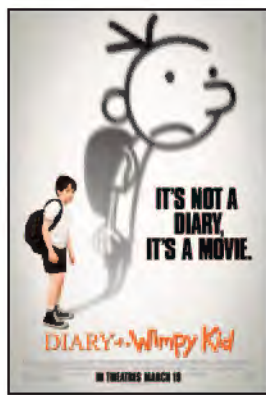
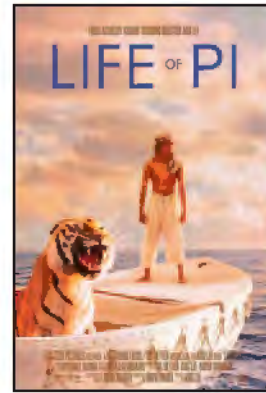
COMING SOON



Criterion-on-Demand:  
POPULAR 20th CENTURY STUDIOS TITLES



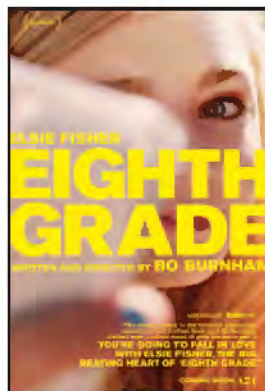
# Criterion-on-Demand: POPULAR 20th CENTURY STUDIOS TITLES



**NEW**

# Criterion-on-Demand RECENTLY ADDED TITLES

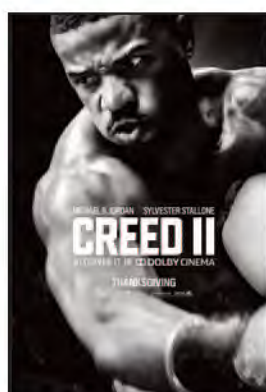
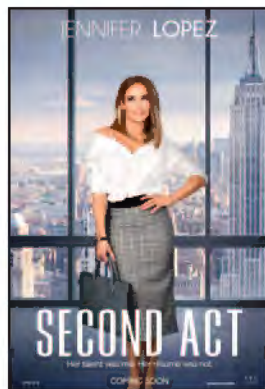
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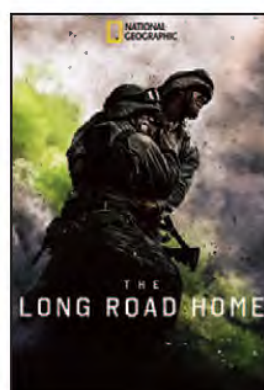
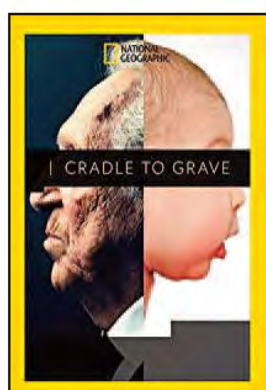
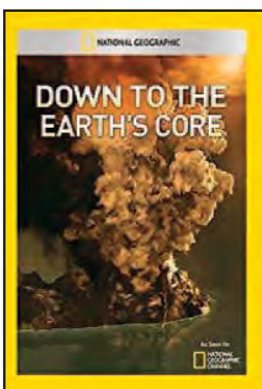
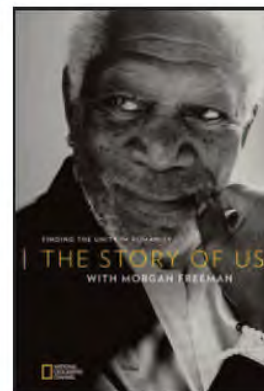
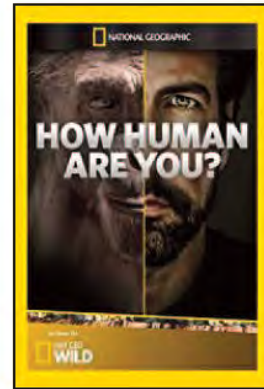
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**Criterion-on-Demand  
RECENTLY ADDED TITLES**

**NEW**

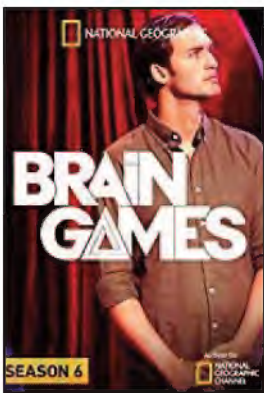
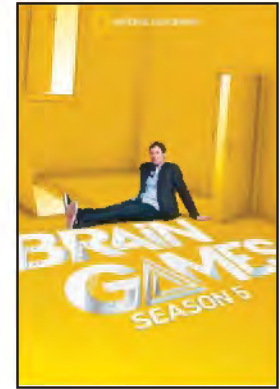
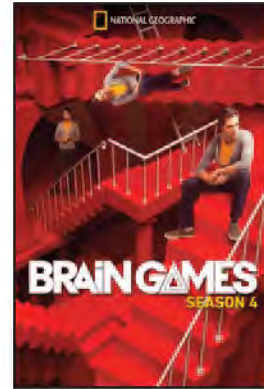
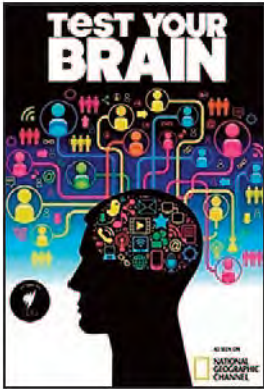


# Criterion-on-Demand NATIONAL GEOGRAPHIC TITLES

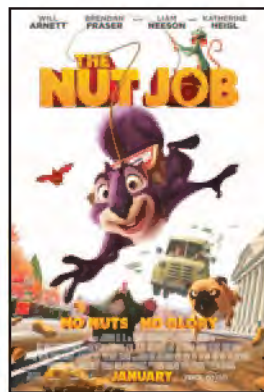
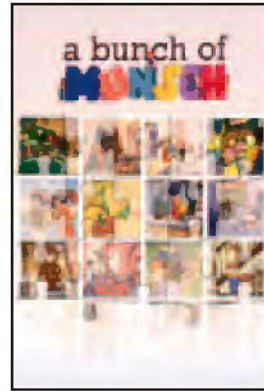
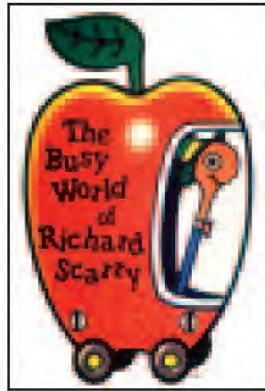
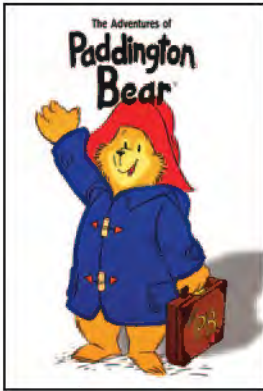




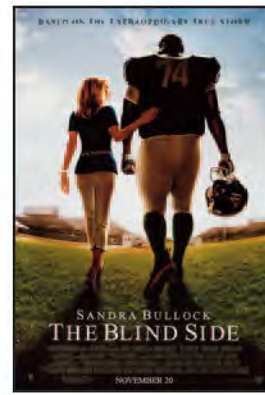
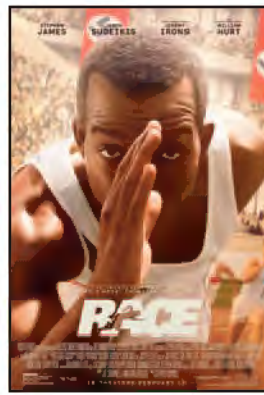
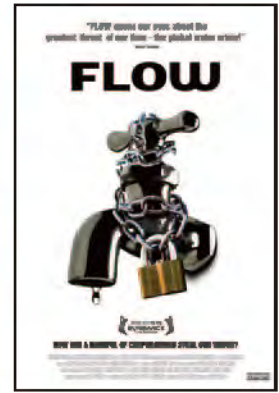
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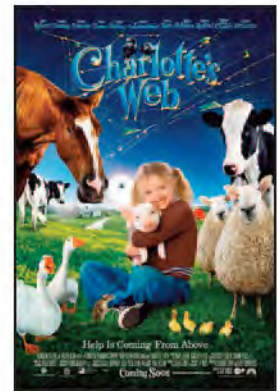
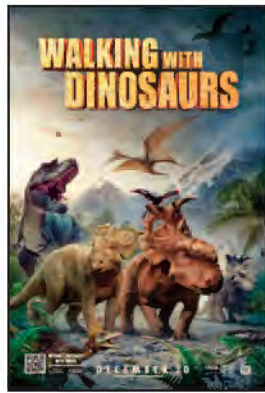
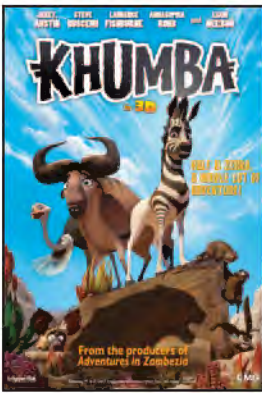
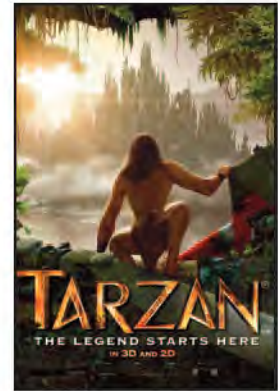
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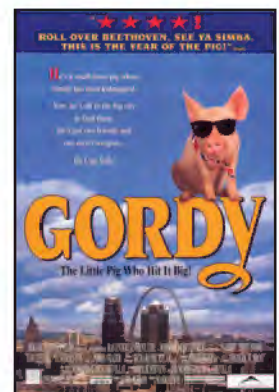
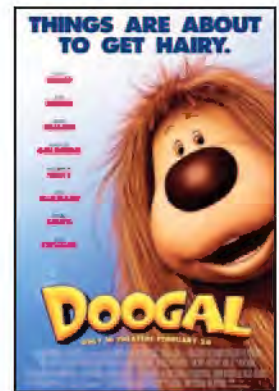
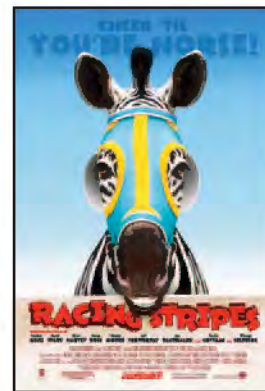
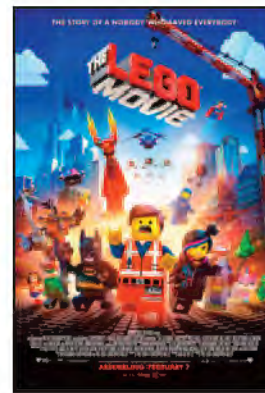
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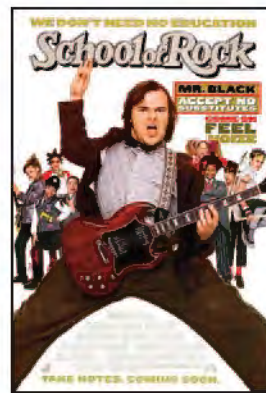
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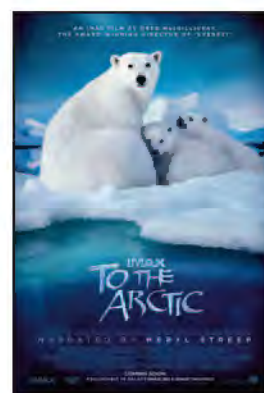
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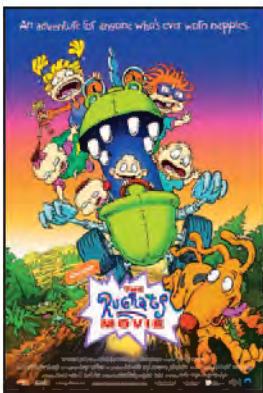
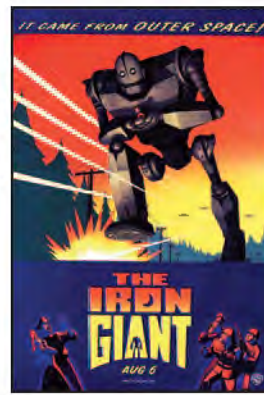
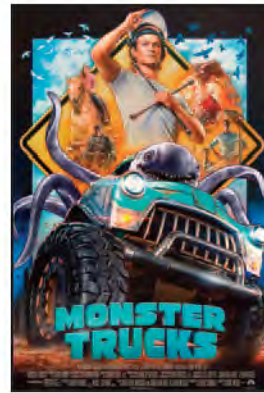
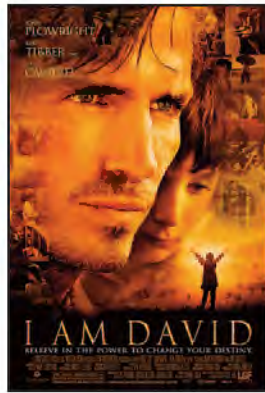
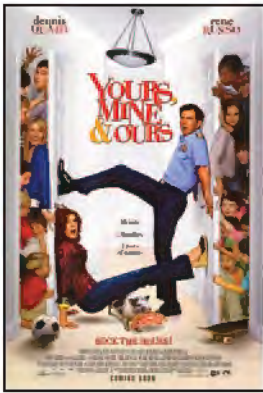
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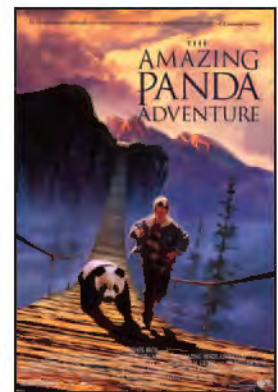
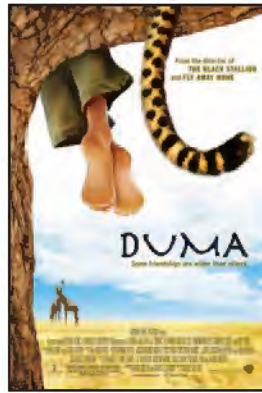
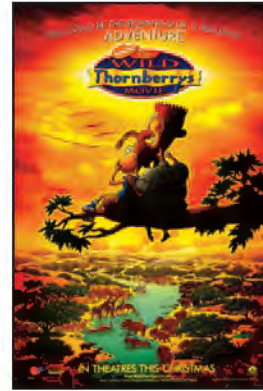
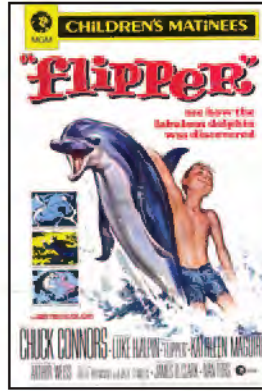


# Criterion-on-Demand ELEMENTARY TITLES

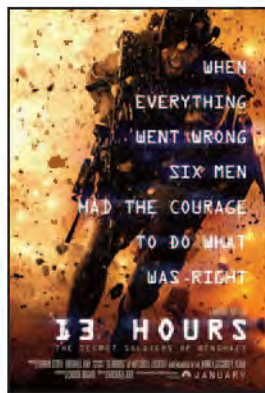
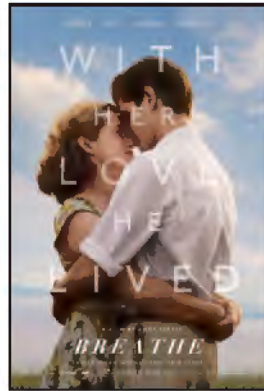




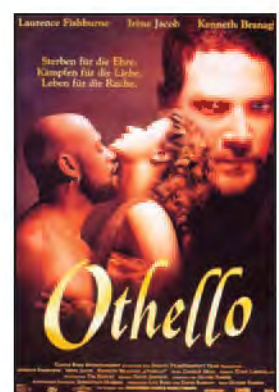
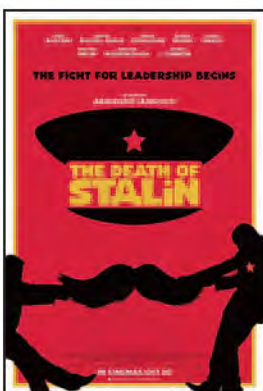
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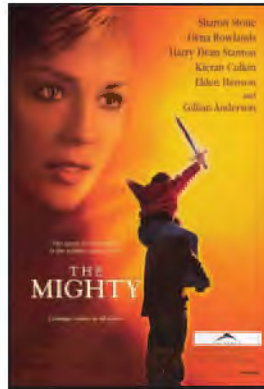
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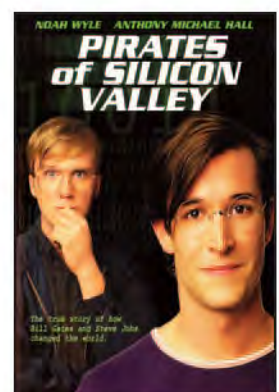
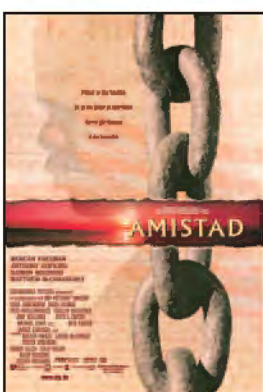
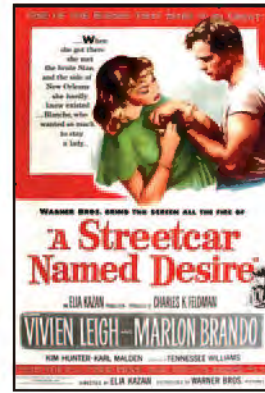
"AN IMMEDIATE CLASSIC... TRANSPORTING AND FASCINATING"  
**THE LOST CITY OF Z**  
NOVEMBER 15



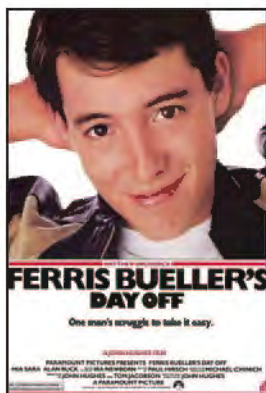
# Criterion-on-Demand HIGH SCHOOL TITLES



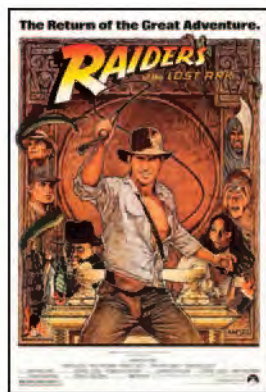
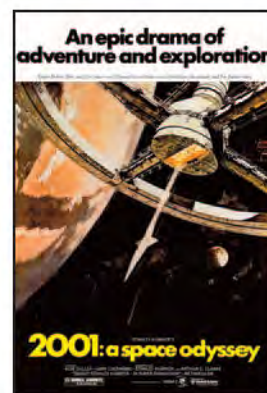
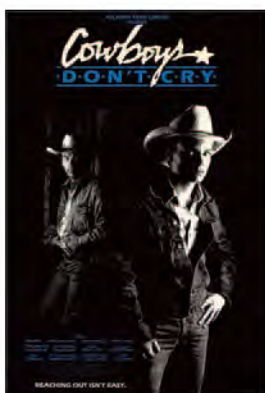
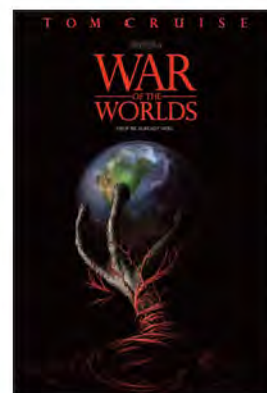
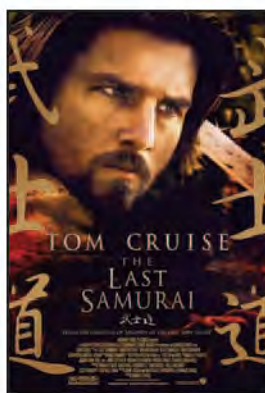
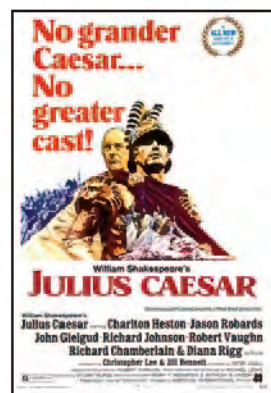
# Criterion-on-Demand HIGH SCHOOL TITLES



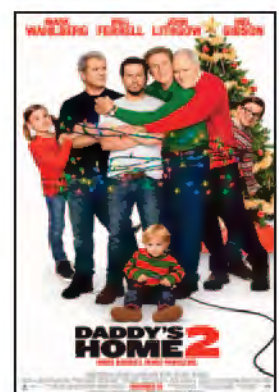
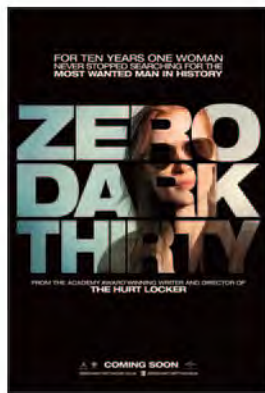
# Criterion-on-Demand HIGH SCHOOL TITLES



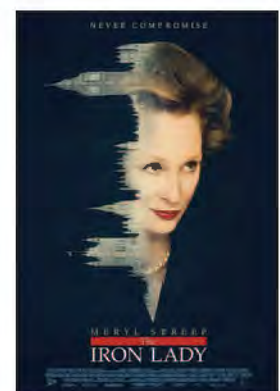
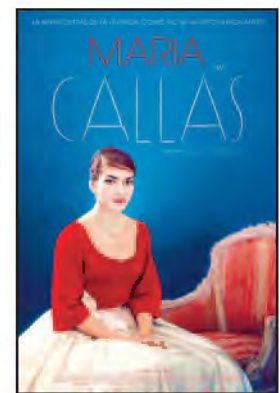
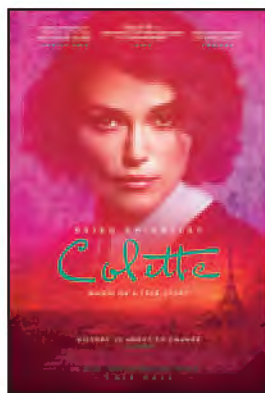
# Criterion-on-Demand HIGH SCHOOL TITLES



# Criterion-on-Demand HIGH SCHOOL TITLES

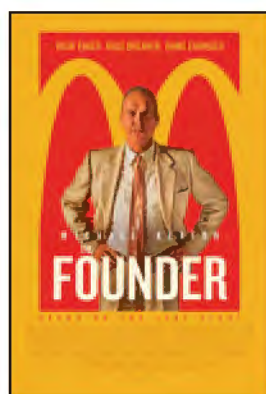
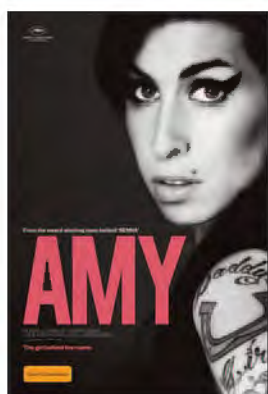


# Criterion-on-Demand BIOGRAPHY TITLES

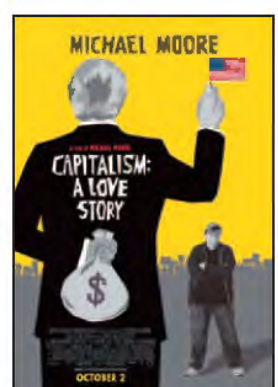
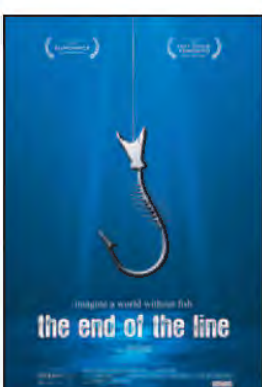
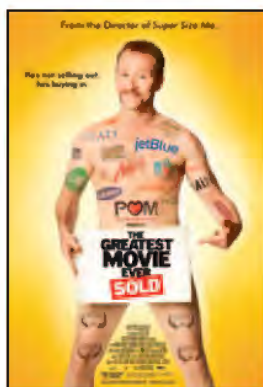
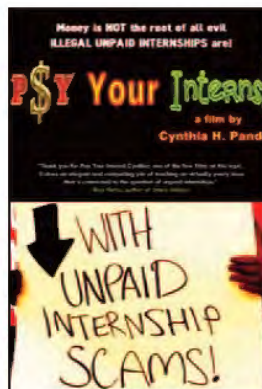
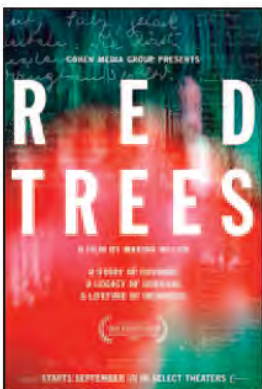
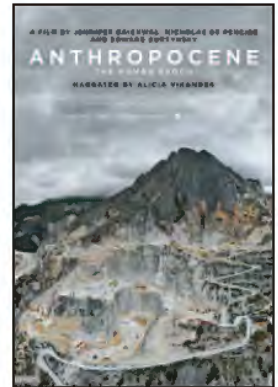




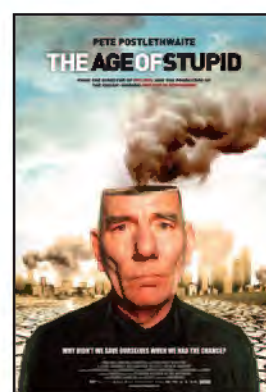
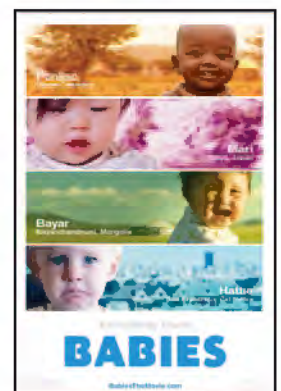
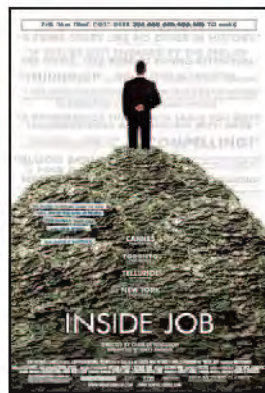
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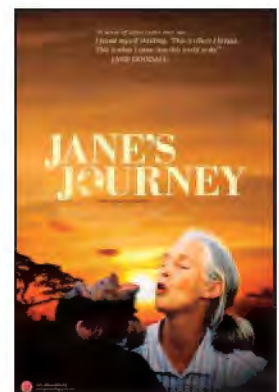
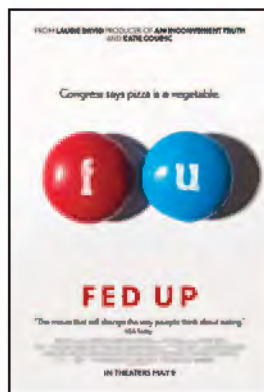
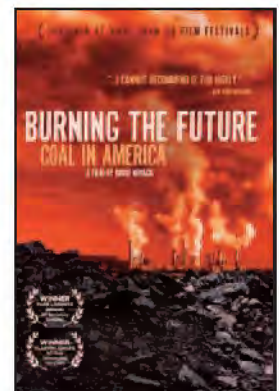
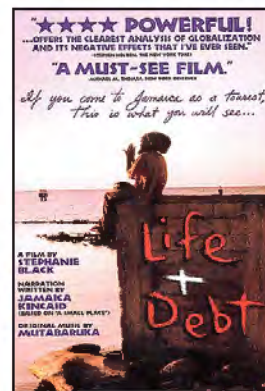
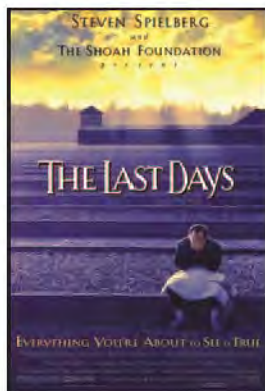
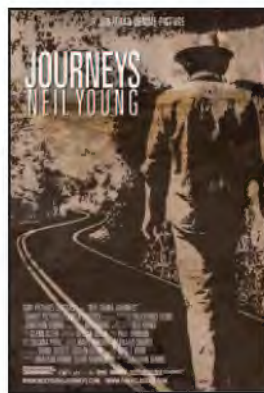
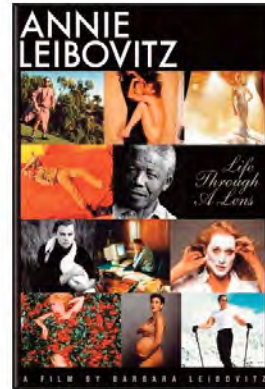
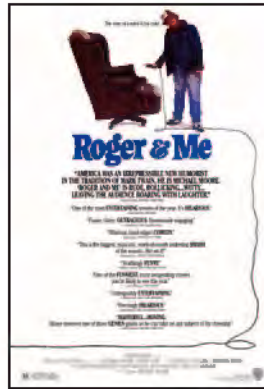
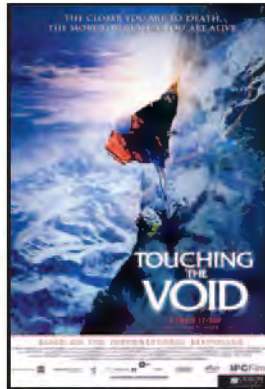
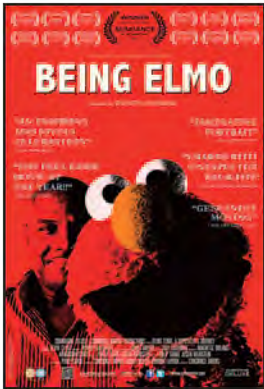
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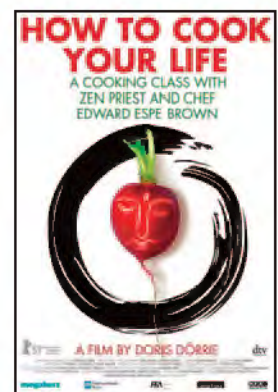
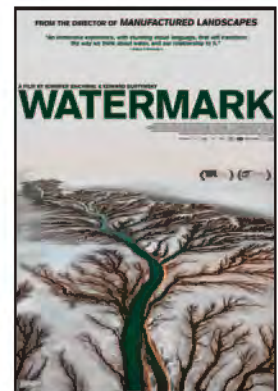
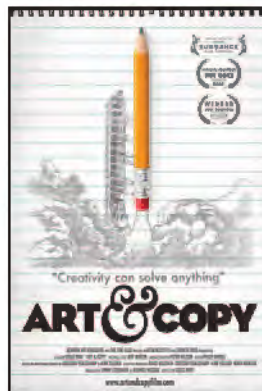
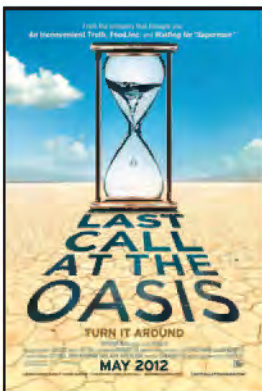
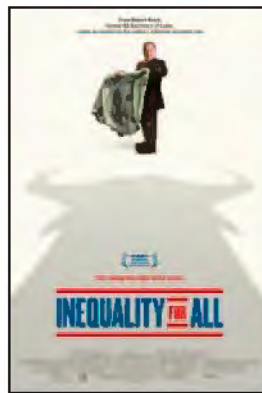
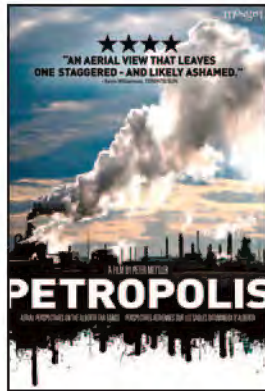
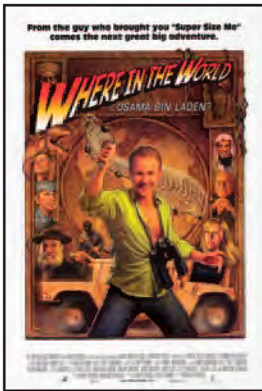
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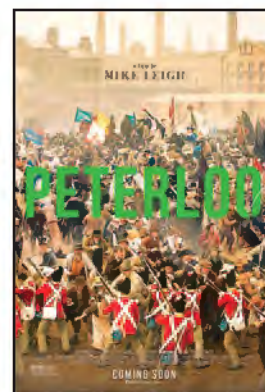
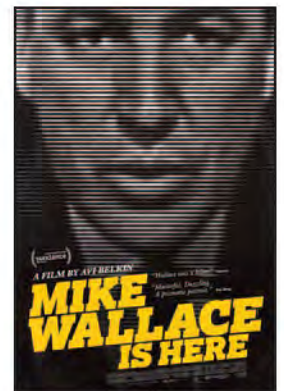
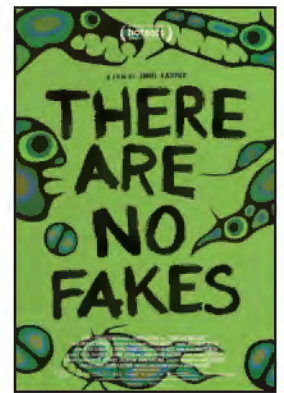
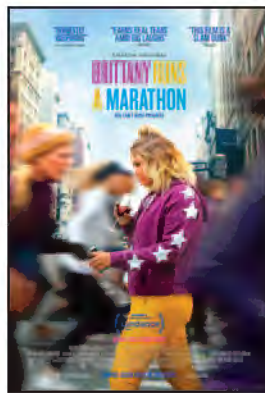
# Criterion-on-Demand DOCUMENTARY TITLES



# Criterion-on-Demand DOCUMENTARY TITLES



# COMING SOON



# COMING SOON: Introducing PACIFIC NORTHWEST PICTURES The Newest addition to our Producers' list!



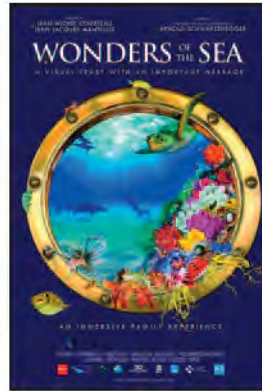
## KING LEAR

2018 • 115 minutes • Colour

Director: Richard Eyre

Cast: Anthony Hopkins, Jim Broadbent, Emma Thompson, Emily Watson, Florence Pugh, Christopher Eccleston

An aging King invites disaster, when he abdicates to his corrupt, toadying daughters, and rejects his loving and honest one.



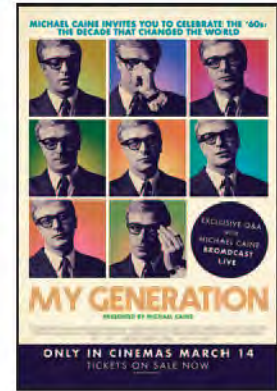
## WONDERS BY THE SEA

2017 • 82 minutes • Colour

Director: Jean-Michel Cousteau, Jean-Jacques Mantello

Cast: Arnold Schwarzenegger, Celine Cousteau, Fabien Cousteau

WONDERS OF THE SEA takes viewers on a trip under the ocean, capturing incredible footage of rarely seen sea creatures, while warning about the impacts of climate change. From Fiji to the Bahamas, Jean Michel Cousteau and his children Celine and Fabien embark on a voyage to discover the ocean as never before seen, and learn more about the threats that put our ocean at risk.



## MY GENERATION

2017 • 85 minutes • Colour

Director: David Batty

Cast: Michael Caine, David Bailey, Twiggy, Marianne Faithfull, Paul McCartney, Joan Collins, Roger Daltrey

The cultural revolution that occurred in the 1960s England is explored in this documentary.



## THE ENGLISH TEACHER

2013 • 93 minutes • Colour

Director: Craig Zisk

Cast: Julianne Moore, Greg Kinnear, Michael Angarano, Nathan Lane, Lily Collins

Linda's simple life turns an unexpected page when former star pupil Jason Sherwood returns home after trying to make it as a playwright in New York. Linda can't stand the thought of him giving up on his dreams so she decides to mount his play at the high school. With the play, her reputation, and her teaching career on the line, Linda finds an unlikely ally in herself.



## GOD BLESS THE BROKEN ROAD

2018 • 111 minutes • Colour

Director: Harold Cronk

Cast: Lindsay Pulsipher, Jordin Sparks, Andrew W. Walker, Robin Givens

GOD BLESS THE BROKEN ROAD tells the story of a young mother who loses her husband in Afghanistan and struggles to raise their young daughter in his absence. The film combines elements of faith, country music, and stock car racing while paying tribute to those who serve in the Military.



## FALLS AROUND HER

2018 • 100 minutes • Colour

Director: Darlene Naponse

Cast: Tantoo Cardinal, Tina Keeper, Gail Maurice, Johnny Issaluk, Rob Stewart, J.D. Nichol森

Tantoo Cardinal shines as a world-famous Anishinaabe musician who returns to the reserve to rest and recharge -- only to discover that fame (and the outside world) are not easily left behind, in writer-director Darlene Naponse's riveting portrait of resilience set among a northern First Nation.

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