WHAT ARE WE LOOKING FOR?

We need Trailer playout data from one show time on each print(s), per format (i.e. include all **2D, 3D, SPLIT, IMAX** and/or **PLF** screens) showing the Feature Release(s) requested from the Targeted Theatre(s) provided to you. There will be times that the Feature Releases we are seeking data from are not actually playing at the Target Theatre(s.) It is important for you to verify that the Feature(s) we are seeking data from are playing there. If none of the Feature Releases are at a Target Theatre, we cannot use the data, so check before you go, and don't go on our behalf.

Because we must have a complete picture of all Trailer Prints, if you cannot provide the trailer package for each print per format of the targeted feature(s) requested, we cannot accept your data as your information will be considered incomplete. **We DO NOT want data from THURSDAY EVENING and/or MIDNIGHT SHOWS (i.e. 7:00 pm etc.).** We encourage you to submit your data online IMMEDIATELY upon completion to ensure its acceptance

WHAT DO I DO IF OUR TARGET FEATURE(S) HAS MULTIPLE PRINTS?!?

IT IS IN FACT VERY LIKELY THAT THE FEATURES WE NEED THE DATA FROM WILL LIKELY HAVE MULTIPLE PRINTS AND FORMATS. PLEASE ALLOW PLENTY OF TIME TO CHECK ONE SHOWTIME FOR EACH PRINT, PER FORMAT SHOWING EACH REQUESTED FEATURE.

WHAT IS A PRINT?!?

A print is defined as the actual reel or digital copy sent to the theatre, each print generally will have a unique trailer set. Most popular features will have more than 1 print. To determine the number of prints of the targeted feature(s) requested you will need to ask theatre management. Do not ask the usher/ticket takers as they generally do not know. If you are unable to get the number of prints from theatre management please refer to the show break memo for guidelines.

EXAMPLE:

Print 1:	**Trailers:**	**Print 2:**	**Trailers:**
	Thoroughbreds		Midnight Sun
	Acrimony		Gringo
	A Quiet Place		A Quiet Place
	Truth of Dare		Truth of Dare
	Sicario 2: Soldado		Sicario 2: Soldado
	Tomb Raider		Tomb Raider
	Love, Simon		Love, Simon
	Deadpool 2		Deadpool 2

It is in our mutual best interest that you collect your data in the most efficient manner, therefore we strongly encourage you to arrive in the auditorium a few minutes before scheduled showtime and before the first trailer (movie preview) starts and be present in the auditorium from one to five minute(s) after the feature begins to insure no trailers were missed. The theatres granting you access to gather your data have asked us to remind you that YOU ARE NOT ALLOWED TO STAY AND WATCH THE FEATURE!

THE FEATURE IS NOT PLAYING AT MY TARGET THEATRE! WHAT DO I DO?

We are looking for data ONLY from very specific theatres, so if your interest is in selling VeriTES trailer data, DO NOT CHECK ANY THEATRE we have not SPECIFICALLY requested data from. Submit your information online by telling us that feature did not play by selecting from the drop-down list – Scheduled Feature Not Playing. As there is no data to we require in these instances, we do not pay for Scheduled Features Not Playing. You must check to see if the feature is playing BEFORE you go to the theatre.

THEATRE GUIDELINES FOR PROFESSIONAL CONDUCT WHILE COLLECTING YOUR DATA:

In keeping with the courtesy extended by the theatre operators allowing you access to gather your data we must remind you of their expectation and ours of your adherence to professional conduct standards:

➢ *UNLESS you purchased a ticket, you cannot watch the film OR bring a guest or children to the theatre*.
➢ Please stand in an unobtrusive place while conducting your check unless otherwise directed by theatre staff.
➢ If you need to utilize a light or your phone to provide light to conduct your audit, please be conscientious to keep it dimmed and discreet so as to not disturb the audience.
➢ You are not entitled to free concessions.
➢ You may bring a helper ONLY if you have screens with overlapping showtimes.
➢ If you bring a helper they MUST be at least 18yrs old, have valid ID and their own letter of authorization.
➢ If you want to see the film, you must purchase a ticket (this will not be reimbursed).
➢ You are there representing VeriTES and our client film studios and are admitted to the theatre at the manager's discretion/permission.
➢ Please be professional and quiet while performing your duties.
➢ Avoid any confrontation or disturbance with any member of the audience or theatre staff while performing your audits. Report any instances immediately to the theatre staff and VeriTES. Do not reenter that auditorium, or leave the theatre for the day if said occurrence was outside of an auditorium. Safe, non-disruptive theatrical operations are paramount; an audit can always be rescheduled if necessary.

CHECKING GUIDLINES:

- Print and give your letter of authorization to the manager on duty and be ready to show your photo I.D. Explain to him/her that you are there to perform a trailer check. **IF YOU ARE DENIED ACCESS TO THE THEATRE**, please have the manager sign your data form getting the manger's *full name* and enter this online by choosing Denied Access in the drop-down list. You will still get paid for gathering and communicating the above to us. You will need to fax the manager signed data form or scan/email the manager's full name to matt.burgoyne@verites.com to receive payment.

- Ask theatre management how man "prints" the theatre has of your assigned feature. We encourage you to ask for a **DOOR SCHEDULE** to make sure you are checking the right auditorium numbers and **all** prints playing your assigned feature. If you are unable to get the numbers of prints from management use your printed showtimes and show break memo as a guide.

- Our data requirements include all Trailer playout and audience information from one show time on **each print(s),** per format (i.e. include all **2D, 3D, SPLIT, IMAX** and/or **PLF** screens) playing the target feature release(s) per below:

  1) FEATURE NAME
  2) SCREEN NUMBER and SHOWTIME
  3) SEAT CAPACITY – Please include your physical count the seats in the auditorium.
  4) PERCENTAGE OF CAPACITY FULL – This is an estimate of how many people are in the audience. Drop-down list will be in increments of 10%.
  5) DEMOGRAPHICS – Male/Female ratio; Group Compositions: Adult Couples, Families, Teen Groups/ Teen Couples; Age Groups: Kids 12& Under, Teens (13-16), Young Adults (17-25), Adults (26-34), Adults (35-49), and Adults over 50
  6) SCREEN TYPE – Was the screen **Standard, IMAX, or PLF?** Do not confuse this with digital sound. This question pertains to the projector. PLF screens are Premium Large Format screens where you are charged more per ticket such as: RPX, ETX, XD, ULTRA AVX…etc. You can enter this question in the comments field if more explanation is required of the screen type that you are reporting on.
  7) RECORD ALL TRAILERS (movie previews) that play in the exact order they appeared on screen on your data form to enter online. If you see a trailer that is not in the drop-down list or you're not sure of the title, please choose **OTHER/MISC** and input the title of the trailer and/or any detail you can about it (who was in the trailer, what the plot was) in the screen comments field and we will input it for you. Please mark which format you saw the trailer in: 3D or 2D.
  8) REPORTING PLAYOUT PROBLEMS WITH TRAILERS AND/OR START WITH THE FEATURE –
  a. Politely notify the manager immediately after you have viewed the trailers or the start of the feature you are auditing identifying any picture and/or sound problems.
  *b. To report problems with the trailer please click the sound and picture problem box next to the trailer(s) with the issue and describe the problem in detail in the **trailer comment field.***
  *c. To report **PICTURE OR SOUND PROBLEMS** with the start of the feature answer **YES or NO** to the question located at the bottom of your data entry following the trailers and leave a detailed description in the **Main Comment field.***
  9) AUDIENCE REACTIONS – Audience reactions are based on the standard letter grading system of **A, B, C, D, F or Inconclusive.** Please provide an observed grade of the general audience's reaction to each of the "trailers" as well as the audiences overall reaction to the feature. Your "feature" reaction will include both the standard letter grade as well as a numerical score. **You do not need to watch the film to grade the audience reaction to a feature itself. The feature grade is based on your observations during your check, particularly from listening to comments made by audiences exiting the Target Feature releases (e.g. observing the exiting audience reactions prior to your first audited show time or in-between show times over the course of your assignment.** Please input trailer comments next to each trailer with your explanation the audience's reaction grade. **Audience reactions must be relevant and professional comments.**
  10) "AUDIENCE FAVORITE" – This is the trailer the audience reacted most positively to. You may pick up to 3 "Audience Favorite" trailers.
  11) BOX OFFICE TICKET PRICES – General admission, child, matinee, specials, 3D up-charge, IMAX up-charge, 3D IMAX up-charge, PLF up-charge, and PLF 3D up-charge if your theatre has this. You can also find this information online at the theatre website. Prices can change weekly.

- **ENTER YOUR RESULTS ON OUR WEBSITE at www.tnsmi-tes.com All data must be entered online**

  - Please screenshot your **SAVE & SUBMIT** page as proof of entry after you've completed your data entry.
  - If the website goes down for any reason or you are experiencing technical issue please fax to **1-800-443-6093** as soon as your check is completed. Email Matt Burgoyne ***with an explanation***. Faxed data **MUST** be received **before** the deadline in order to be accepted for compensation.

- The data you supply us may be challenged by the theatre, therefore we encourage you to have the manager PRINT his/her name and SIGN your data form before leaving the theatre. Please keep this and your copy of the showtimes or door schedule with you for 30 days after the assignment for future verification of your data if needed. You do not need to fax this in unless we ask you to.