MACCS INTERNATIONAL

User Guide

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Author	MACCS Support
E-mail	support@maccs.com

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1. CINEMA bridge

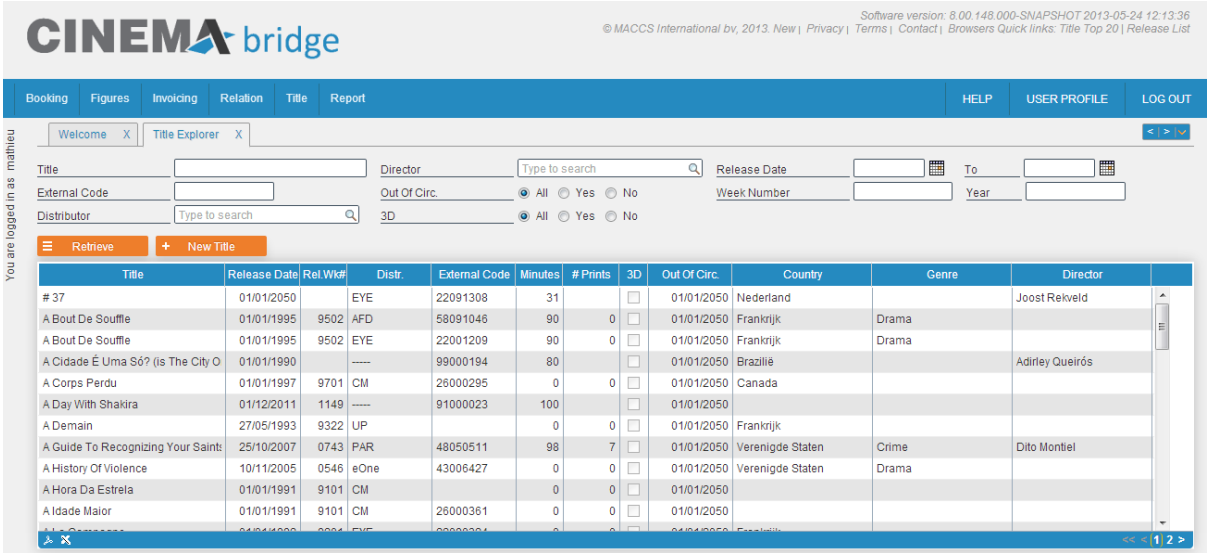


Figure 1 CINEMA Bridge GUI

CINEMA Bridge is the single point of contact for distributors and exhibitors to manage and monitor the integrated workflow from online booking and the fulfillment of KDM's and DCP requests, to the collection of box office returns and e-invoicing.

Below a schematic overview of the different data flows which exist in CINEMA Bridge.

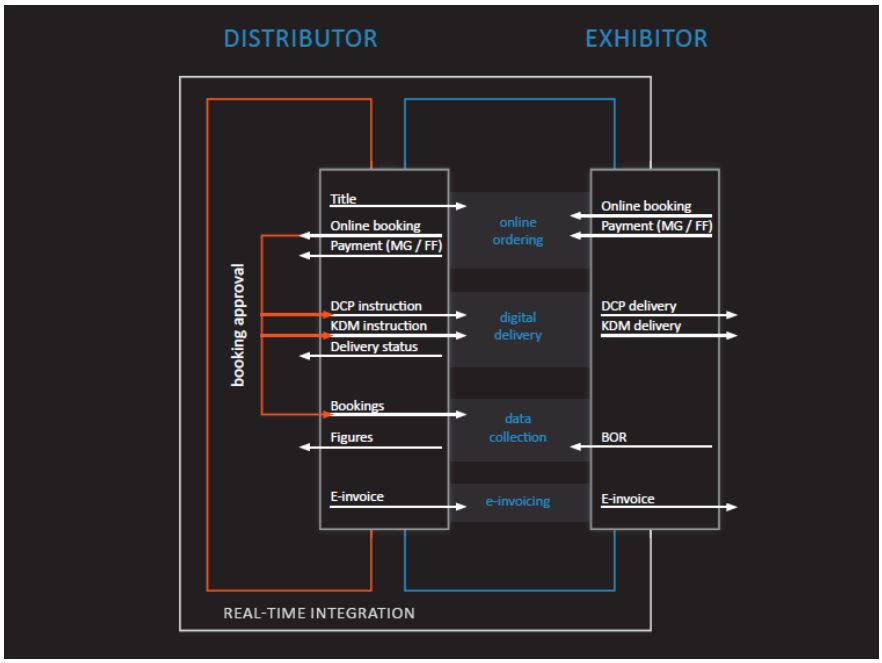


Figure 2 Schematic Overview

1.1. User Profile

Exhibitor : Yes
Distributor : Yes

As seen in Figure 1 in top of the CINEMA Bridge window, on the right you will see the Menu USER PROFILE.

In this window you can change your password, select the language etc. Also the email addresses are stored here.

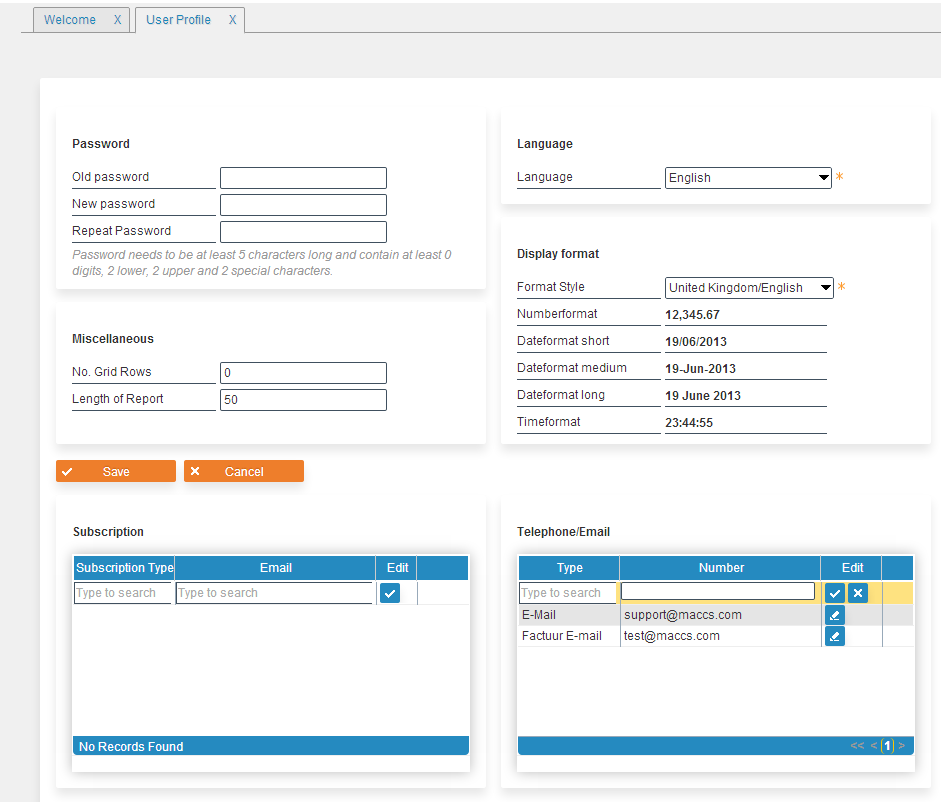


Figure 3 User Profile

Subscriptions

In the window below you can define your Subscriptions to three reports. The Types are:

- Distributor Set Daily Report
- Exhibitor Set Daily Report
- Release List Subscription

Telephone/Email

On the right the Telephone and Email addresses can be set as the following Types:

- E-mail
- Factuur E-mail
- Fax
- GBO figures from email
- Mobiel
- Telefoon
- Website

When you want to receive automatic Invoice Notifications it is important to enter an email address as type Factuur E-mail.
See also Invoice Notification in Chapter 2.3 Invoice Notifications.

2. Menu structure

Above in the screen you will find several menus from which different actions can be started.

Figure 4 CINEMA Bridge menu

From left to right the following menus are visible for a distributor: Booking, Figures, Invoicing, Relation, Title, Report.
Exhibitors will not see the menu Booking.

2.1. Booking

Exhibitor : No
Distributor: Yes

From the Booking menu New Booking can be manually entered.
Start from the upper left and work towards down right.

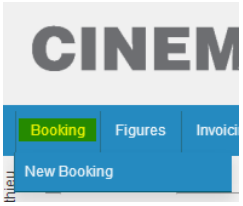


Figure 5 Booking

- Select the Distributor and the Title.
- Use the Generate button to retrieve a Booking Number.
- The Play Week can be selected in three ways:
  - By Play Week number with the format YYWW
  - By typing in the date
  - By using the calendar
- The Show Code, Rental Method, Film %, FF/MG Amount and Price are optional.
- Select the Circuit, City, Cinema, Screen and Payer.
- Checkbox 3D, Media Type, Language Version, Digital Type are optional.

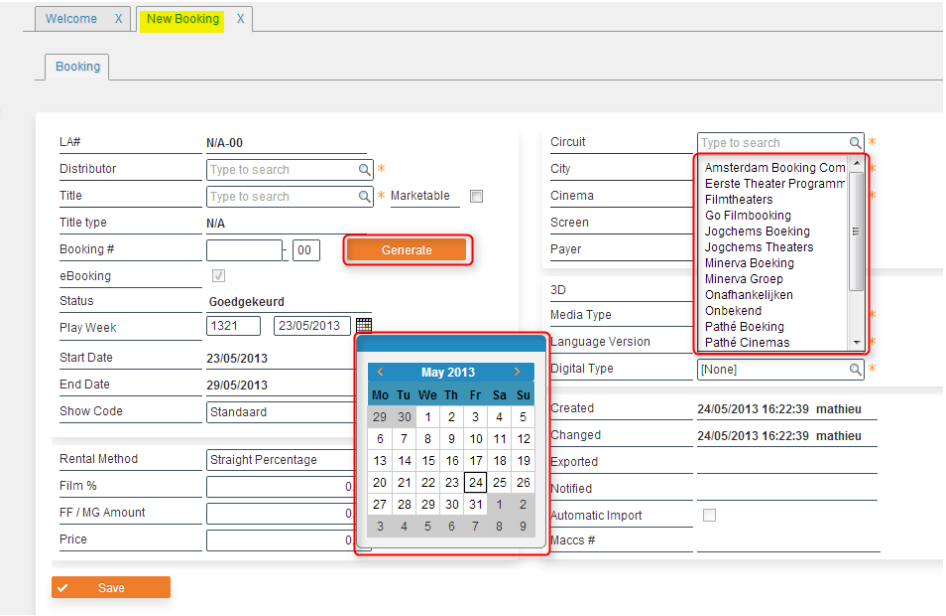


Figure 6 New Booking

2.2. Figures

Exhibitor : Yes
Distributor : Yes

The submenu Figure Entry is located in the menu Figures. In this submenu known Bookings can be found and updated with manually entered figures.
The Figure Entry will let you filter the known

Figure 7 Figures

bookings so only a specific number of bookings is presented. Leaving all the values as is, all the bookings from the present Play Week will be shown after Retrieve is ticked. Different Filter criteria can be applied to show the bookings you want to be shown.

Set the range of Play Weeks, select the Title, Circuit, Distributor, Payer, Marketable, Show Code, Cinema, Media Type, Language Version, Digital Type, 3D (All,Yes,No), Content Type, Booking Number and Status.
Furthermore Discussion, Boxoffice=0 and eBooking can be set to All, Yes and or No.

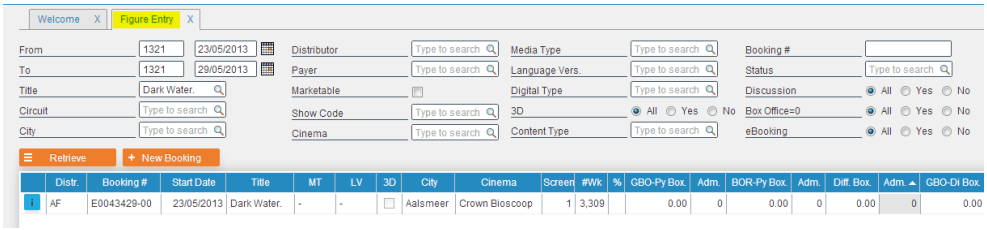


Figure 8 Figure Entry

In the above example is already seen by the Admissions and Figures that no Figures are imported or manually added to this Booking.

Exhibitor : No
Distributor : Yes

The Button **New Booking** is only available for Distributors. Exhibitors are not allowed to create new bookings due to obvious reasons.

When figures need to be changed or entered a Figure Entry Window can be opened by clicking the row of that booking.

- Distributors may only edit GBO Di figures.
- Exhibitors may only edit GBO Ex and BOR figures.

Figure Entry Window Exhibitors

Exhibitor : Yes
Distributor : No

When a booking is retrieved a window will open where figures can be entered or changed. Exhibitors will see a slightly different window because this group can enter GBO and BOR figures. Distributors may only enter GBO DI figures and proceed to chapter Figure Entry Window Distributors.

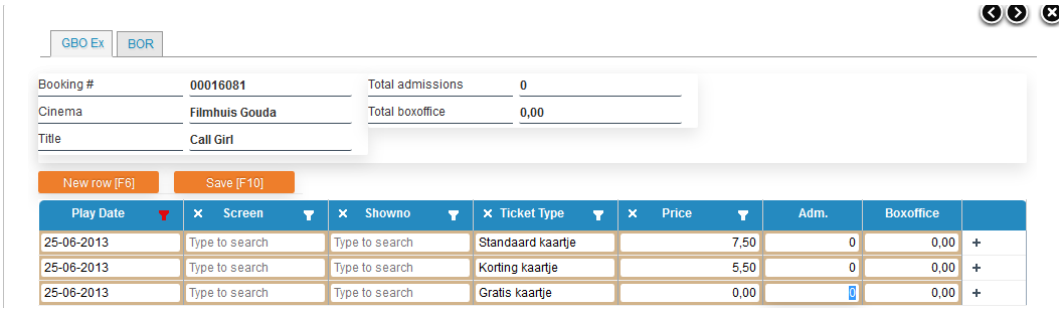


Figure 9 Exhibitor Figures

By using F6 or ticking the plus sign at the end of the row, a new record for the above day can be created, so figures for that same day of a different type can be entered.
The columns may be filtered by the buttons
In this example the Play Date is used as filter. F10 saves the data.

Play Date, Admissions and Boxoffice are required to enter.

Figure Entry Window Distributors

Exhibitor : No
Distributor : Yes

Distributors can only edit the Distributors Figures as shown in figure

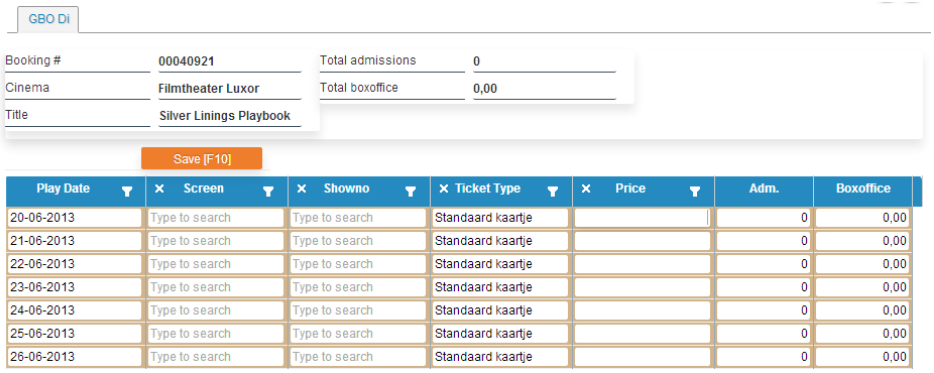


Figure 10 Distributor Figures

The columns may be filtered by the buttons
In this example the Play Date is used as filter. F10 saves the data.

Play Date, Admissions and Boxoffice are required to enter.

Booking information

Exhibitor : Yes
Distributor : Yes

In the Figure Entry window the Booking Details can be shown by ticking the Booking Info button in front of the record.

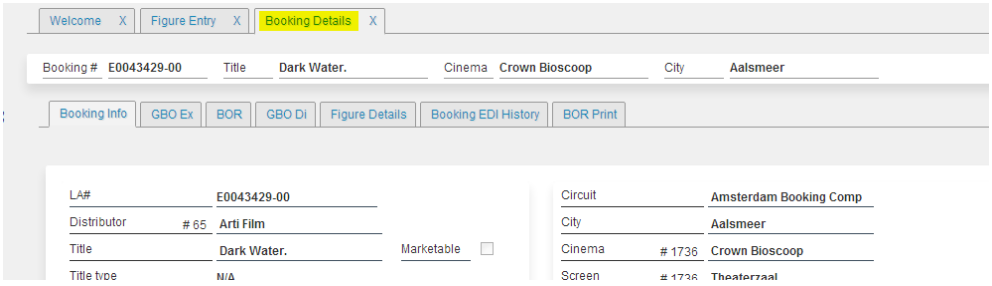


Figure 11 Booking Details

2.3. Invoicing

Exhibitor : Yes
Distributor: Yes

This menu shows the following options; Invoice Explorer, Export Invoices and Explore Invoice Actions.
This menu is accessible for Exhibitors and Distributors.

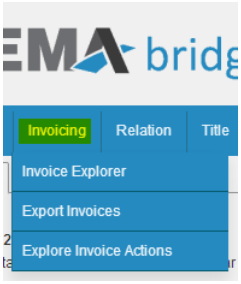


Figure 12 Invoicing

Invoice Explorer

With the Invoice Explorer you can find invoices for specific Titles, Circuits, Cities, Cinemas, Distributors and or Payers.
Also you can filter by the fact a Title is Marketable.
Or if a Discussion exists or does not exists for the Invoices.
Furthermore a specific invoice number can be entered or a specific contract number.

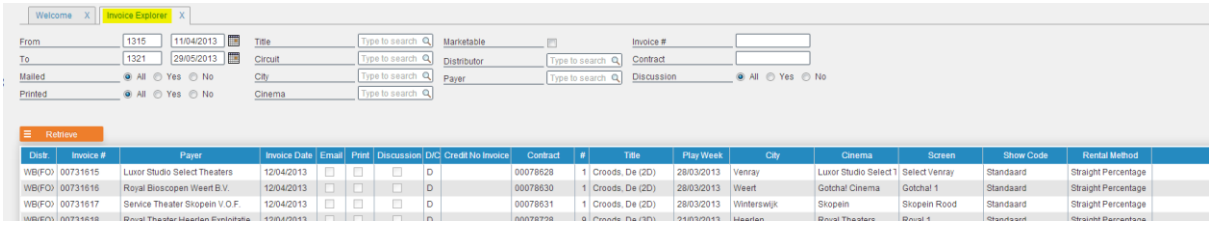


Figure 13 Invoice Explorer

After having retrieved the invoices you can double click a record to open a specific invoice.
The invoice is then opened as PDF and can be printed. The invoice can also be opened as Excel or CSV and be saved or printed.
From the Invoice Explorer Invoices are opened as PDF by default.

Export Invoices

Exhibitor : Yes
Distributor : Yes

The Export Invoice is started in the menu Invoicing, a similar window is opened as when the Invoice Explorer is opened. Apply a filter by at least selecting a Play Week and tick Retrieve to collect the data.

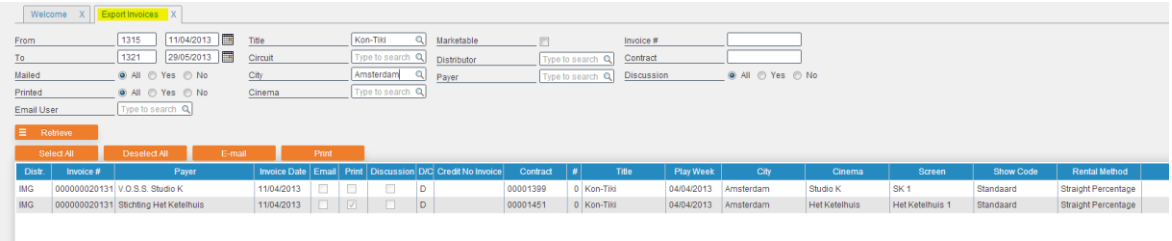


Figure 14 Export Invoices

Here the Distributor can choose to Email or Print one or more invoices. You tick the records to select several specific invoices to process at once.

Invoice Notifications

Exhibitors can setup their email address so they cannot only select multiple invoices and mail them to the specified email address, also by registering their email address the job Notify Invoices will use the email address to send the notifications to.
CINEMA Bridge will check once a day if new Invoices were received for which no Invoice Notifications have been sent yet. The Notifications will then be send automatically.

To register an email address regarding the Invoice Notification see Chapter User Profile of this manual.

Explore Invoice Actions

Exhibitor : Yes
Distributor : Yes

Using the Invoice Actions Explorer you can show when a certain range of invoices were processed in any way.
The filters are:

- Play Week
- The Type of action such as, Email, Print, Batch Email and Show
- Invoice number
- Distributor
- Payer.

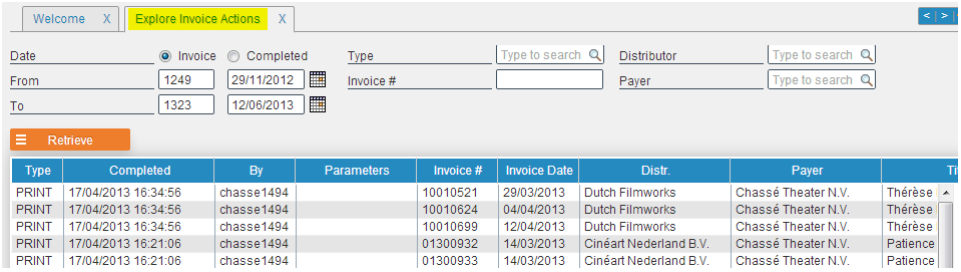


Figure 15 Explore Invoice Actions

2.4. Relation

Exhibitor : Yes
Distributor : Yes

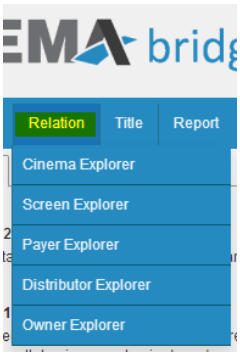


Figure 16 Relation

The Relation Menu consists of the following explorers:
Cinema Explorer, Payer Explorer, Distributor Explorer

Cinema Explorer

Locating a Cinema is done by the Cinema Explorer from the Relation Menu.
In the Cinema Explorer the Cinema Name can be typed in.
Furthermore a search filter may be applied by Expired, Checked, City, State, Country, also by KDM email address, the Circuit name, Payer name and even by External Code.
Ticking the Retrieve button will show a search result, when no records are found this will be displayed below in the left corner of the window.

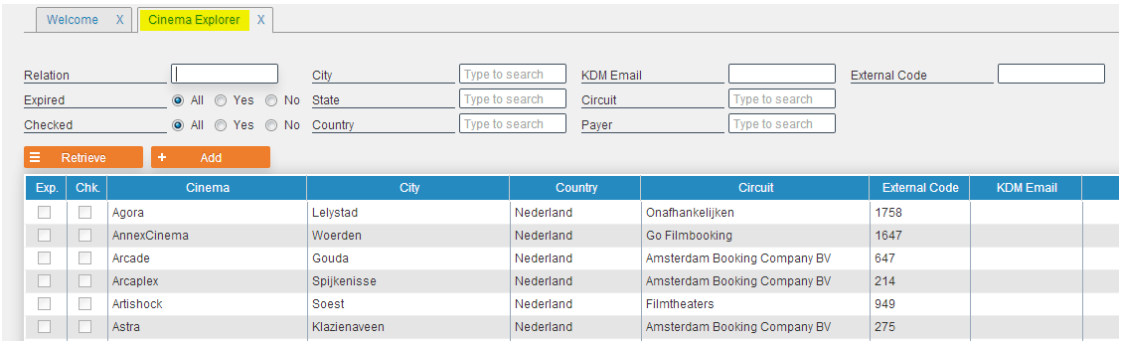


Figure 17 Cinema Explorer

- Open a Cinema to view its detailed information by clicking its line.

With the Add-button a Cinema can be created. See also chapter Adding a new Cinema.

In the Relation tab of the Cinema the Cinema Name will be seen, the Code and the External Code as well as the City.

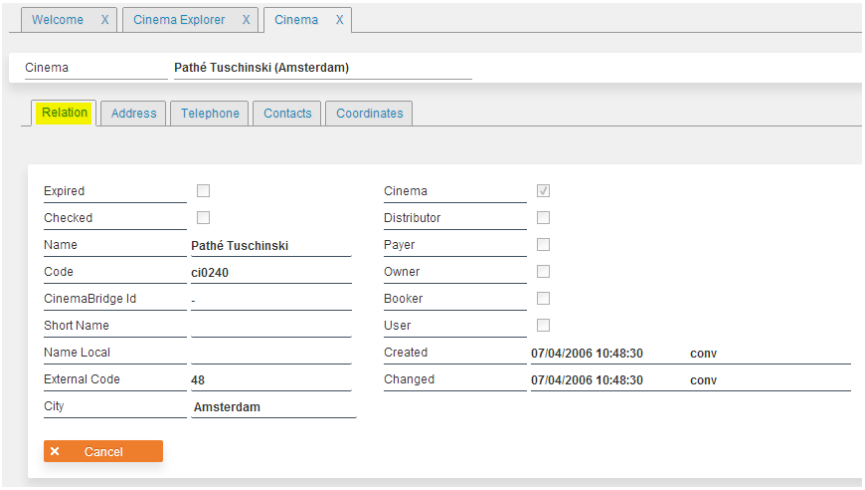


Figure 18 Cinema Tab

On the Address tab there are different types of addresses available for this Relation.

Figure 19 Cinema Address

On the Telephone tab the telephone and email addresses are stored, as well as the URL's and Fax numbers.

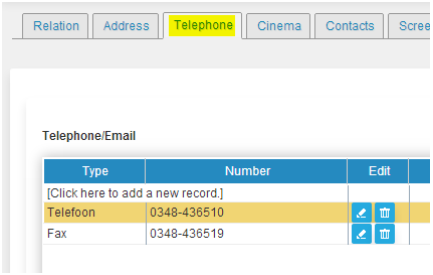


Figure 20 Cinema Telephone

The Cinema tab of the Cinema record shows an overview with Active Figure Level, The circuit, Payer and Owner.

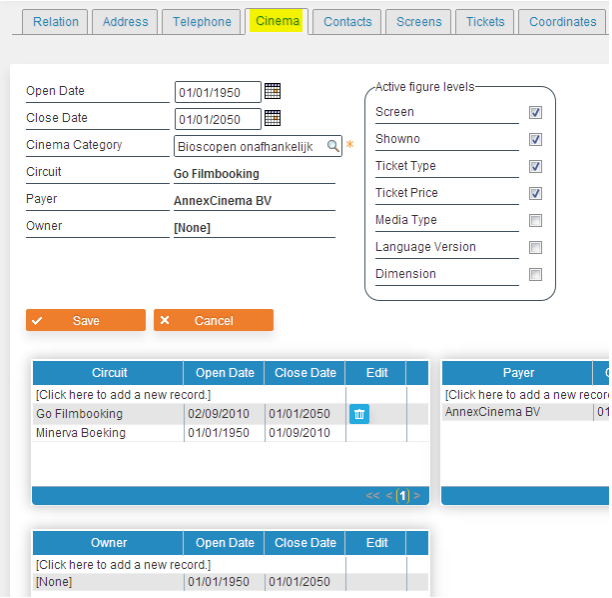


Figure 21 Cinema overview tab

The Screen tab shows which screens are available in the Cinema.

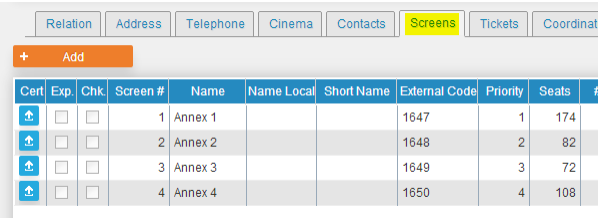


Figure 22 Cinema Screens

Adding a new Cinema

Using the Add button in the Cinema Explorer will create a new Cinema record.

- The name must be filled in.
- Next the City must be chosen.

This could be done by typing in the first letters of the City Name. Then a drop down list will appear from which the correct City can be chosen.

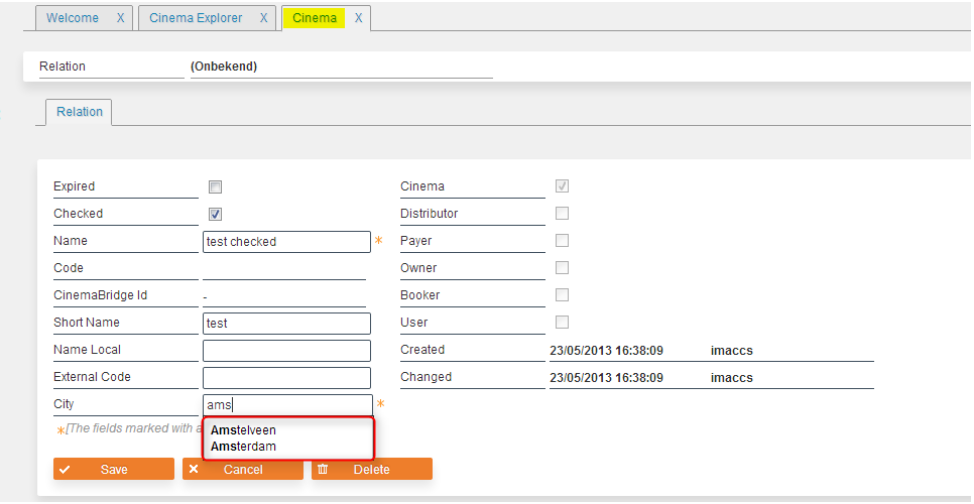


Figure 23 Adding new Cinema

When done, tick SAVE.

Screen Explorer

With the Screen Explorer in the Relation menu you will be able to search for a Screen which of course should be related to the Cinema.
The following search options are available. Expired, Checked, Cinema, City, State, Country, Circuit, Manufacturer, Server Type, Server ID.

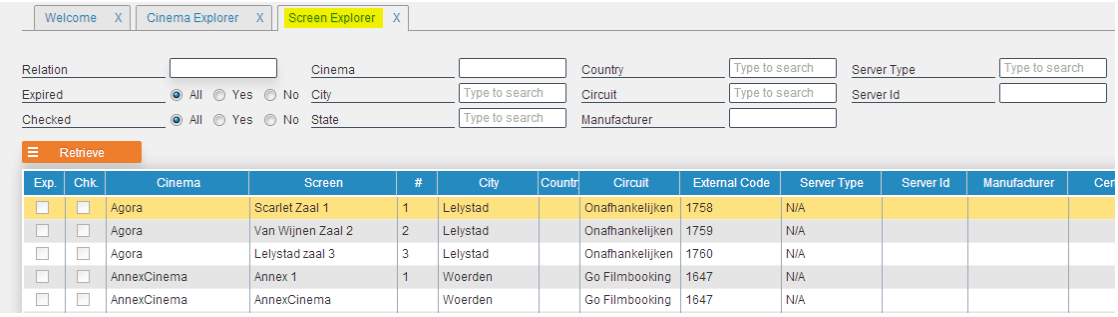
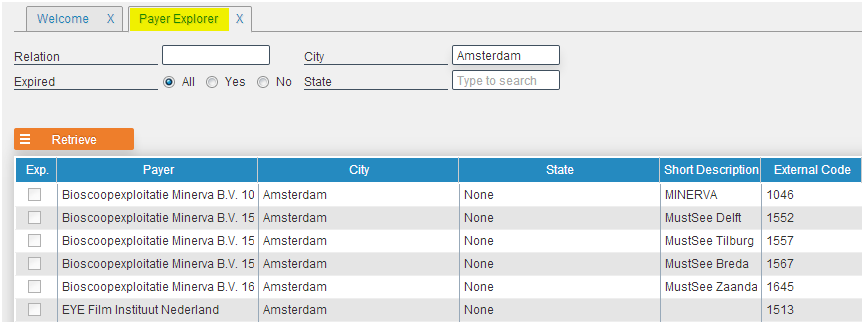


Figure 24 Screen Explorer

Payer Explorer

The Payer Explorer is found in the Relation menu. To search for a Payer you may use the following search criteria: Relation Name, whether the Payer is Expired, Not Expired or show all Payers. Also the City can be used as filter.



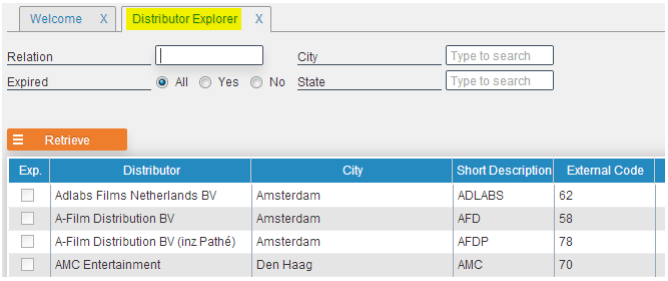
Exp.	Payer	City	State	Short Description	External Code
	Bioscoopexploitatie Minerva B.V. 10	Amsterdam	None	MINERVA	1046
	Bioscoopexploitatie Minerva B.V. 15	Amsterdam	None	MustSee Delft	1552
	Bioscoopexploitatie Minerva B.V. 15	Amsterdam	None	MustSee Tilburg	1557
	Bioscoopexploitatie Minerva B.V. 15	Amsterdam	None	MustSee Breda	1567
	Bioscoopexploitatie Minerva B.V. 16	Amsterdam	None	MustSee Zaanda	1645
	EYE Film Instituut Nederland	Amsterdam	None		1513

Figure 25 Payer Explorer

Opening a record will show the window with detailed Payer information and the two tabs Address and Telephone. These tabs show more or less the same information as the first two tabs of the Cinema.

Distributor Explorer

The Distributor Explorer is found in the Relation menu. The search filters are used in the same way as with the Payer Explorer.



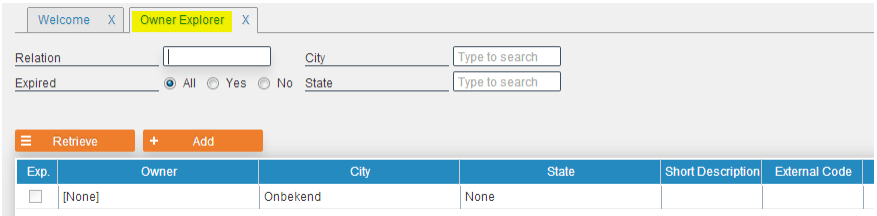
Exp.	Distributor	City	Short Description	External Code
	Adlabs Films Netherlands BV	Amsterdam	ADLABS	62
	A-Film Distribution BV	Amsterdam	AFD	58
	A-Film Distribution BV (inz Pathé)	Amsterdam	AFDP	78
	AMC Entertainment	Den Haag	AMC	70

Figure 26 Distributor Explorer

Owner Explorer

The Owner Explorer is found in the Relation menu. With the search filters in the Explorer you can locate an Owner. Filters are:

- Relation name
- Expired, All which is standard, Yes or No
- City
- State



Exp.	Owner	City	State	Short Description	External Code
	[None]	Onbekend	None		

Figure 27 Owner Explorer

2.5. Title

Exhibitor : Yes
Distributor : Yes

The Title menu is available for both Exibitors and Distributors and shows the menus for Title Explorer and New Title.

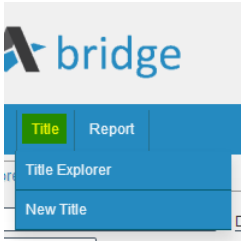


Figure 28 Title

The Title Explorer

With this explorer a Title can be located by applying one or more filters. A Title can be found by its Name, External Code, Distributor, Director, whether the Title is Out Of Circulation (Yes, No, All) and if it concerns a 3D type. Also the Release Date range can be set by date, Week Number and Year.

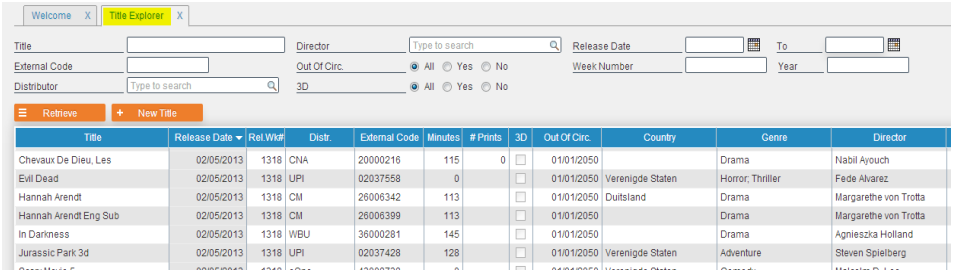


Figure 29 Title Explorer

Opening a Title record must be done by clicking the line.

Title Details

On the Title tab the main title information is shown. More information is found in the other tabs.
Next to the Title Tab you will see the following Tabs:
Title Extras, Available Prints, Resources, Synopsus, External Ref. and Report.

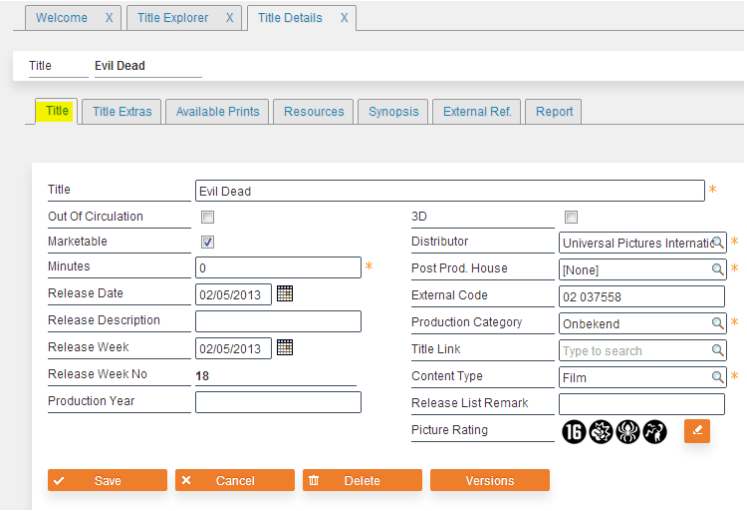


Figure 30 Title Details

With the buttons Save, Cancel and Delete, below in the window the added or changed information can be updated, ignored and deleted.

Adding a new Title

From the Title menu and from the Title Explorer a new Title can be created.

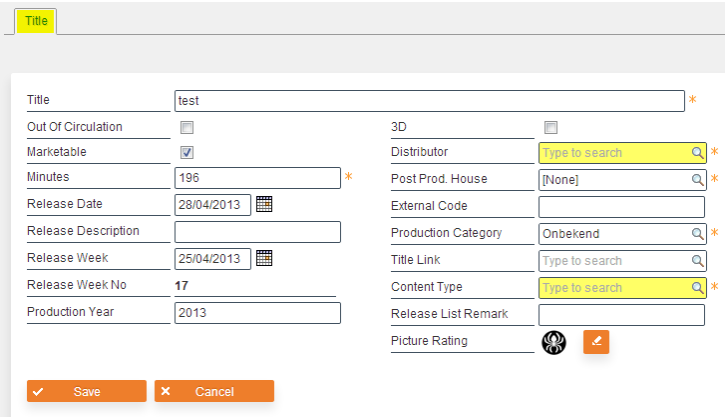


Figure 31 New Title

At least the Title, Distributor and Content type are mandatory.

2.6. Report

Exhibitor : Yes
Distributor : Yes

All reports in the Report menu are available for both Exhibitor and Distributor. The submenus consists of different types of reports.
All reports can be saved as PDF, Excel or CSV.

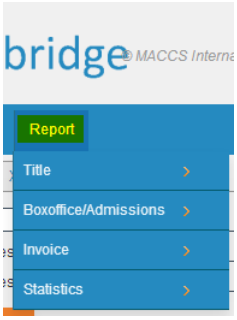


Figure 32 Report

Title

Being part of the Report menu, Exhibitors and Distributors have access to the reports found in the Title menu.

The Report menu shows the different report types of Title, Boxoffice/Admissions, Invoice and Statistics.

Title -Première

The Première report is located in the Title menu.
This report will display the Premières of a certain type of Content.

- Select the Play Week
- Select the Content Type as:
  Event, Film, Games, Live TV, Live concert, Opera, Other alternative content, Sport, Sympossium, Theater and Toneel
- Optionally select the other Filter Criteria.

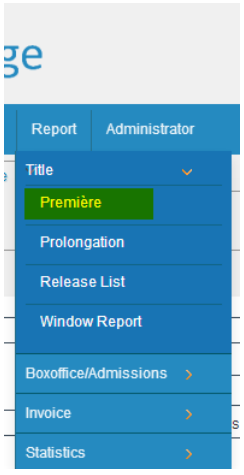


Figure 33 Première

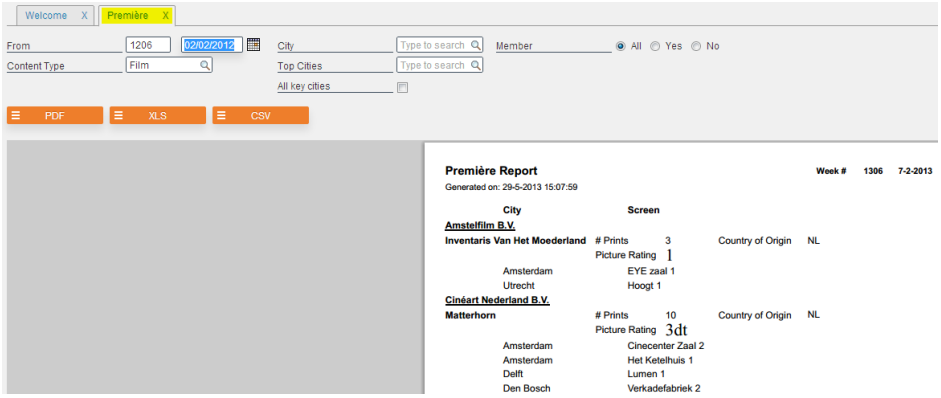


Figure 34 Première report

Title -Prolongation

The Prolongation report is located in the Title menu.
This report will show the Prolongation of a film or another type of Content.

- Select the Play Week
- Optionally select the Distributor and City
- Select the Content Type as:
  Event, Film, Games, Live TV, Live concert, Opera, Other alternative content, Sport, Sympossium,
- Theater and Toneel
- Open the data as PDF, EXCEL or CSV.

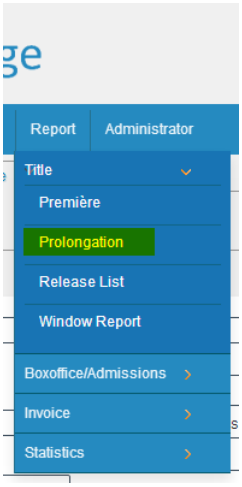


Figure 35 Prolongation

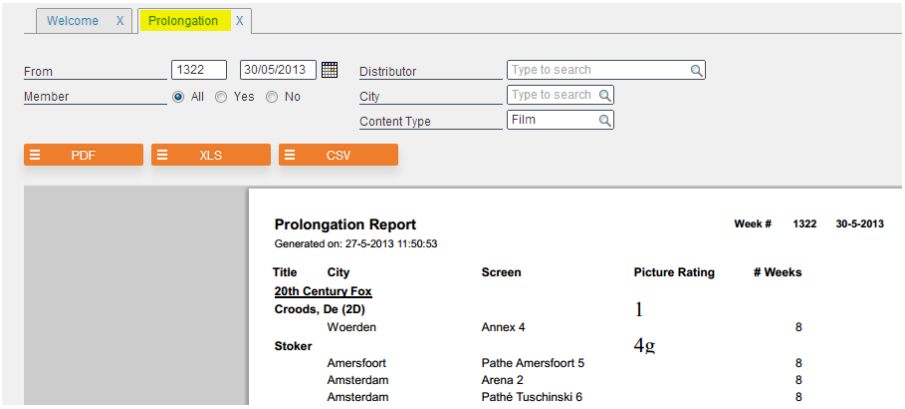


Figure 36 Prolongation

Title -Release List

The Release List is located in the Title menu and will show the Release List of a certain type of Content in a selection of Dates.

- Select the Play week date selection in From and To
- Optionally select the Distributor
- Select the TBA filter to be Included, Excluded or only TBA
- Optionally change Content Type from Film to Type Event, Games, Live TV, Live concert, Opera, Other alternative content, Sport, Sympossium, Theater and Toneel

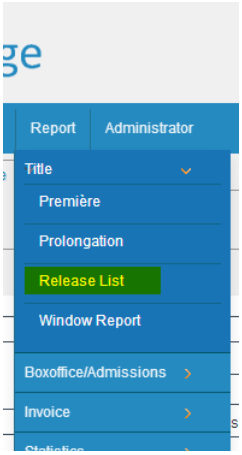


Figure 38 Release List

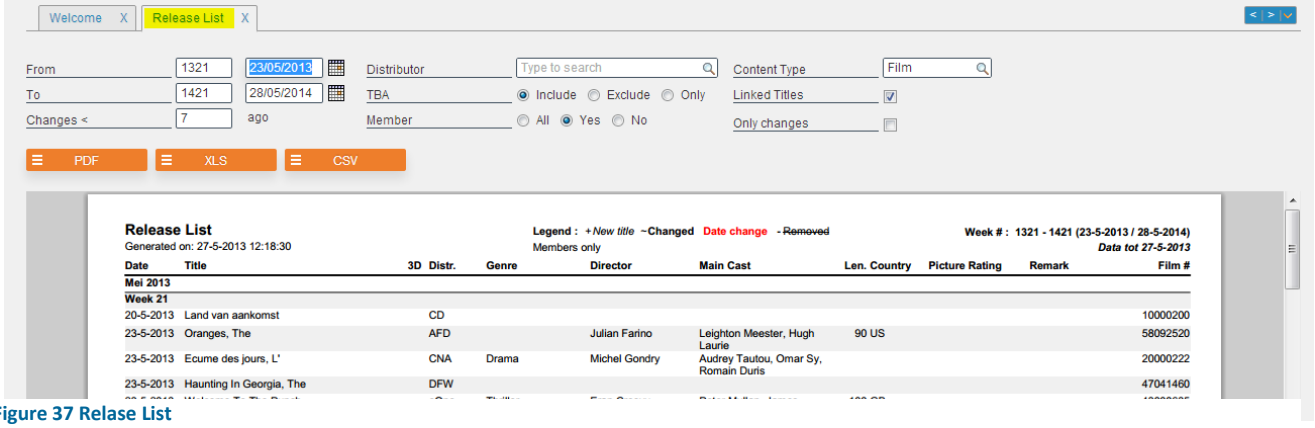


Figure 37 Relase List

Title - Window Report

This report will show the DVD Release date of Titles.

The filter options are the Play week, Title, Distributor, whether the Titles are Marketable.

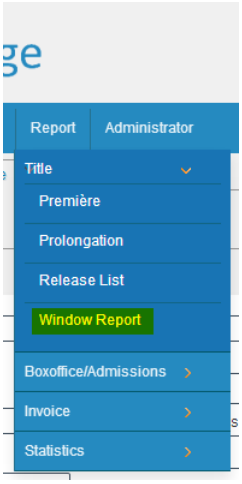


Figure 39 Window Report

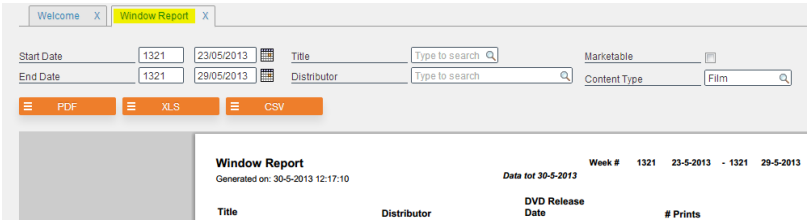


Figure 40 Window Report

Boxoffice/Admissions

Being part of the Report menu, Exhibitors and Distributors have access to the reports found in this menu.

In this menu several reports are shown: Title Top X, Boxoffice/Admissions Report, By Distributor/Title, By Day, By Ticket Type, Week/Wknd Top X, and Week Facts.

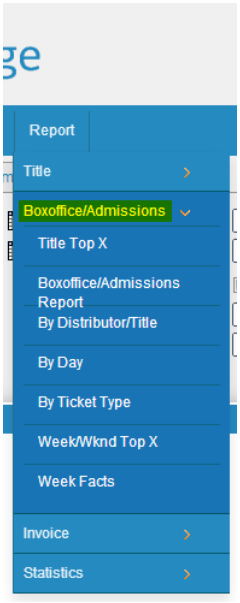


Figure 41 boxoffice/Admissions

Boxoffice/Admissions - Title Top X

This report is part of the Boxoffice/Admissions menu and shows a ranking of Boxoffice figures, with Booking numbers, Screen numbers, Titles and distributors etc.

- Set the Play Week
- Also set the scale of the ranking
- Choose the Country
- Optionally change the Content Type from Film to another Type
- Optionally change the Sort Order to Admissions or to Boxoffice

- Optionally change the Member option

The layout of this report can be changed to display the subtotal of a certain amount of rows.

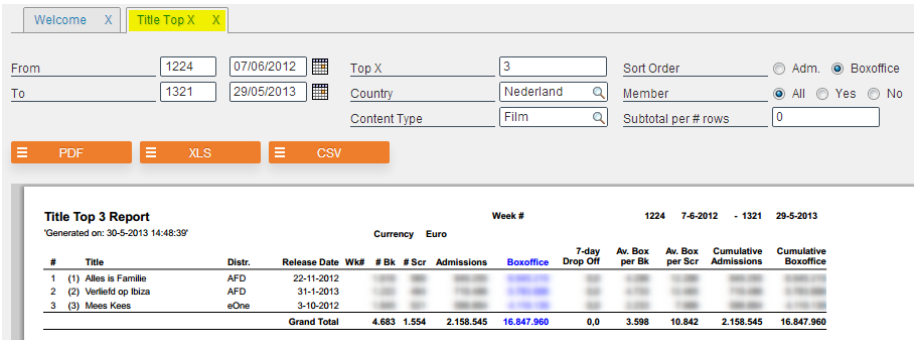


Figure 42 Title Top X

Boxoffice/Admissions - Boxoffice/Admissions Report

This report is located in the Boxoffice/Admissions menu and shows the Boxoffice figures in relation to Title and Cinema by setting the appropriate search options.

- Set the Play Week
- Optionally choose a Title, a Circuit, a City
- Optionally choose the Distributor and Payer
- Change the status of the Title to be Marketable or not
- Optionally choose the Cinema
- If the Cinema is a Member or not
- Optionally choose the Media Type, the Language Version and the Digital Type
- Set the option if the bookings should be for 3D film, 2D or for all bookings
- Optionally change the Content Type from Film to another Type

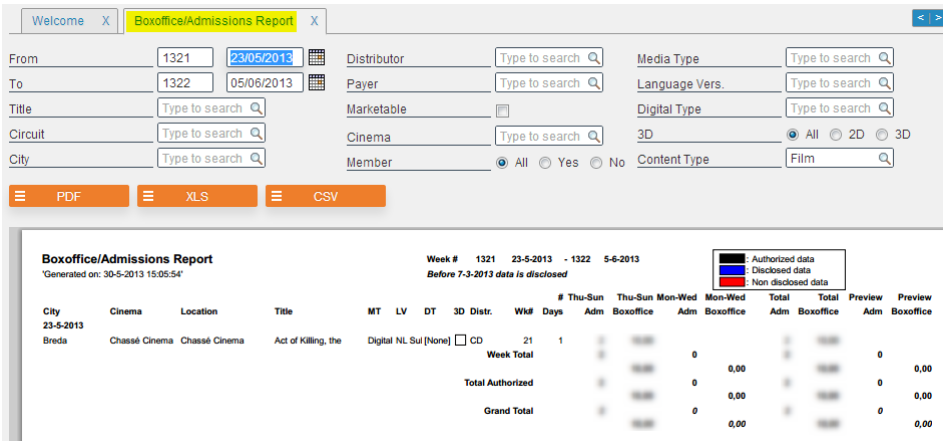


Figure 43 Boxoffice/Admissions Report

Boxoffice/Admissions - By Distributor/Title

This report is part of the Boxoffice/Admissions menu and shows the Boxoffice figures in relation to the Title and to the Distributor.
All filters are optional.

- The Play Week, which is set to the present Play Week
- The Title
- The Content Type, which is set to Film
- The Distributor
- Whether it concerns a Member
- If the Title is Marketable
- The Media Type
- The Language Version
- The Digital Type
- Whether it concerns a 3D title or not, or just all.

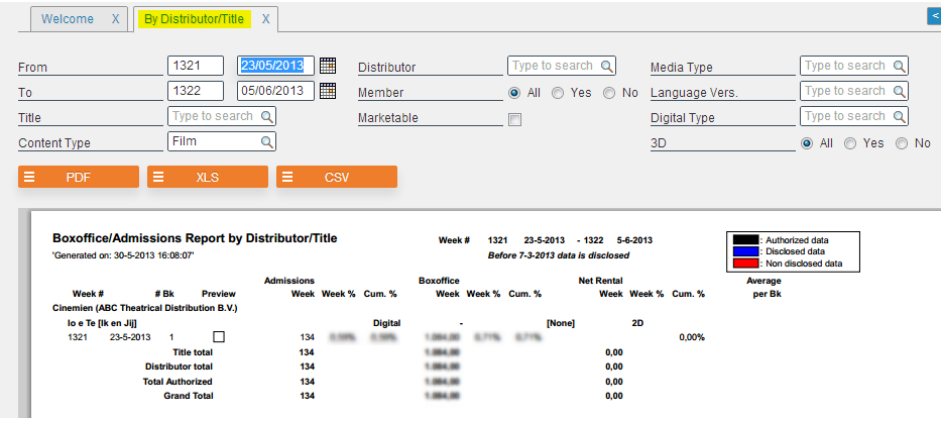


Figure 44 By Distributor Title

Boxoffice/Admissions - By Day

This By Day report is located in the Boxoffice/Admissions menu and will show the Boxoffice figures by day in a certain Play Week.
In this report all filters are optional

- The Play Week, which is set to the present Play Week
- The Exhibitor
- The Media Type
- The Language Version
- The Digital Type
- The Title
- The Content Type, which is set to Film
- The Circuit
- If the Title is Marketable
- The Distributor
- The Cinema
- The Screen
- Whether it concerns a 3D title or not, or just all.
- If it concerns a Member
- Whether the Boxoffice figures are eBookings (Error Bookings)
- Or if the Boxoffice figures are zero

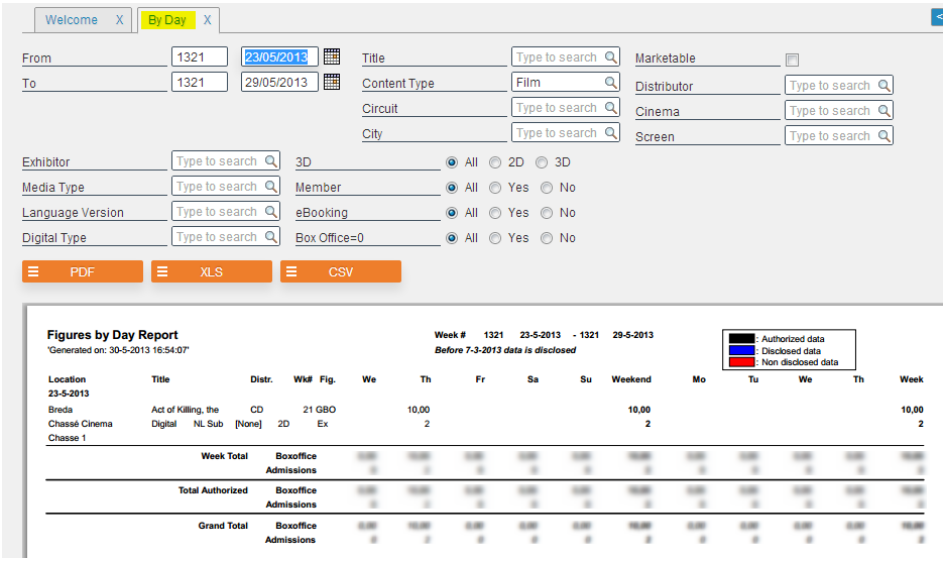


Figure 45 By Day

Boxoffice/Admissions - By Ticket Type

This report is part of the Boxoffice/Admissions menu and shows the figures in relation to the Ticket. Type in a certain Play Week.

The following options can be set.

- The Play Week, which is set to the present Play Week
- The Digital Type
- The Figure source
- Whether it concerns a 3D title or not, or just all
- If it concerns a Member
- If the Ticket Price is all, a range or empty
- The Title
- The Circuit
- The City
- The Distributor
- The Cinema
- If the Title is Marketable
- The Ticket Type
- The Content Type, which is set to Film
- The Media Type
- The Language Version

Optionally the results can be consolidated by City, Circuit, Cinema or Title.

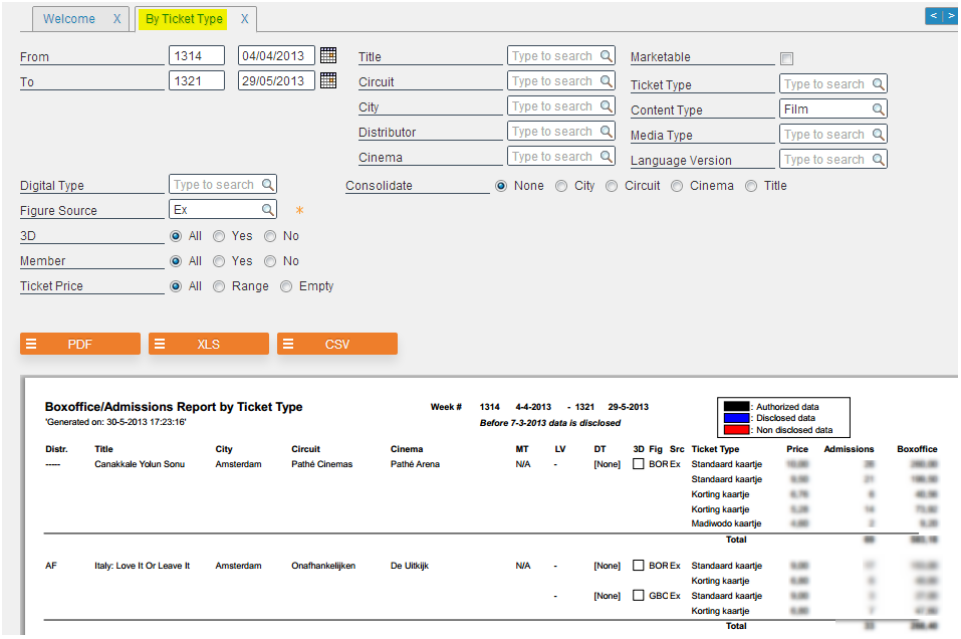


Figure 46 By Ticket Type

Boxoffice/Admissions - Week/Wknd Top X

This report is part of the Boxoffice/Admissions menu and shows the Boxoffice figures of a certain week in comparison to the figures of a week earlier.

Filters can be set.

- The Play week
- The sort order which is set to All, (Week, weekend)
- If it concerns a Member.
- The ranking of the Boxoffice figures
- The Content Type, which is set to Film

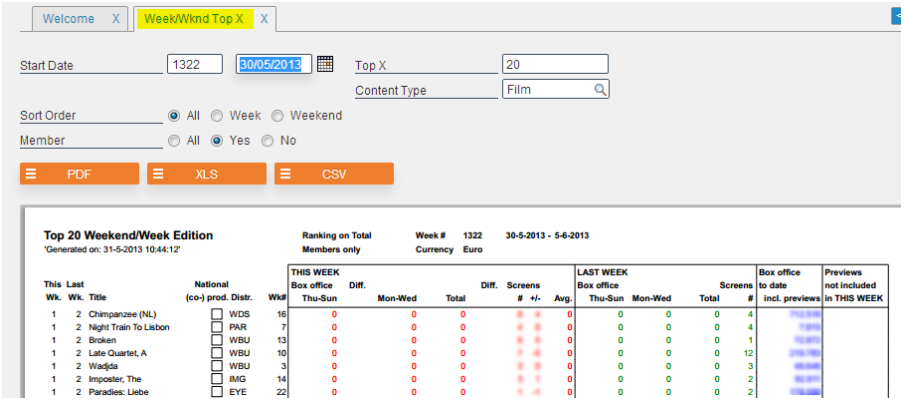


Figure 47 Week/Wknd Top X

Boxoffice/Admissions - Week Facts

This report is found in the Boxoffice/Admissions menu and shows the boxoffice figures in a graphical view comparing this year to i.e. last year's result.

The query options for this report are the following.

- The Play Week, which is set to the present Play Week
- The Content Type, which is set to Film
- If it concerns a Member.

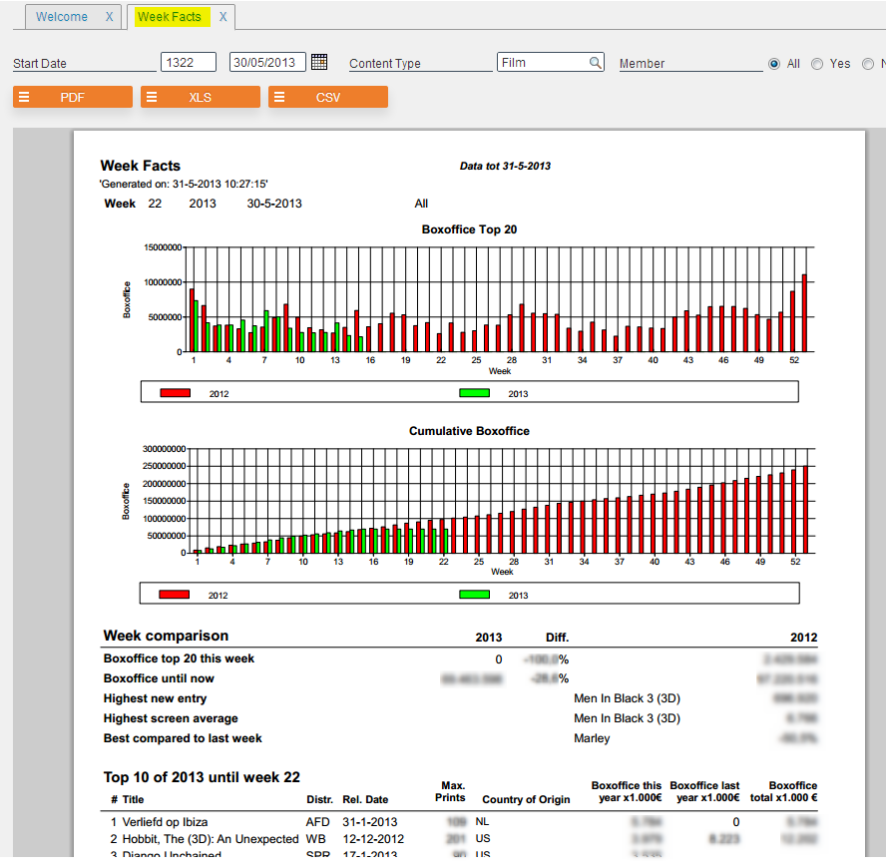


Figure 48 Week Fact

Invoice

Being part of the Report menu, Exhibitors and Distributors have access to the reports found in the Invoice menu.

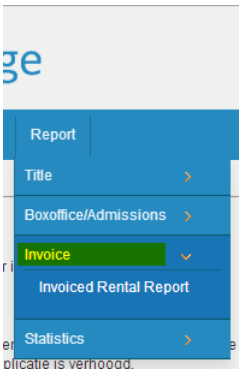


Figure 49 Invoice

Report - Invoiced Rental report

The filter options of this report are the Play Week, and Invoice or Invoiced BOR. The Content Type is changeable, and by default set to Film.

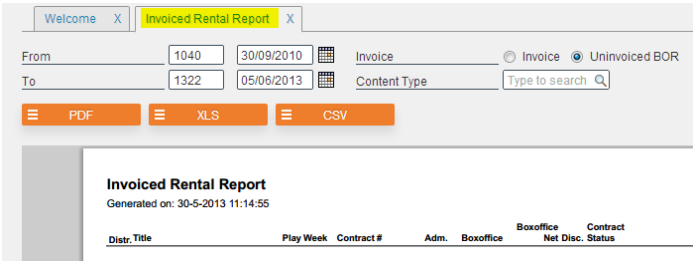


Figure 50 Invoiced Rental Report

Statistics

The Statics submenu is part of the Report menu, Exhibitors and Distributors have access to the reports found in this menu.

The Statistics menu is located in the Report menu and consists of two reports. The Period Comparison report and the By City report.

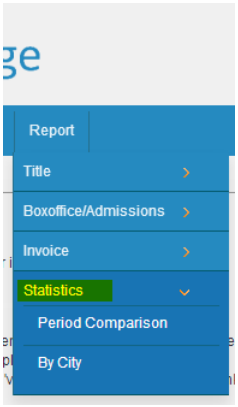
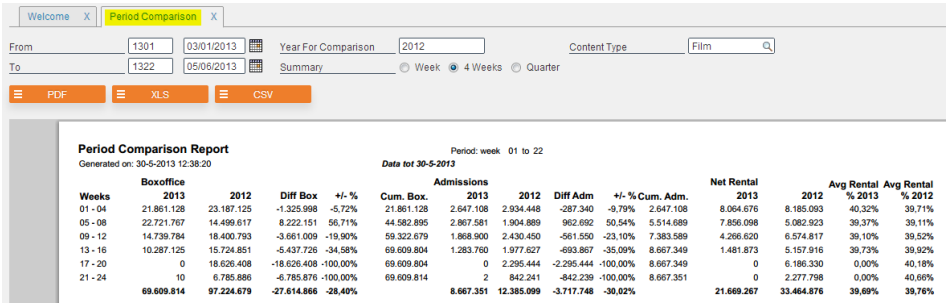


Figure 51 Statistics

Statistics - The report Period Comparison

This report compares one period to the same period in another year. The view can be set to a week, four weeks or to a quarterly comparison.

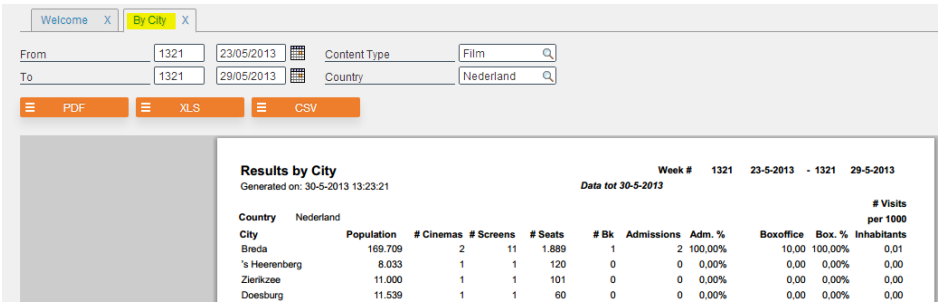


Weeks	Boxoffice 2013	2012	Diff Box	+/- %	Admissions Cum. Box.	2013	2012	Diff Adm	+/- %	Cum. Adm.	Net Rental 2013	2012	Avg Rental % 2013	Avg Rental % 2012
01 - 04	21.861.128	23.187.125	-1.325.998	-5,72%	21.861.128	2.647.108	2.934.448	-287.340	-9,79%	2.647.108	8.064.676	8.185.093	40,32%	39,71%
05 - 08	22.721.767	14.499.617	8.222.151	56,71%	44.582.895	2.867.581	1.904.889	962.692	50,54%	5.514.689	7.856.098	5.082.923	39,37%	39,11%
09 - 12	14.739.784	18.400.793	-3.661.009	-19,90%	59.322.679	1.868.900	2.430.450	-561.550	-23,10%	7.383.589	4.266.620	6.574.817	39,10%	39,52%
13 - 16	10.287.125	15.724.851	-5.437.726	-34,58%	69.609.804	1.283.760	1.977.627	-693.867	-35,09%	8.667.349	1.481.873	5.157.916	39,73%	39,92%
17 - 20	0	18.626.408	-18.626.408	-100,00%	69.609.804	0	2.295.444	-2.295.444	-100,00%	8.667.349	0	6.186.330	0,00%	40,18%
21 - 24	10	6.785.886	-6.785.876	-100,00%	69.609.814	2	842.241	-842.239	-100,00%	8.667.351	0	2.277.798	0,00%	40,66%
	69.609.814	97.224.679	-27.614.866	-28,40%		8.667.351	12.385.099	-3.717.748	-30,02%		21.669.267	33.464.876	39,69%	39,76%

Figure 52 Period Comparison

Statistics - The report By City

This report shows demographic information, the number of Cinemas, Screens, Seats, Bookings, Admissions, Admissions percentage, Boxoffice, Boxoffice percentage and a comparison of Admissions per 1000 inhabitants.



Country Nederland

City	Population	# Cinemas	# Screens	# Seats	# Bk	Admissions	Adm. %	Boxoffice	Box. %	# Visits per 1000 Inhabitants
Breda	169.709	2	11	1.889	1	2	100,00%	10,00	100,00%	0,01
's Heerenberg	8.033	1	1	120	0	0	0,00%	0,00	0,00%	0,00
Zierikzee	11.000	1	1	101	0	0	0,00%	0,00	0,00%	0,00
Doesburg	11.539	1	1	60	0	0	0,00%	0,00	0,00%	0,00

Figure 53 By City