express site builder

User Manual

February 18, 2009

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1 | Introduction

Express Site Builder ("ESB") was developed to give local Warner Bros. offices the ability to quickly and easily localize websites and other digital marketing assets based on an English template created by Home Office. It will allow territories more flexibility and greater ownership over the local film sites, while creating a more efficient process.

ESB is very simple to use – just a computer, an internet connection and basic computer skills are all that is required. The process itself is simple too:

1. Log into the system and select a Project.

2. Localize text, title, and trailer.

3. Submit for approval and publish live!

The system also handles all vanity domain requests and sends you notification when a registration is complete or URL is not available.

In addition to the EPK and special content (if applicable) areas of a website, there are also templates available for you to add optional pages and touts for local initiatives, such as:

- Competitions

- Premieres

- Exhibitor Links

- Partners & Promotions

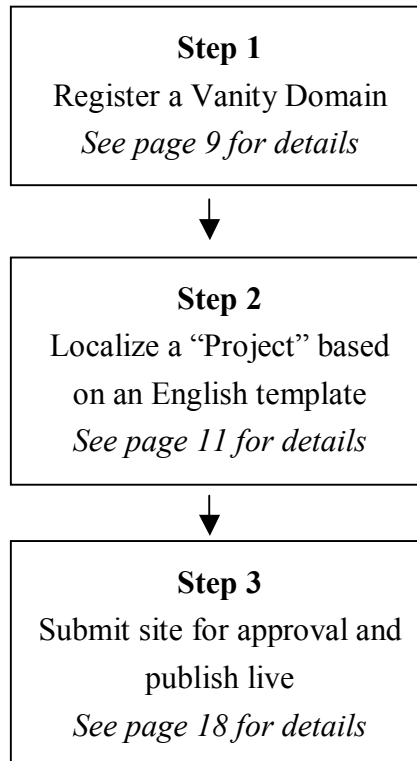- More Video Options (Windows Media and QuickTime options)

While the system is quite intuitive, we've provided this User Manual for your reference should you require assistance with any specific task or area of the site.

2 | System Flow

A normal Project for a film would follow the following steps:

```
┌─────────────────────────────┐
│          Step 1             │
│   Register a Vanity Domain  │
│    See page 9 for details   │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│          Step 2             │
│  Localize a "Project" based │
│    on an English template   │
│   See page 11 for details   │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│          Step 3             │
│  Submit site for approval   │
│      and publish live       │
│   See page 18 for details   │
└─────────────────────────────┘
```

3 | System and Software Requirements

The basic requirements to use the ESB are:

- PC or Mac Hardware

- Web Browser (*Internet Explorer*, *Firefox*, *Safari*)

- Internet Connection (a "normal" office connection will suffice as file transfers are small)

If you are preparing assets (as opposed to having an agency handle on your behalf), you will need the following additional software:

- Title Treatments, Billing Blocks, Downloads (Wallpapers, Icons, Signatures, etc.) – *Adobe Photoshop*

- Trailer encoding – *QuickTime Pro* & *Adobe Flash or Sorenson Squeeze*

- Screensavers – *Adobe Flash, Screentime*

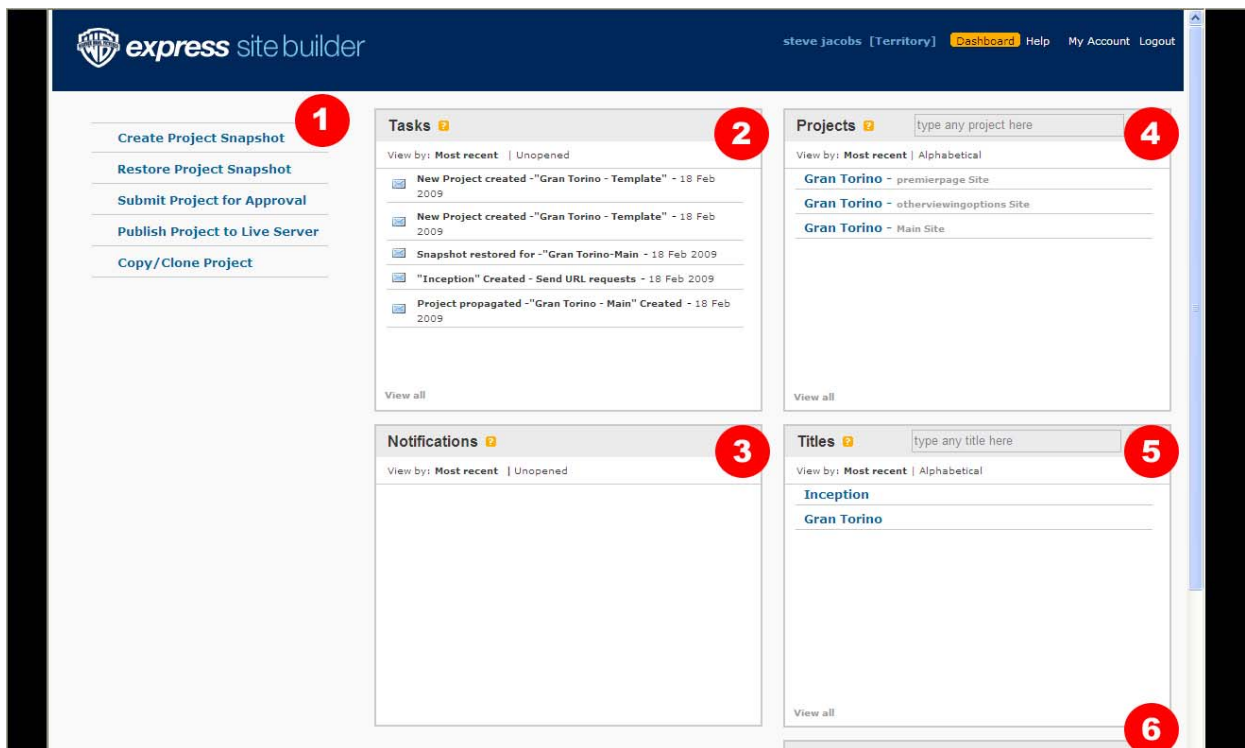- Buddy Icons, Email Signatures – *Adobe Photoshop*, *U Lead GIF Animator*

4 | Dashboard

LOGIN
To log into the system, go to http://www.wbesb.com.
If you have not received your username and ID, please send a request to ESBhelp@warnerbros.com.

DASHBOARD
Once you've logged in, you will see the homepage of the system, called the "Dashboard." It is an "at a glance" page that displays the following sections:

- **①** **Menu Items** (far left column of Dashboard)

    There are different actions you can take associated with a Title or a Project. Actions would include:

    - Create/Restore Project Snapshot
      Creates a backup of your current work or restores a previously saved backup

    - Submit Project for Approval
      Sends your completed site to Home Office and/or Regional Office for review and approval

    - Publish Project to Live Server

Allows you to launch an approved site to the live servers

- o Copy/Clone Project
  Allows territories such as Switzerland to make a duplicate of the French and German sites and then edit for their own market's use

- ● **2 Tasks**

  These are items which require your attention. They are either sent by Home Office, your Regional Office or are system-generated.

  - o Examples would include successful (or unsuccessful) registration of your vanity URL, a site has been approved to go live, etc.

- ● **3 Notifications**

  These are actions which the system is performing on your behalf.

  - o Examples would include the availability of a film's site, copy deck, the successful backup (or "snapshot") of your site in progress.

- ● **4 Projects**

  These are the individual sites and templates. Projects available in the system at this time include:

  - o Placeholder Site
  - o Teaser Site
  - o Main Site
  - o Premiere Template
  - o Partners Template
  - o More Video Options Template
  - o Theatre Listings Template
  - o Competition Template
  - o Other (e.g. games, viral applications, etc…)

  When you click on a Project name, a sub-menu will appear. These are the different actions you can take associated with a Project:

  - o Edit Project
  - o Preview Project
  - o Project Report

- **⑤ Titles**

  These are the individual film Titles which are available in the system. Each Title will have an associated "Project" related to it. This is also the area you visit to register a vanity domain for a particular film.

  When you click on a Title, a sub-menu will appear. These are the different actions you can take associated with a Title:
  - Domain Registration Request
  - Title Report

- **⑥ Reports**

  This area displays reports available to you. Reports available include:
  - Domain Registration Report
    Displays the domains registered by your market
  - Site Localization Report
    Displays the localization status of your Projects
  - Asset Pending Report
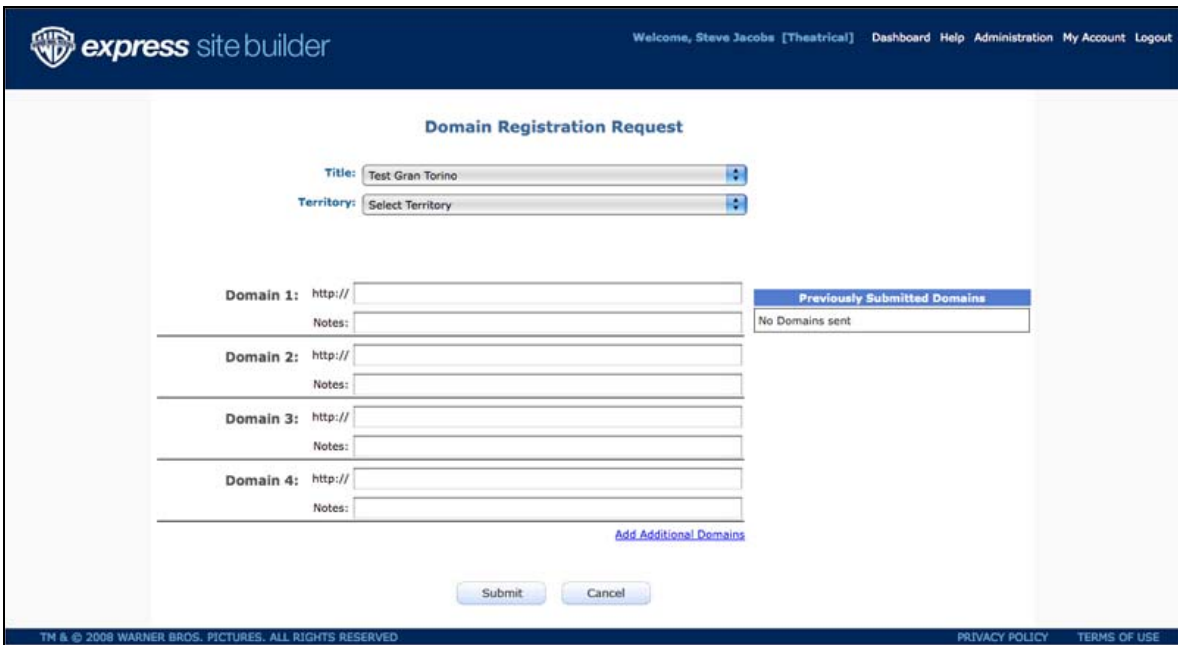   *Displays assets which have not been localized yet, such as Title Treatment, videos, downloads, etc.*

5 | Domain Registrations

All vanity domain requests must be submitted through ESB. They will automatically be routed to Warner Bros. Advanced Digital Services (WBADS) for registration.

The process for submitting your request is as follows.

1) From the "Titles" section of the Dashboard:

    a) Mouse over a selected film Title. This will reveal a sub-menu.

    b) Select "Domain Registration Request" and click to display the Domain Registration Request form.

2) Once within the form:

    a) Ensure that the correct Title is displayed in the "Title" field. If you manage the domains for more than a single territory, please select the appropriate territory from the drop-down menu.

    b) Enter your desired vanity domains in order of priority. If domain 1 is not available, domain 2, will be registered, etc. If you require more than one domain for a Title, please indicate this in the "Notes" section on this screen.

    c) Should you require more than four fields to enter your request, click on the "Add Additional Domains" link, which will display more entry boxes.

    d) When you're done, click "Submit". This will send your request to WBADS for registration.

You can always check on the status of your requests by returning to the "Domain Registration Request"
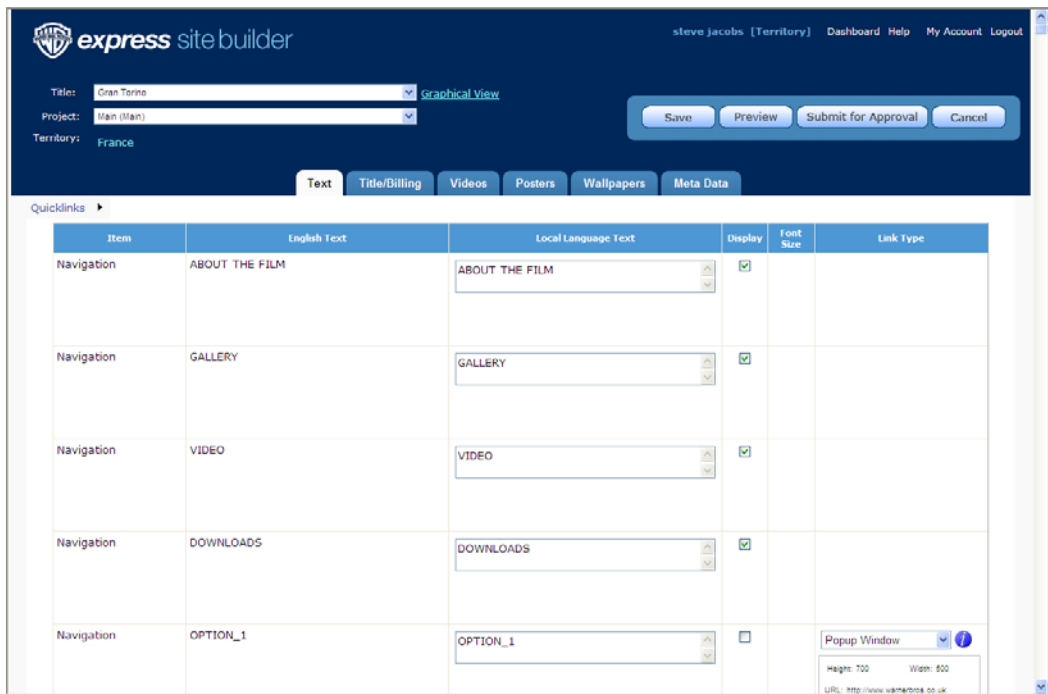
screen and viewing the information under the "Previously Submitted Domains" heading or by checking your "Notifications" on your Dashboard.

6 | Site Localization Process

ESB's main function is to allow you to localize your own website using an English template and submit to Home Office or Regional Office for approval. You will be responsible for launching your sites to the live servers once they've been approved by Home Office or your Regional Supervisor. This way you have full visibility into the precise launch time of your localized site

Below are the simple steps for localizing a website based on the English template:

Step 1: **You will receive an email in your Outlook informing you that a new Project (or site) is available for localization**

Step 2: **Log into ESB system, click on the Project you want to localize from the Projects pane in the Dashboard, and click "EDIT PROJECT"**

Step 3: **Localize site content & graphics**

Text

The text editing grid has the following columns:
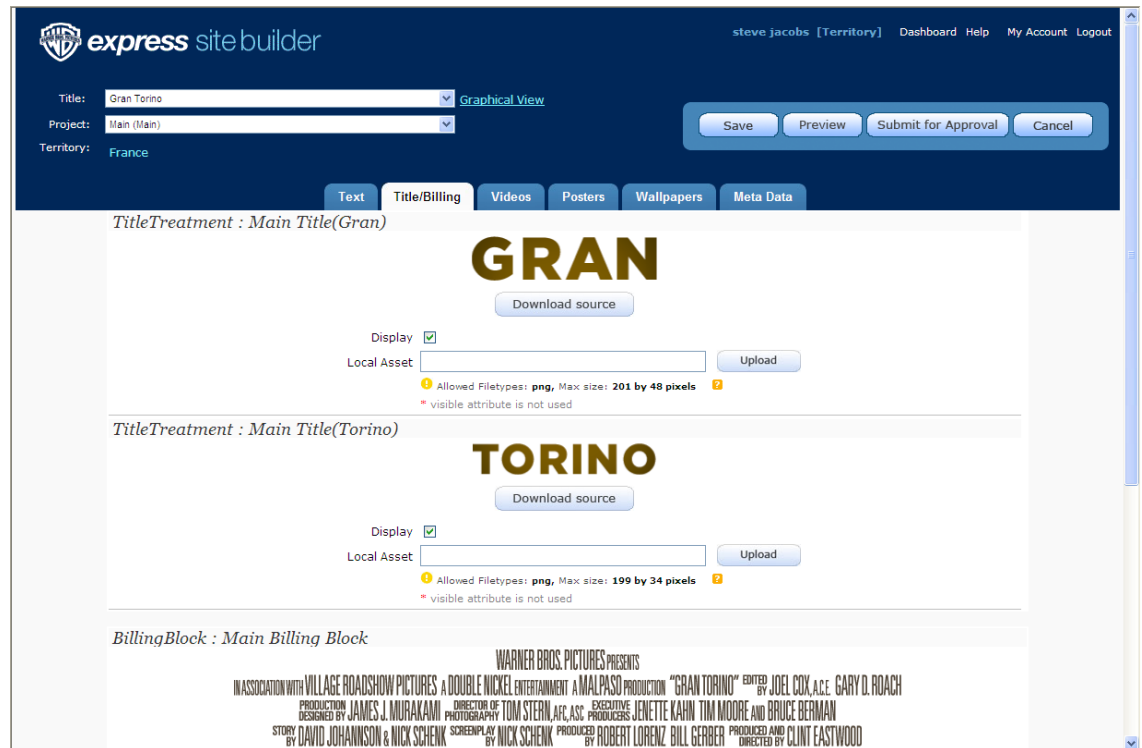
- **Item**
  This is name of the text item within the ESB system. It isn't editable and doesn't

appear on the site itself.

- **English Text**
The original English text as provided by Home Office, which is also in the site's copy deck.

- **Local Language Text**
This is where you enter your translation of the English text. If your translation uses the same word as the pre-populated text, there is no need to re-enter it.

- **Display**
This checkbox allows you to determine if the element should be displayed on your site or should be hidden. This feature tends to be used on "optional" navigation items and Production Notes.

- **Font Size**
This is the font size for the text. This should only be changed if the respective text does not fit when previewing your site.

- **Link Type**
If displayed, this is the type of link you'd like to include for the respective item. Possible options for this drop down are:

  - **Link to Internal Page**
  Points the link to a page that was built specifically for this purpose on the site (such as a "Partners" page built into the site itself). "Help" text will inform you if this is available.

  - **New Window**
  Opens a new window on top of the existing site. Can be an internal (such as local content) or third-party (such as exhibitors) link.

  - **Popup Window**
  Opens a sized popup window on top of the existing site. If you select this option, an additional screen will appear asking for information about the size of the pop-up and URL of the link.

Title Treatment / Billing Block

The screen will show the Title Treatment(s)/Billing Block used in the site. Note that there may be more than one Title Treatment graphic used on any particular site.

To localize the Title Treatment or Billing Block, please follow the steps below:

1. Download the sized graphic(s) for the Title Treatment/Billing Block image using the "Download Source" button.

2. Using your localized graphics and *Photoshop*, re-size and format to match that of the downloaded graphics from the site.

3. Save the image, being careful to pay attention to the format, dimensions and file size.

4. Upload the localized image to the system by clicking the "Upload" button. The functionality will open a normal Windows browser for you to select its location.

5. Preview the site to ensure your changes have been applied and are as expected.

Photos *(if applicable)*

This tab allows you to edit the Photo gallery images used for this site. Editing of the photo gallery may not be available on all sites.
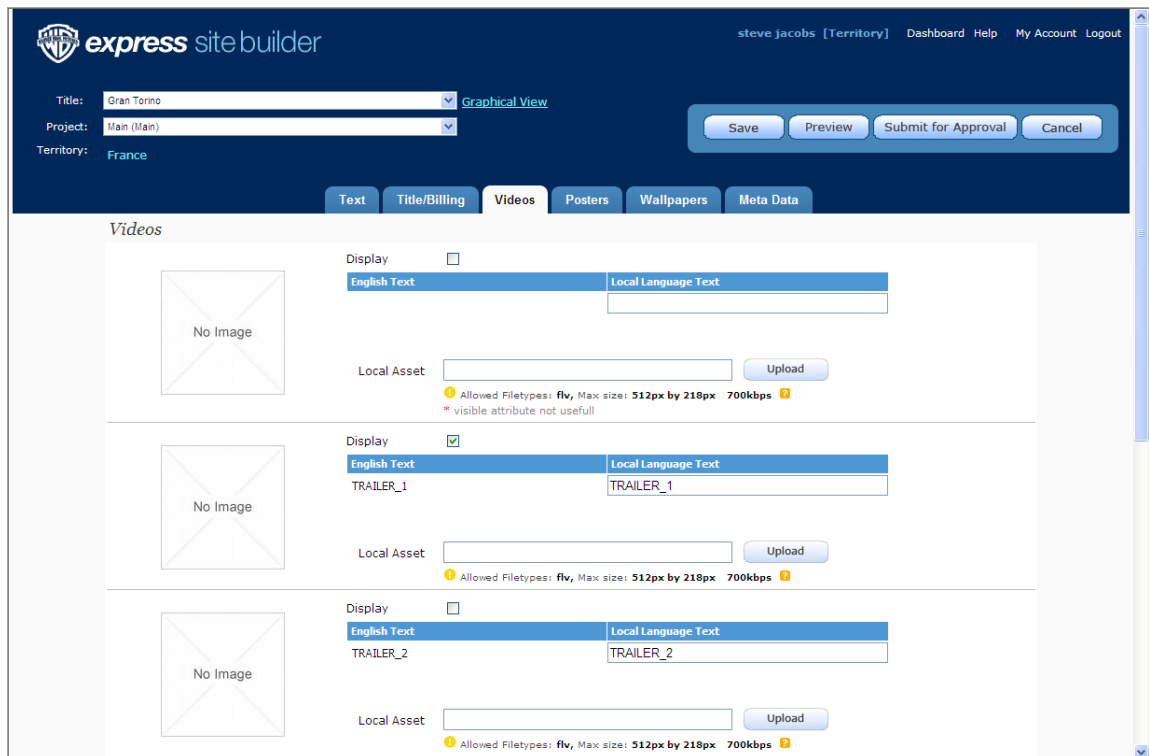
The pane shows the Photo gallery images that are in the site. It will also include thumbnails, if utilized by the respective site.

If editing the photo gallery is available as an option, remove or re-order any one of the photos by following the steps below:

1. Download the photos you would like to remove or re-order.

2. Re-upload the images in the order in which you would like them to appear.

3. If you removed images:

    a. Go to the appropriate "text" tab that corresponds to the Photo Gallery.

    b. Change the total number of images to be displayed.

4. Preview the site to make sure your changes have been applied and are appropriate.

Video(s)

Specs are included so that you can match your localized video to what is required for the site. You will likely want to have your regular off-line encoding vendor prepare the required files.
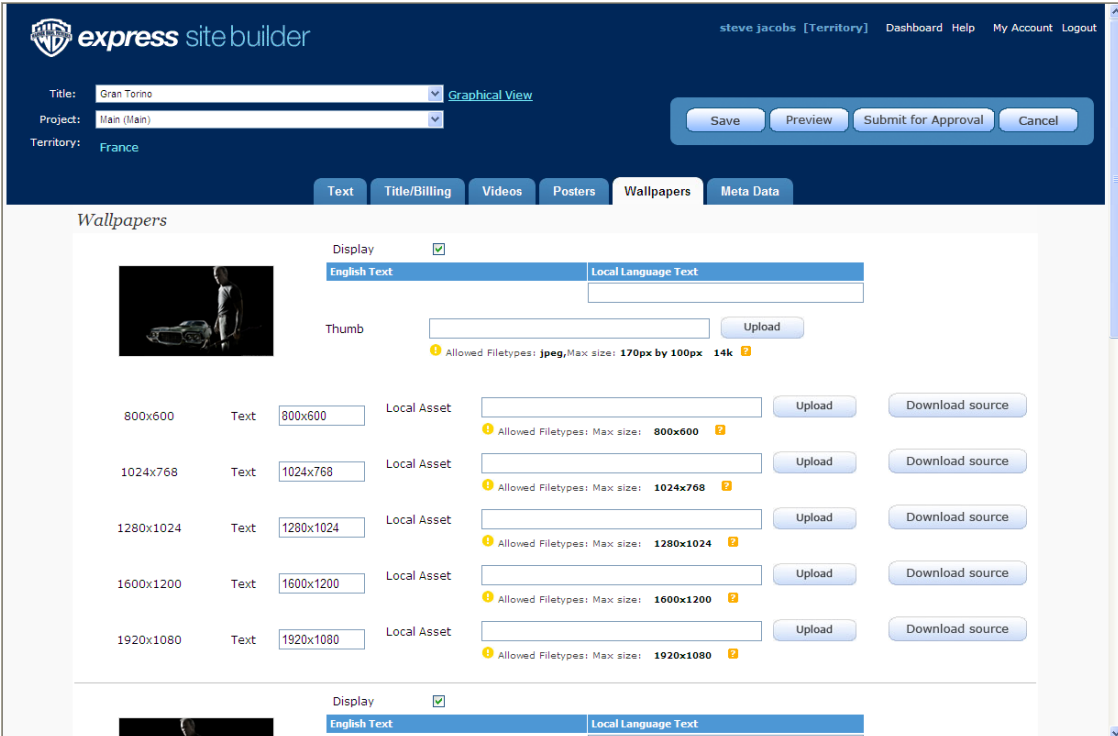
If you decide to encode the videos on your own, follow the steps as below. Please note that you will need to be adept at using video encoding software.

1. Obtain the largest *QuickTime* file from your localized Videos encoded using your regular off-line process.

2. Using software such as *QuickTime Pro* and *Flash*, re-size and encode the video to match the appropriate size and format the site requires.

3. Upload the localized video to the system using the "browse" and "upload" buttons.

4. Preview the site to make sure your changes are applied and are appropriate.

Downloads – Wallpapers, Posters, Screensavers, Buddy Icons, Email Signatures

Wallpapers

This tab allows you to localize wallpaper(s) as seen in the site. Source files are provided as a download to create localized versions.
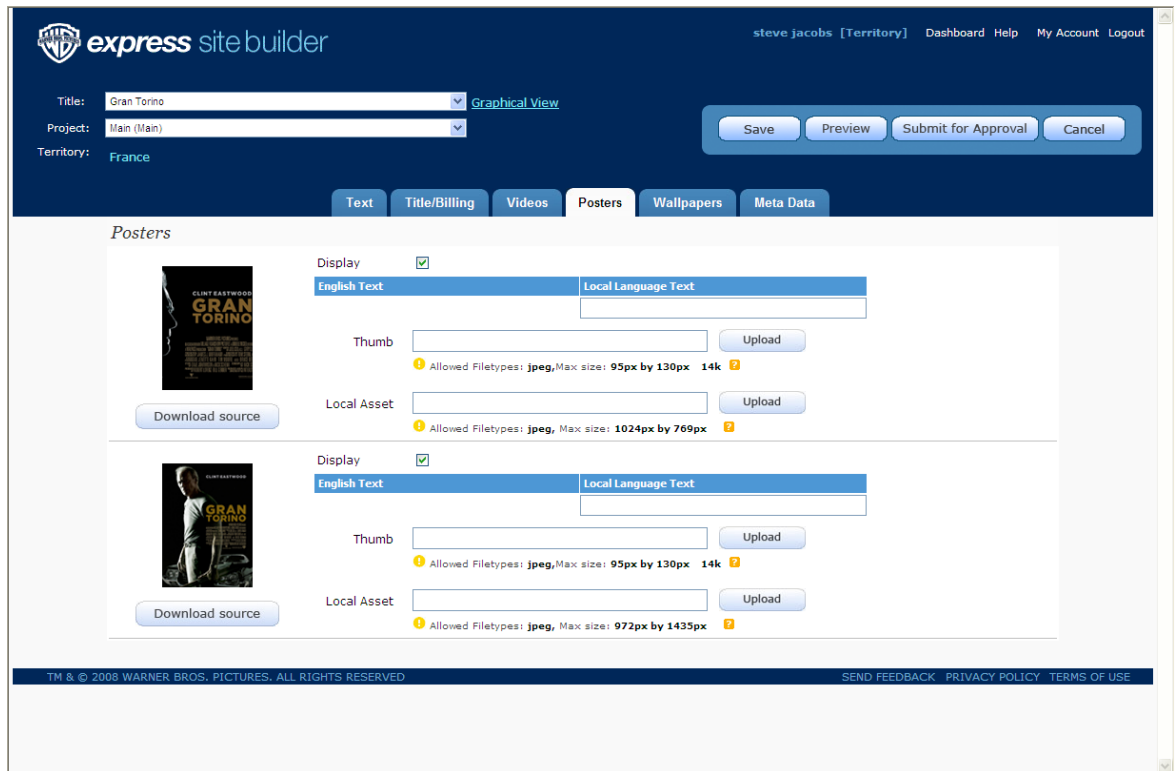
To localize wallpapers on the site, follow the steps as below.

1. Download the source of the respective wallpaper on the site

2. Make changes using *Photoshop*, as appropriate

3. Save the images, being careful to pay attention to the format and dimensions. Note that there may be more than one image needed (such as a thumbnail) for each poster.

4. Upload the localized image(s).

5. Preview the site to make sure your changes have been applied and are appropriate.

Poster(s)

This tab allows you to upload localize one-sheets if used in a respective site. Dimensions and file sizes are noted on the screen and you can download the source files as a template.

To localize a poster on the site, follow the steps below:

1. Download the source of the respective poster image on the site. You can simply use your localized one-sheet for this step.

2. Make changes using *Photoshop*, as appropriate.

3. Save the image, being careful to pay attention to the format and dimensions. Note that there may be more than one image needed (such as a thumbnail) for each poster.

4. Upload the localized image(s).

5. Preview the site to make sure your changes have been applied and are appropriate.

Screensavers

This tab allows you to localize screensaver(s) as seen in the site. Source files are provided. You will need to create a localized version of the screensaver using *Flash* and screensaver publishing software, such as *Screentime* intended for this purpose.

To localize a screensaver on the site, follow the steps as below.

1. Download the source of the screensaver(s) on the site

2. Make changes as appropriate using *Flash*.

3. Save the screensaver using a Screensaver-creator application, such as *Screentime*. Be careful to pay attention to the format and dimensions. Note: you will need to publish both a MAC and PC version of the screensaver.

4. Upload the localized files.

5. Preview the site to make sure your changes have been applied and are appropriate.

Buddy Icons

This tab allows you to localize buddy icon(s) as seen in the site. Source files are provided. You will need to create a localized version of the buddy icons using *Photoshop* and GIF animation software, such as *U Lead Gif Animator*, intended for this purpose.

To localize buddy icons on the site, follow the steps as below.

1. Download the source of the icon(s) on the site.

2. Make changes as appropriate using software such as *ULead* or *GIF Animator*.

3. Save the image(s), being careful to pay attention to the format and dimensions.

4. Upload the localized image(s).

5. Preview the site to make sure your changes have been applied and are appropriate.

Email Signatures

This tab allows you to localize the Email Signature(s) as seen in the site. Source files are provided. If the signatures are animated, you will need to create a localized version of the buddy icons using *Photoshop* and GIF animation software, such as *U Lead Gif Animator*, intended for this purpose.

To localize email signature(s) on the site, follow the steps as below.

1. Download the source of the respective signature on the site.

2. Make changes as appropriate using *Photoshop* or a GIF animation program.

3. Save the image, being careful to pay attention to the format and dimensions.

4. Upload the localized image.

5. Preview the site to make sure your changes have been applied and are appropriate.

Step 4:   **Localize Meta Data for Search Engine Optimization**

This tab allows you to edit the Metadata used for this site. This includes the "Title" as seen in a web browser bar (at the top of the screen) and the Search Engine Optimization data (description and keywords).

To localize metadata, follow the steps below:

1. Translate the original English text as found in both the copy deck and ESB.

2. Place your translations in the text fields beside the original English text.

3. Preview your work by previewing the site and "viewing source" of the index page from your browser's menu. You should see your localized text on the top of the html page.

Step 5:   **Preview site to make sure that all your changes have been implemented and look good**

Step 6:   **Preview the site internally with anyone else that needs to approve it in your territory**

Step 7:   **Submit for approval to regional/home office**
(an email/action item will be sent to regional/home office automatically within the ESB system)

After previewing your site, if you are satisfied and you have obtained any necessary internal approvals, click the "Submit for Approval" button located on the bottom of the page. This will queue the site to your Regional Supervisor or Home Office (based on territory). Once reviewed, you will receive notification via your Dashboard that the site has been approved. You may then stage the site live.

Should your site not be approved to go live, you will receive a "Notification" in your dashboard (and via email) with specific items that should be amended. Once completed, simply re-submit for approval using the same steps as defined above.

Step 8:   **Regional/home office approves to go live**
(an email will be sent to you within the ESB system. If unapproved, Home Office or your regional office will provide reasoning/comments.)

Step 9:   **Publish the site live**
Once approved by your Regional Supervisor or Home Office, you may publish a site live as follows:

1. From the Tasks Menu on your Dashboard (far left column), click on "Publish Project to Live Server".

2. On the next screen, select the appropriate Title from the "Title" drop-down menu.

3. Select the appropriate Project from the "Project" drop-down menu.

4. If applicable, select your appropriate territory from the "Territory" drop-down menu (only select territories will see this option).

5. Add any optional comments that will be retained in the system, but not visible on the site.

6. Preview the site one last time before publishing to ensure that everything is correct.

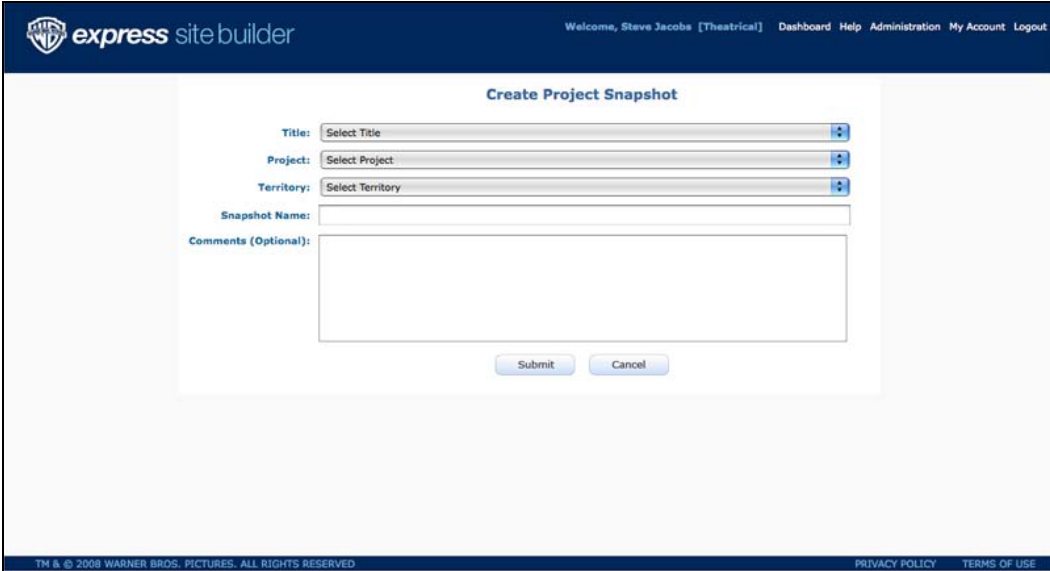7. Once you're sure that everything is correct, click "Publish Live"

7 | Other Site Functions

Creating a "Snapshot" of Your Site

ESB allows you to take a "snapshot" of your site at any given period in the localization process. Examples of the use of this feature would be:

1. You want to make modifications to a site, but retain the old copy as a backup.

2. Even though the system saves your work throughout the process, you may want to make a named copy of the site on any given day.

3. You have a trailer or other content that needs to launch at a specific day/time, and you want to pre-build the site to contain this content.
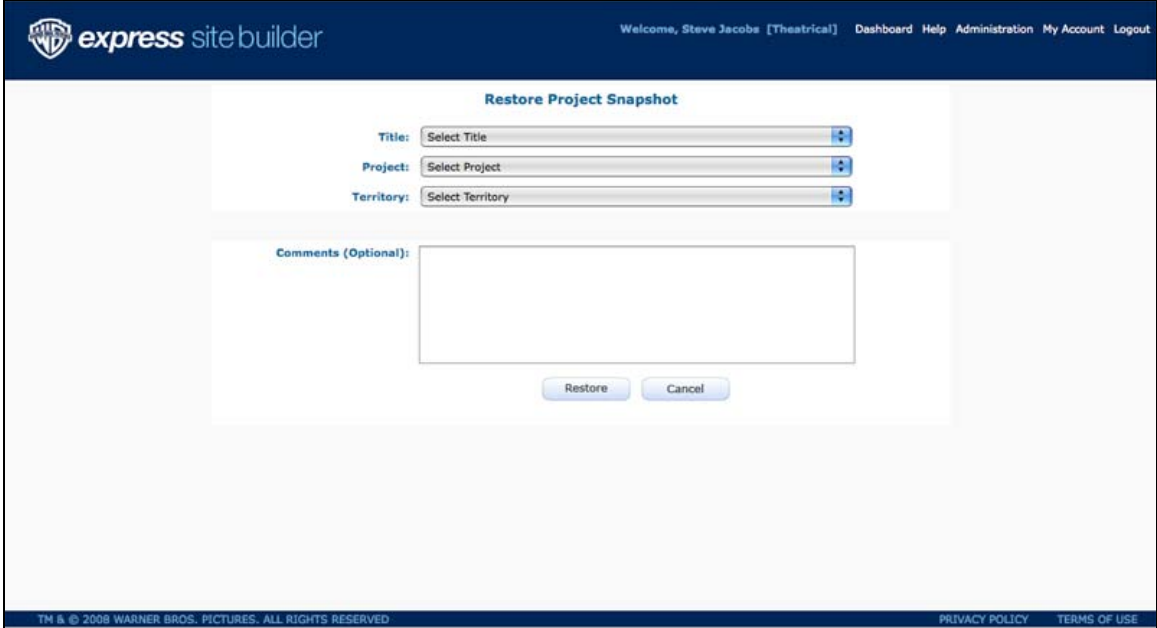
Here are the steps to create a "snapshot":

1. From the Tasks Menu on your Dashboard (far left column), click on "Create Project Snapshot".

2. On the next screen, select the appropriate Title from the "Title" drop-down menu.

3. Select the appropriate Project from the "Project" drop-down menu.

4. If applicable, select your appropriate territory from the "Territory" drop-down menu (only select territories will see this option).

5. Name your "snapshot" (e.g. 01JUN09_Site in Progress)

6. Add any optional notes to help identify the snapshot

7. Hit the "submit" button

Restoring from a "Snapshot" of Your Site.

Should you want to restore a "Snapshot" of your website:

1. From the Tasks Menu on your Dashboard (far left column), click on "Restore Project Snapshot".

2. On the next screen, select the appropriate Title from the "Title" drop-down menu.

3. Select the appropriate Project from the "Project" drop-down menu.

4. If applicable, select your appropriate territory from the "Territory" drop-down menu (only select territories will see this option).

5. Select the appropriate "Snapshot" from the displayed list.

6. Add any optional notes.

7. Click "Restore". This now becomes your "Project" for this Title and you may start editing or simply Submit for Approval (as defined in 5.12 above)

Clone/Copy Project

For markets that leverage localizations from another market (Belgium, Switzerland, etc.), you have the ability to "copy" a project to your territory from the "host" market (i.e. Belgium can copy France and Holland's site for their needs).

To do this:

1. From the Tasks Menu on your Dashboard (far left column), click on "Copy / Clone Project".

2. On the next screen, select the appropriate Title from the "Original Title" drop-down menu.

3. Select the appropriate Project from the "Project" drop-down menu.

4. Select the territory you would like to copy *from* in the "Territory" drop-down menu.

5. Select the appropriate "New Title" from the displayed list.

6. Identify the "Type" of project you are copying.

7. Select your territory to have this copied <u>to</u>.

8. Add any optional notes.

9. Click "Submit". This project will then be available for you to edit (release date, trailer, etc.) as defined in Section 6 of this document.

Templates

Should they be available for a particular project, templates are available for the following content:

  i. Premiere Pages (video and photos from premiere events)
 ii. Other Viewing Options (allows for QuickTime and Windows Media links for trailers and other video content)
iii. Theater Listings (a list of cinemas exhibiting the film. Typically used for smaller releases).
 iv. Partners (a popup containing partner graphics with associated links)
  v. Competitions

These templates may be edited using the same instructions as defined in Section 6 of this document

8 | Help / Troubleshooting

The ESB system has multiple methods to help you answer any questions or identify what a particular section or task does.

1. **Help Section** – In the top navigation bar of the site, there is a "HELP" button which will display a list of site functions along with descriptive text of what each does.

2. **Tips** – Throughout the site, you will find the "?" symbol next to fields and functions. If you click on this icon, you will be presented with contextual help for that particular item.

If you are running into problems with the system and the various "help" functions of the system are not resolving your issue, please send an email to:

   ESBhelp@warnerbros.com (with cc to your Regional Supervisor)

We will do our best to get back to you as soon as possible. Note that we will reply weekdays between 8am – 8pm Pacific Time. If you require assistance outside of these hours, please contact your Regional Supervisor.