




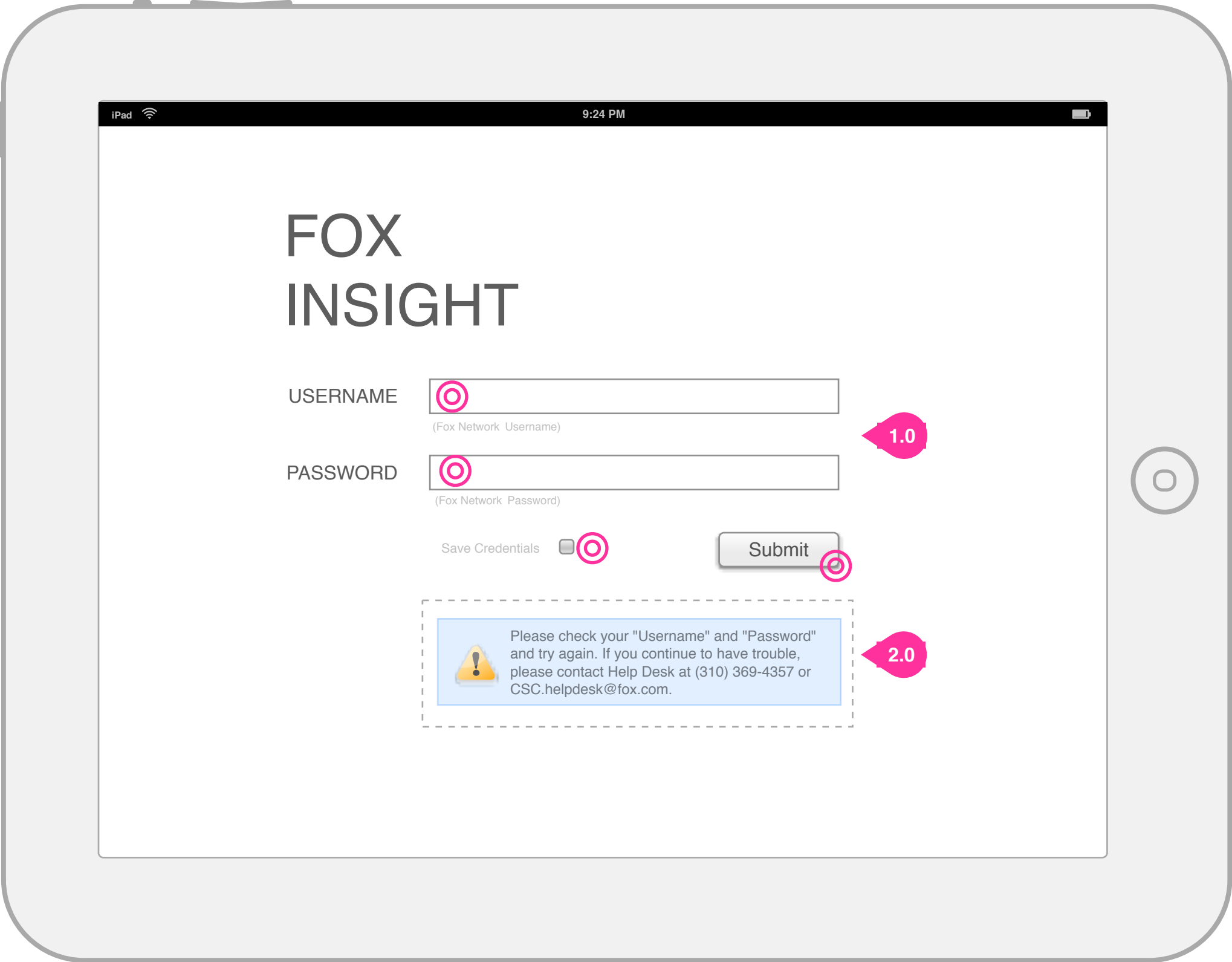
Annotations

1. Launch Insights Application.

Gesture(s) = 




Single Tap



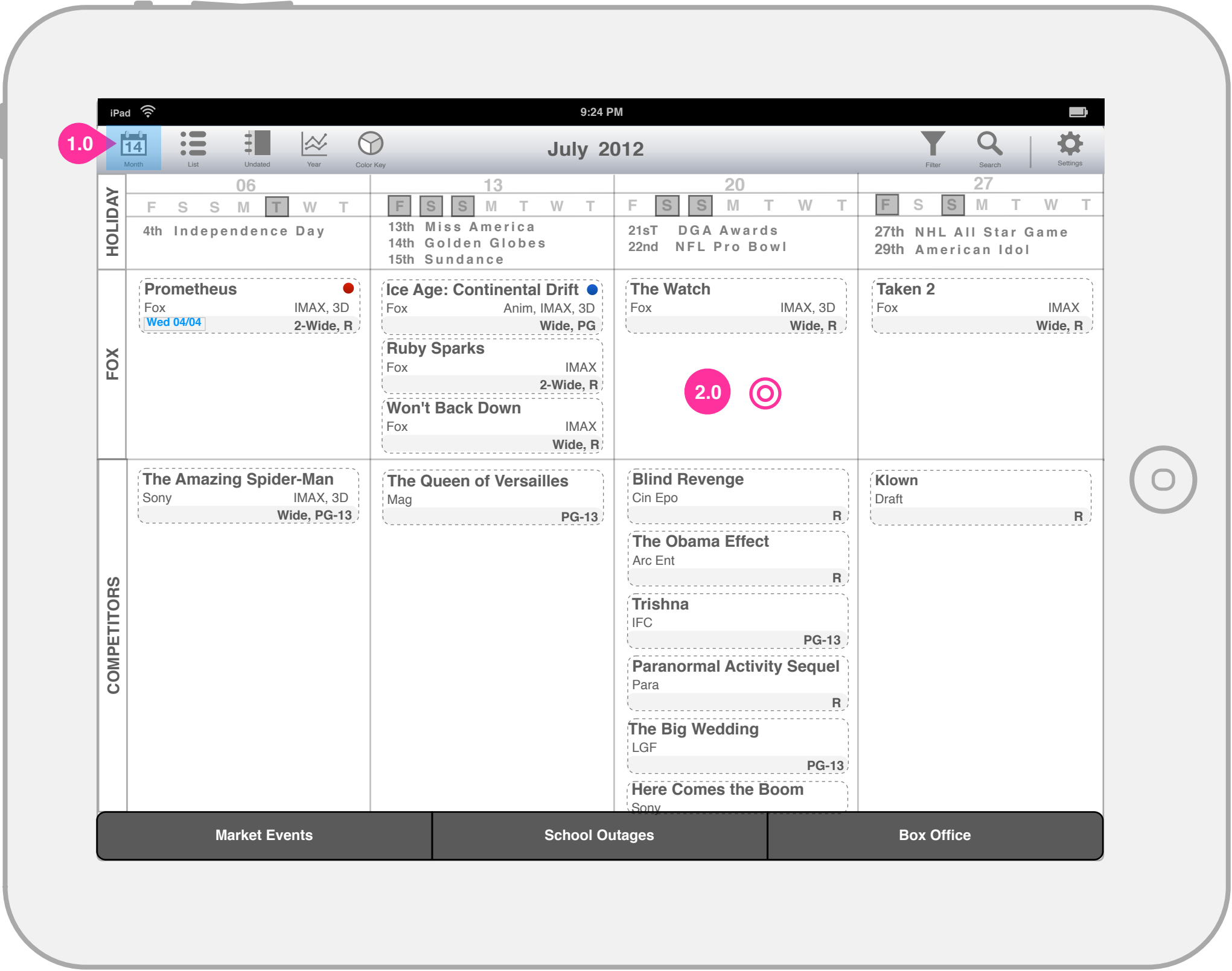
Annotations

- 1. Login
 - Enter Username
 - Enter Password
 - Click Submit
 - Save Credentials (Users can turn On/Off in the Application Settings.
- 2. Error message displays if credentials are invalid (username, password or both). Error message should include FOX specific vernacular and phone number in the error message aside from standard words about username and password.

Gesture(s) = 




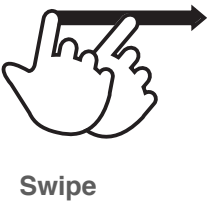
Single Tap

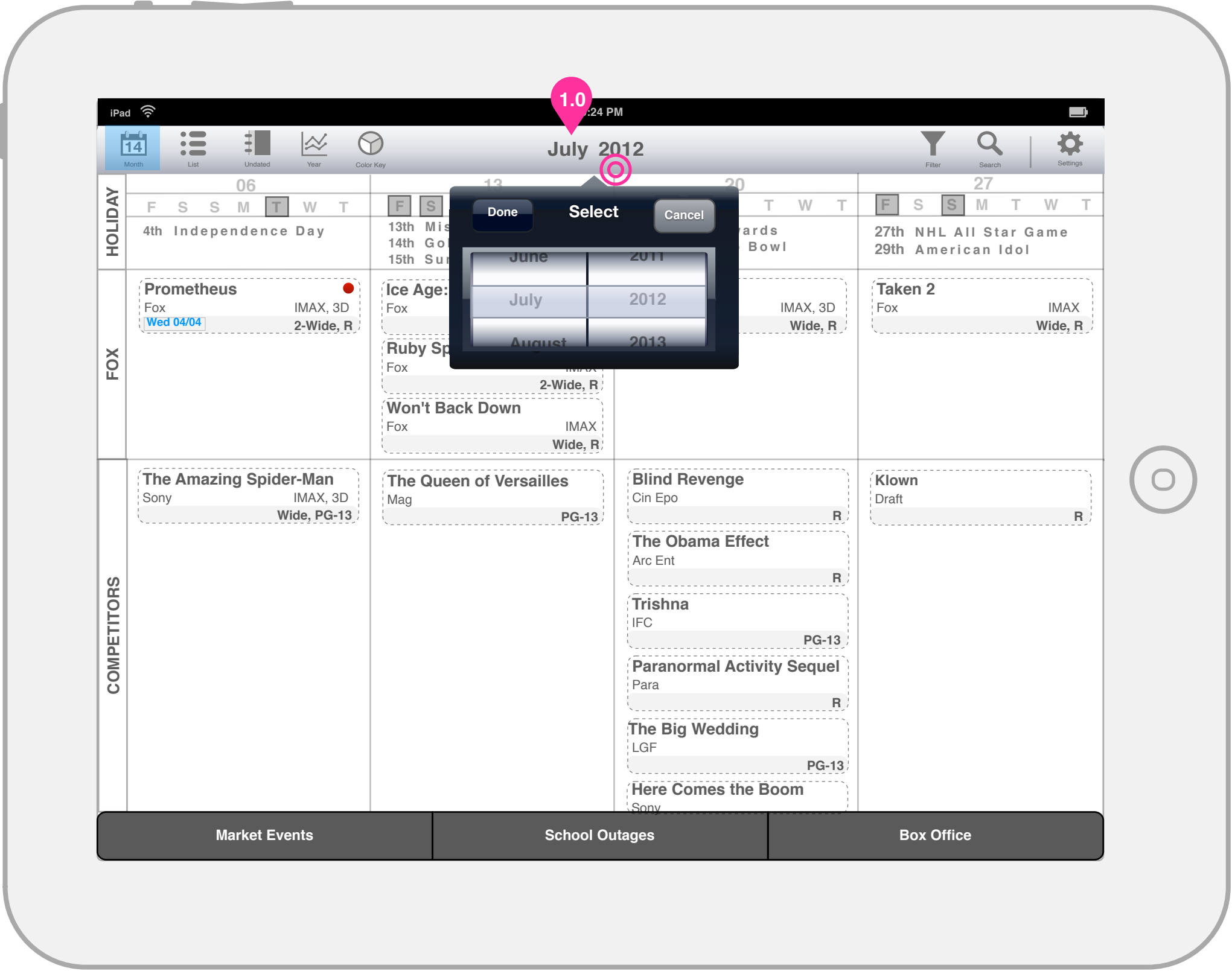


Annotations

- 1. After Login default view is "Month View"
 - 2. User can swipe between pages to view the Next and Previous months.
- Notes:
- A. Movie title containers will have a color indicator.
 - B. Users will be able to swipe left and right to see previous and next months.


Gesture(s) = 





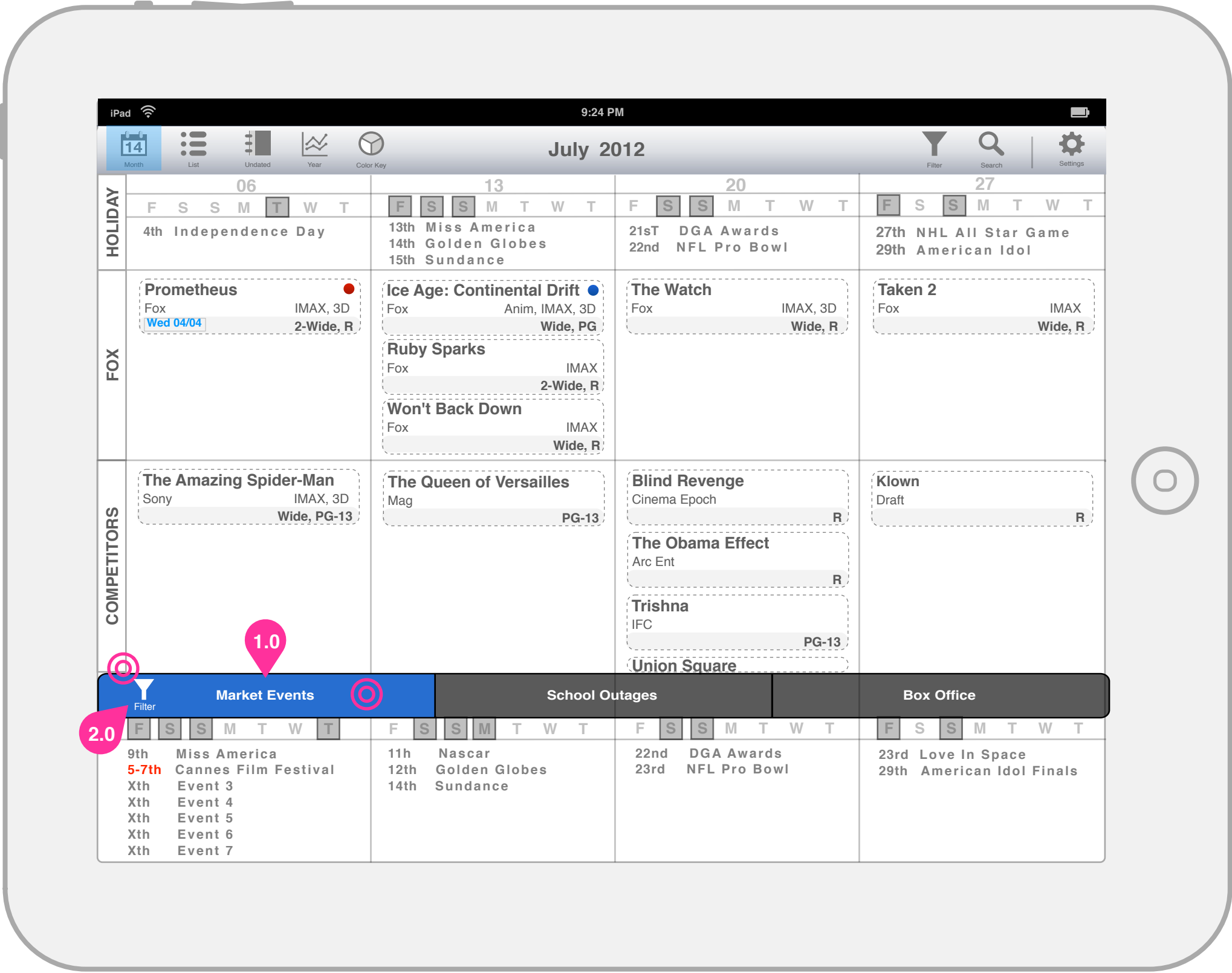
Annotations

1. Clicking the text (Month and Year) will bring up a date picker.
 - You can select Month, Year or Both and choose "Done".
 - You can also click cancel to exit menu if no changes are needed.

Gesture(s) = 




Single Tap



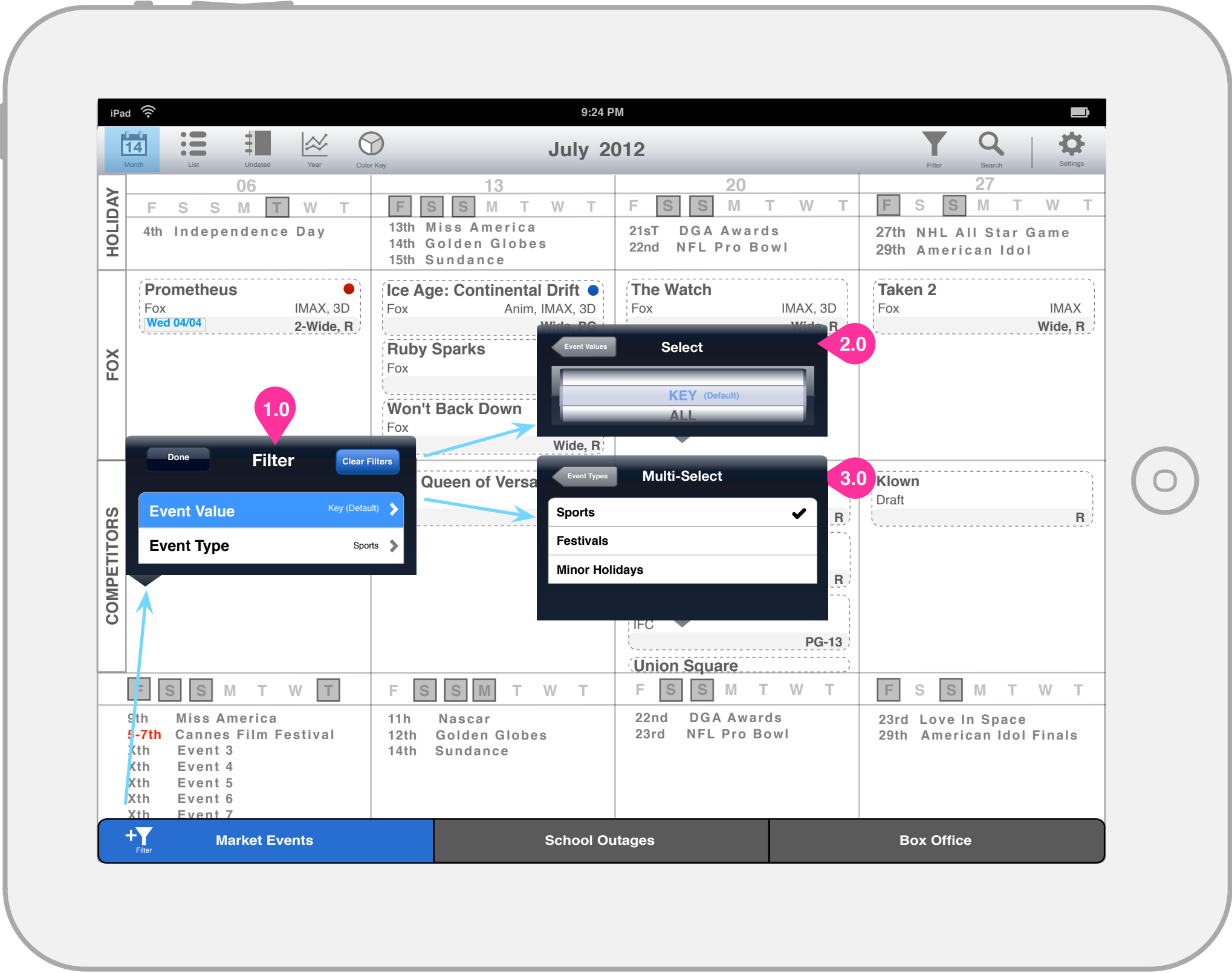
Annotations

- 1. Marketing Events data will rise from the bottom by single tapping anywhere in the Marketing Events tab.
- 2. Filtering can be accessed by clicking on the filter icon within the Market Events tab.

Gesture(s) = 




Single Tap



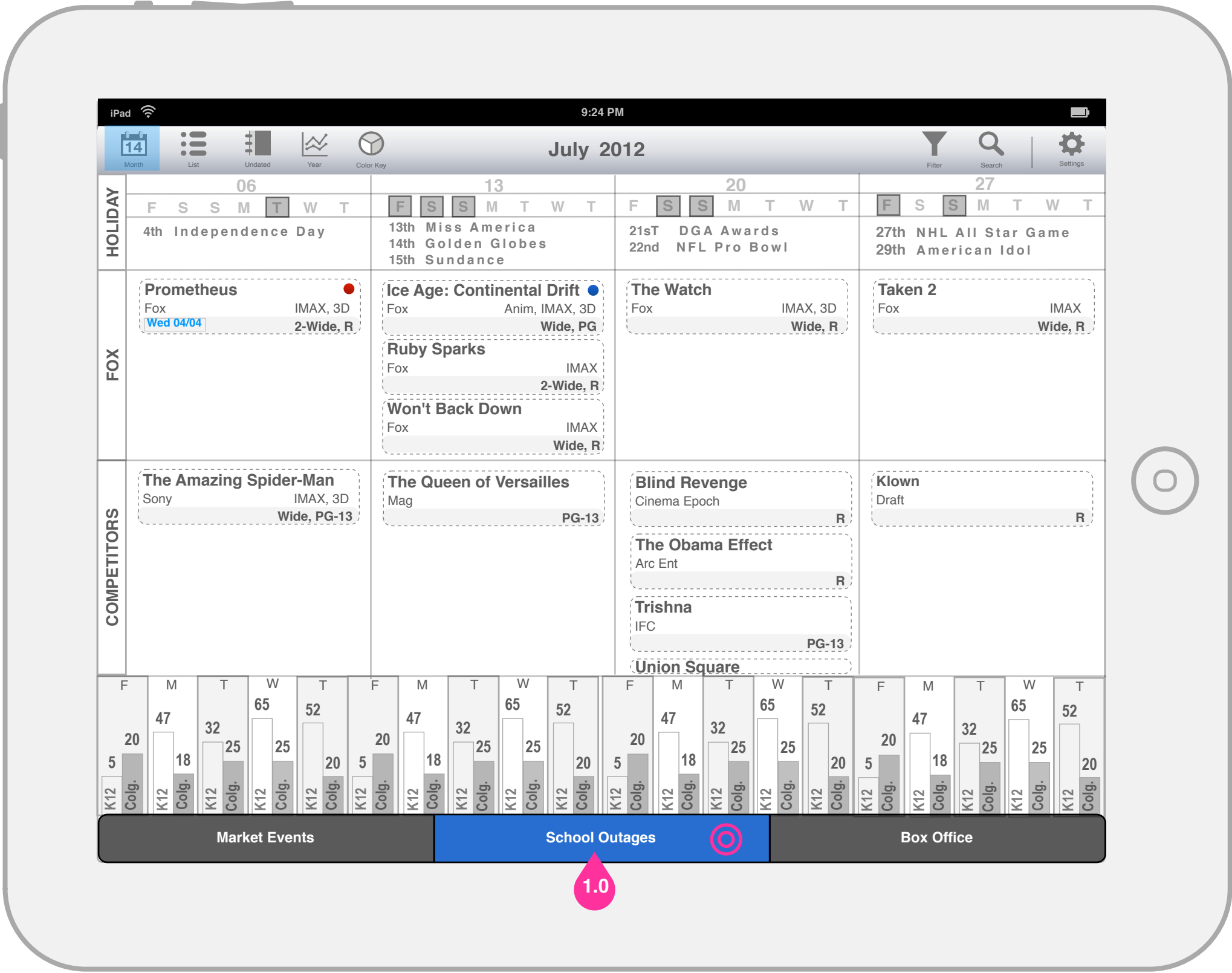
Annotations

- 1. Main Filter where you can click the "Clear Filters" button which will reset all 2 sub filters to default setting.
- 2. Event Value (Key will always be selected even if filters are cleared.)
- 3. Event Type is a multi-select feature.

Gesture(s) = 




Single Tap



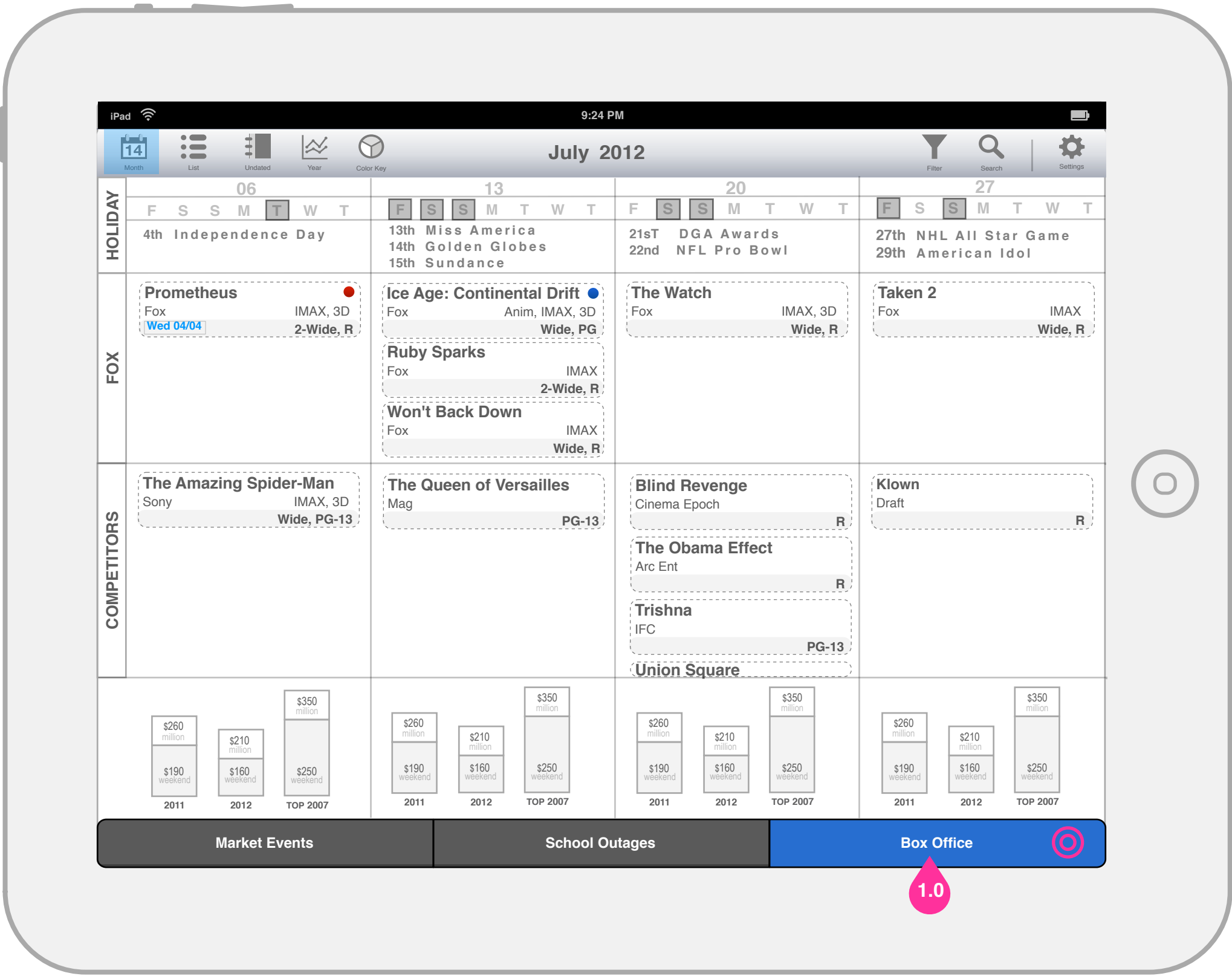
Annotations

- 1. By tapping School Outages tab the data chart will rise from the bottom. The School Outages tab can be closed by single tapping the same title bar.

Gesture(s) = 




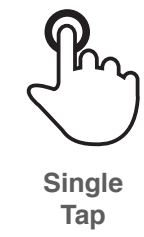
Single Tap

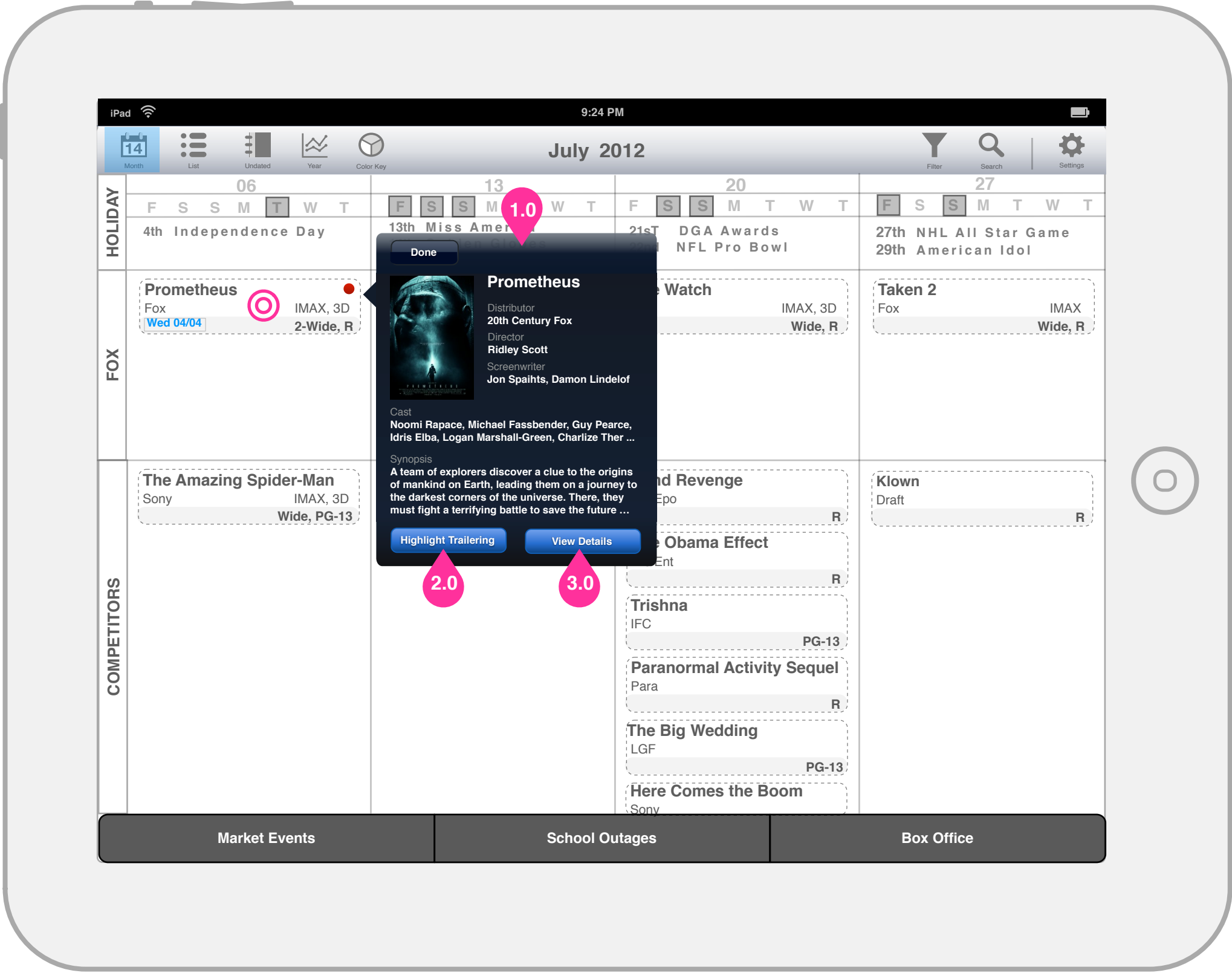


Annotations

- 1. By tapping Box Office tab the data chart will rise from the bottom. The Box Office tab can be closed by single tapping the same title bar.

Gesture(s) = 






Annotations

- 1. Title Preview: By tapping on a title you get helpful but limited information about the title.
- 2. Highlight Trailering: This button will close the preview and take you to the Month View and highlight titles based on trailering.
- 3. View Details: This button will take you to the detailed title view where users can review full assets regarding the movie title.

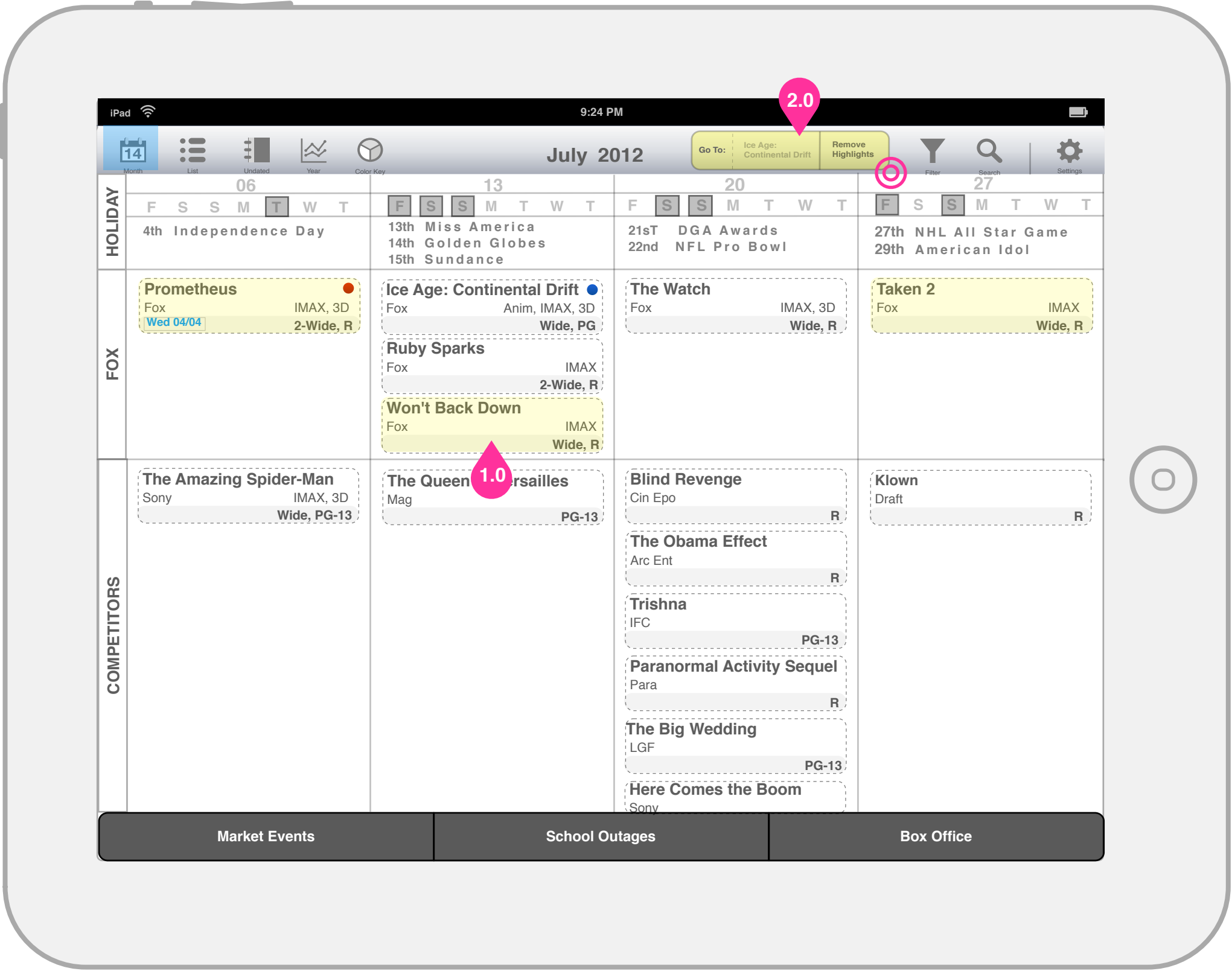
Note:

- A. Text will be readable and shared in Design phase.
- B. User can tap anywhere outside of the preview in the background to remove the preview pop-up window.
- C. There might be some highlighting to indicate which tile the user is clicking when there are many tiles next to each other. The arrow might not be obvious.

Gesture(s) = 




Single Tap



Annotations

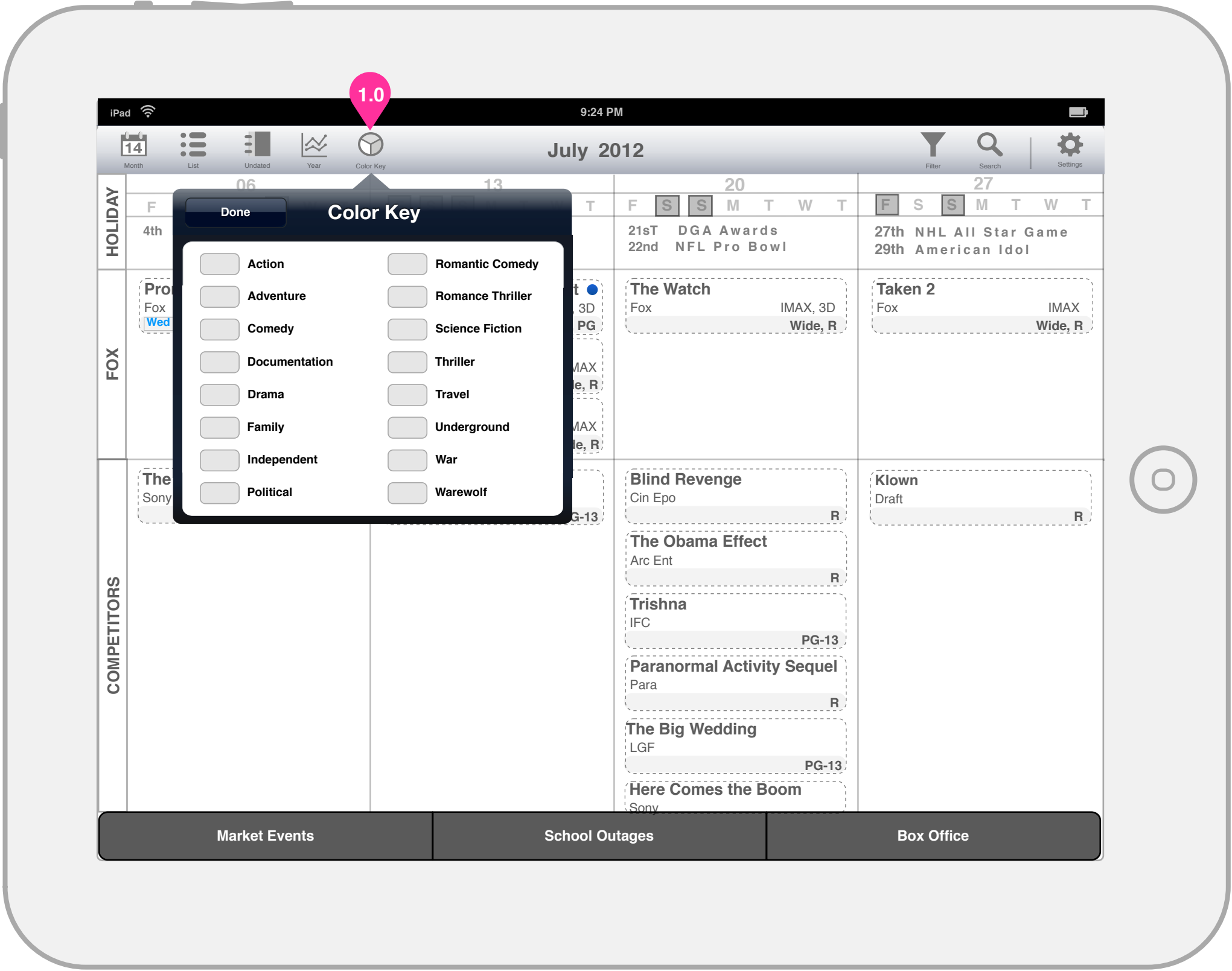
- 1. Highlight Trailer Control:
 - A. You can click the left button to "Go To" the original title on the calendar the user clicked before choosing to Highlight Trailer.
 - B. User can remove the highlights with the right button.

Note:
A. Both button options will disappear from the main navigation once the user has clicked the "Remove Highlights" or "Go To" button.

Gesture(s) = 




Single Tap



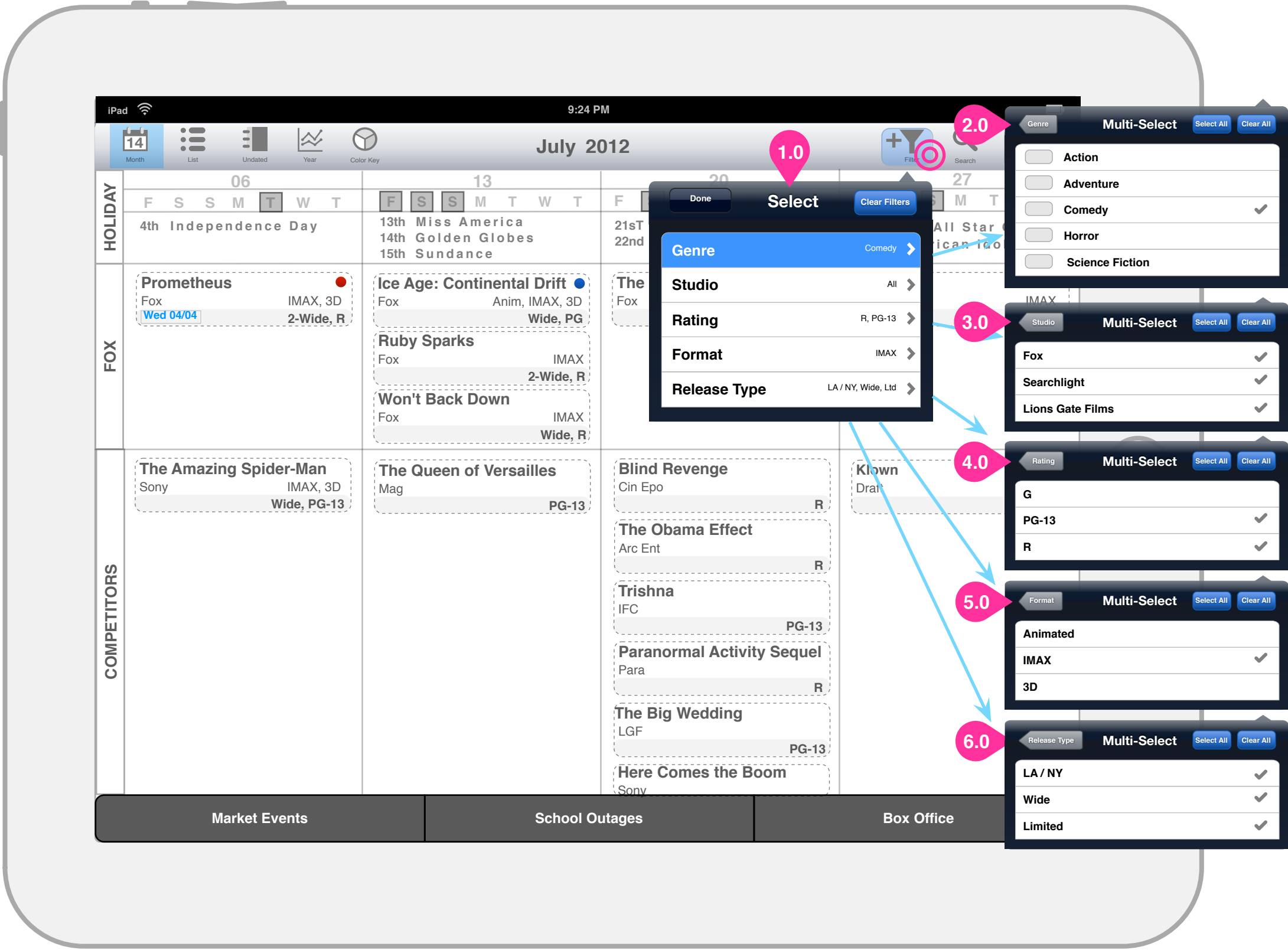
Annotations

- 1. Color Key: To remind users of color and genre associations.

Gesture(s) = 




Single Tap



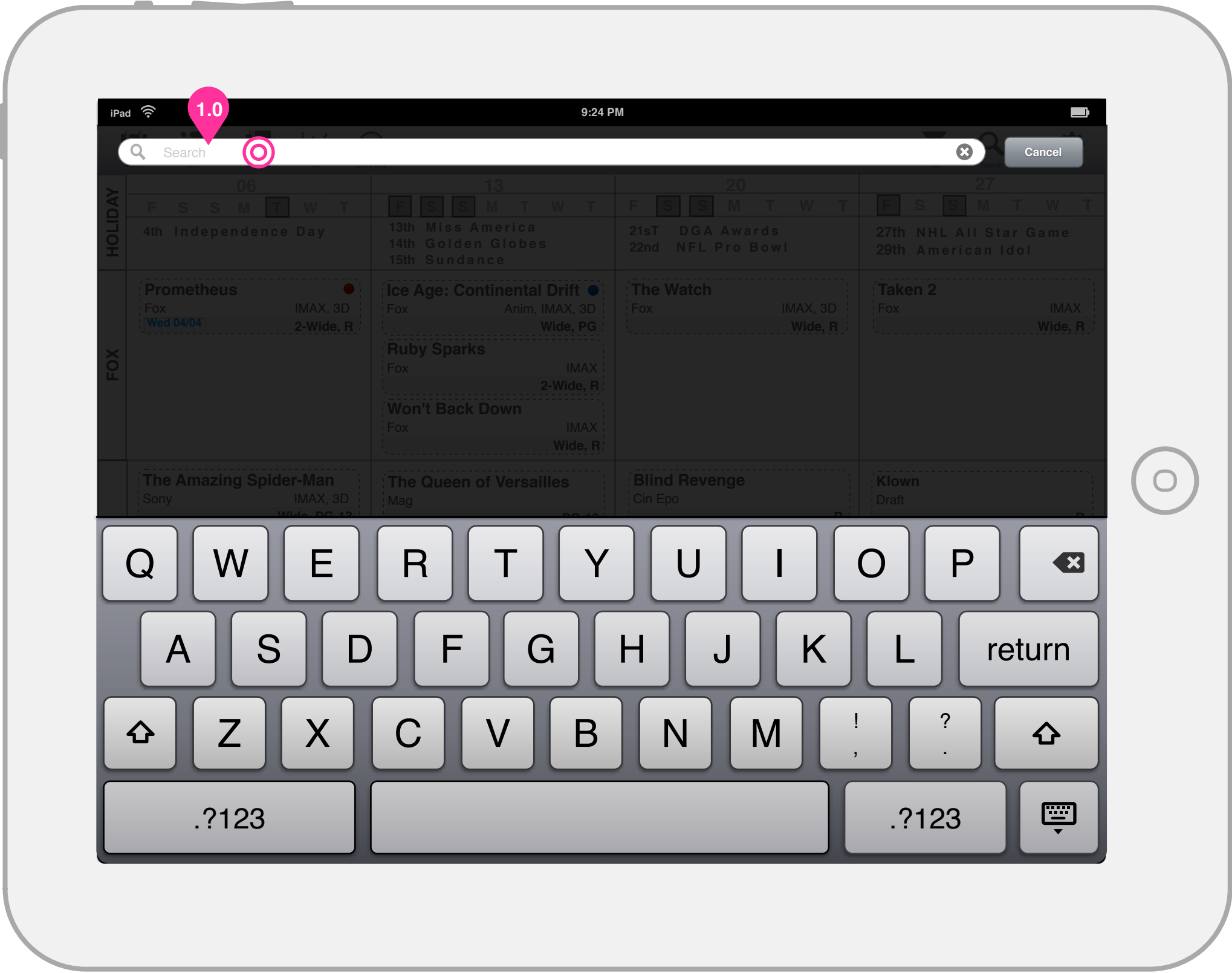
Annotations

1. Calendar Data Filter: The filter in the main navigation allows you to Filter data based on end user criteria. This involves Genre, Studio, Rating, Format, Release Type. You can also clear all filter settings at this level.
2. Genre: Contains color coding for Genre association to Movie Type. This menu is a multi-select window that also allows you to select all or clear all.
3. Studio: Allows you to look at Fox, Searchlight or Both and Competitors only. However at least one studio is required. This menu is a multi-select window that also allows you to select all or clear all.
4. Rating: Allows users to specify which ratings they would like to see. This menu is a multi-select window that also allows you to select all or clear all.
5. Format: Allows users to specify which format they would like to see. This menu is a multi-select window that also allows you to select all or clear all.
6. Release: Allows users to specify which Release Type they would like to see. This menu is a multi-select window that also allows you to select all or clear all.

Gesture(s) = 



Single Tap

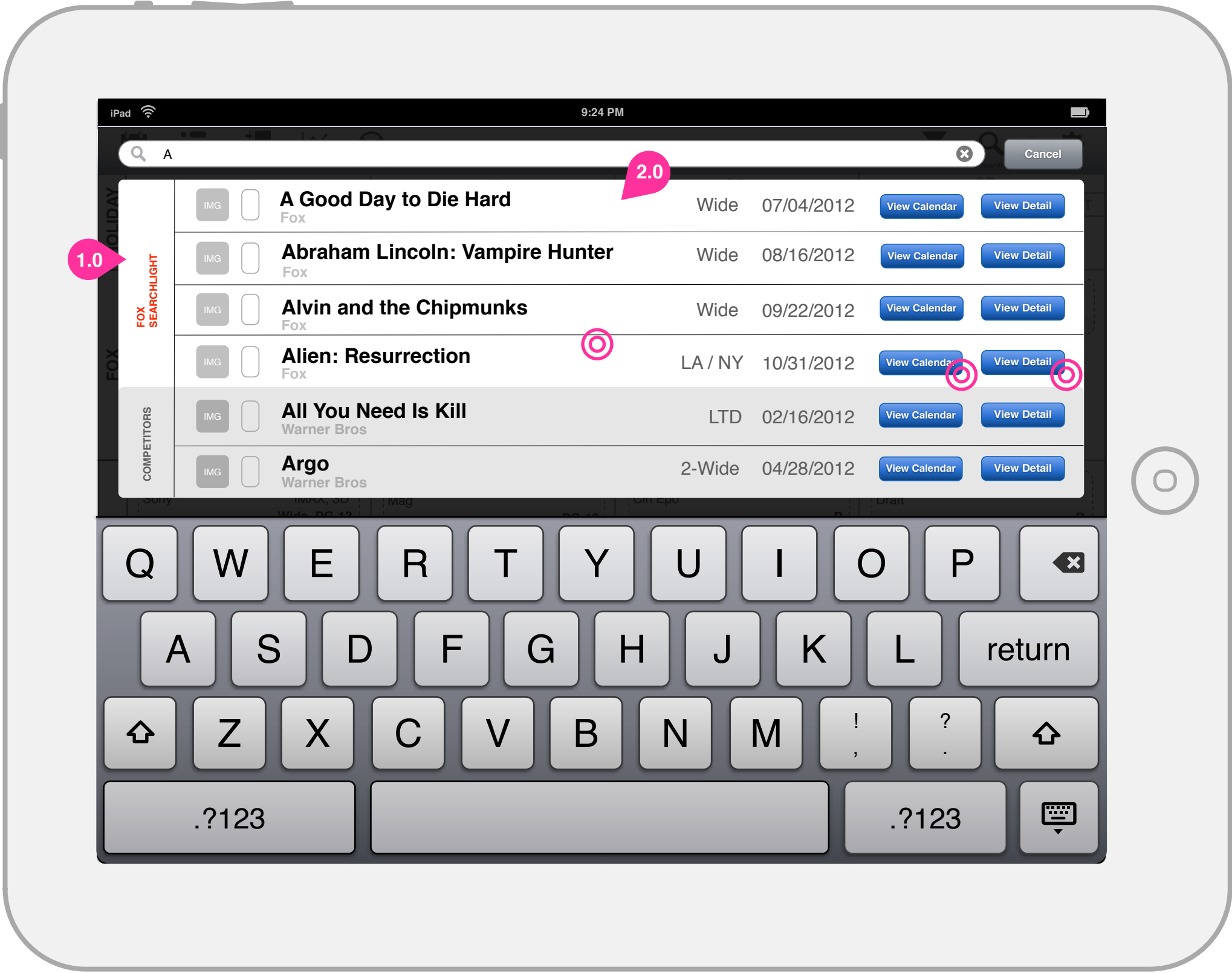


Annotations

- 1. Search: After clicking the search icon you will be presented with a full screen search box. In the search field you can enter your search terms. You can also cancel if you wish to exist search.

Note:

- A. Users can lower the keyboard by the "Keyboard" icon in the lower right-hand corner.




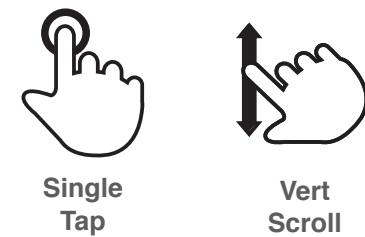
Annotations

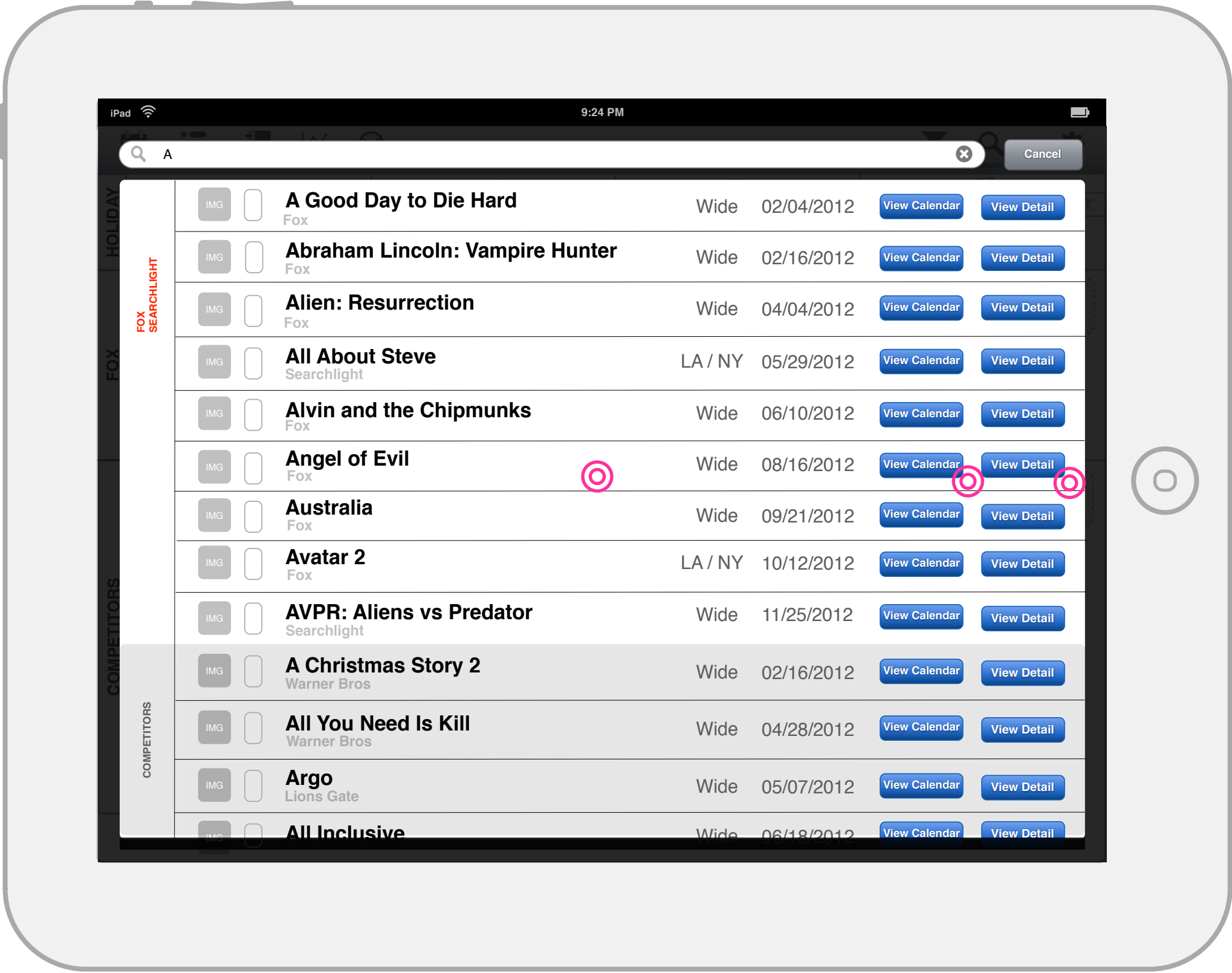
Search Results:

- 1. Sorted by Friendly Type-Ahead:
Alphabetical based on Type-Ahead and then grouped first by Fox+Searchlight and then grouped by competitors. All groupings are sorted by descending date.
- 2. Data for each line item:
 - Thumbnail, Movie Title, Studio, Release Type, Release Date, View Calendar, View Detail.

Note: The search results can be scrolled vertically.

Gesture(s) = 







Annotations


Full Page Search Results: Full page view with keyboard hidden. This page can scroll to see many results if needed.

Note: The search results can be scrolled vertically.

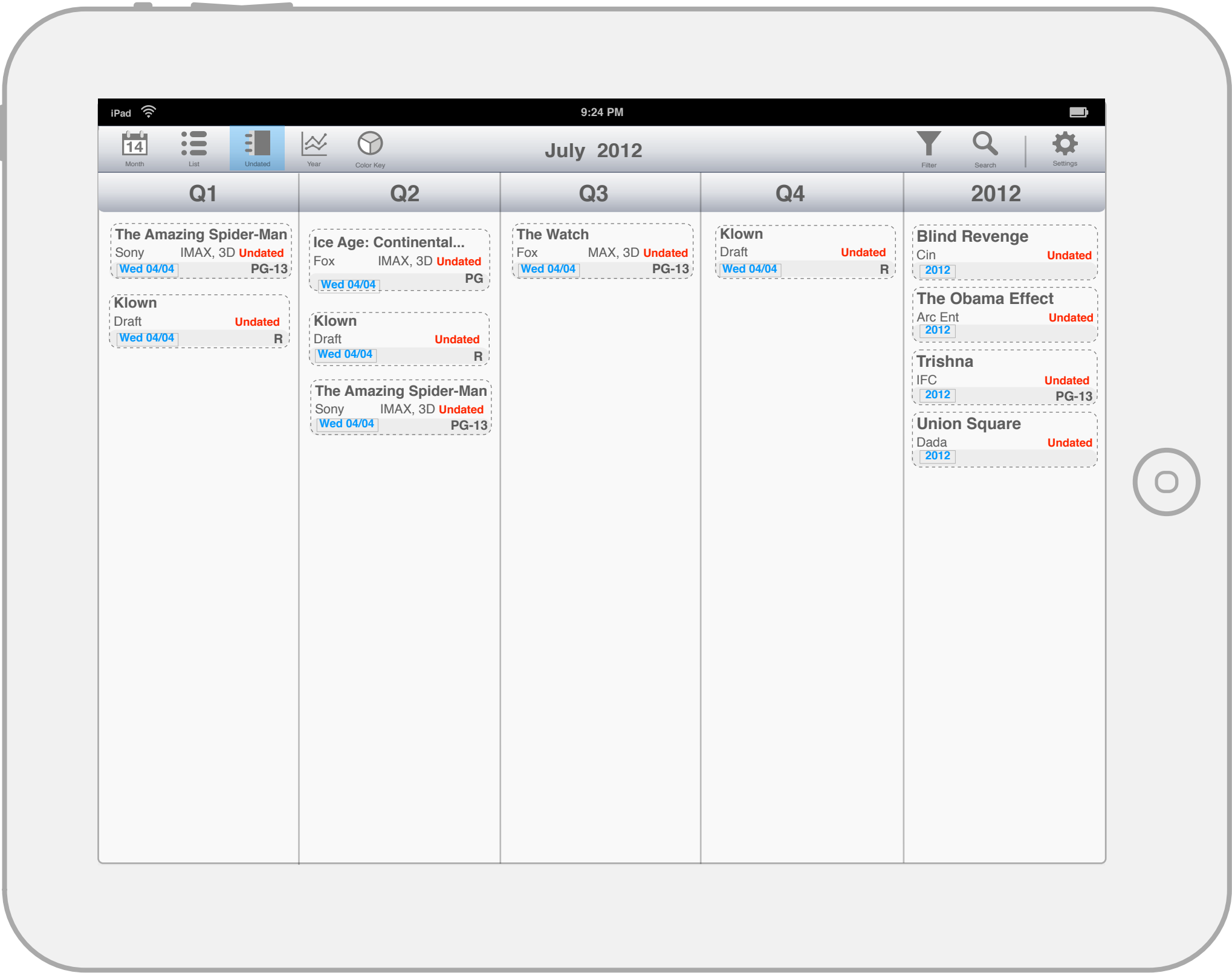
Gesture(s) = 



Single Tap




Vert Scroll

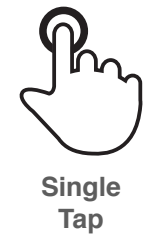


Annotations

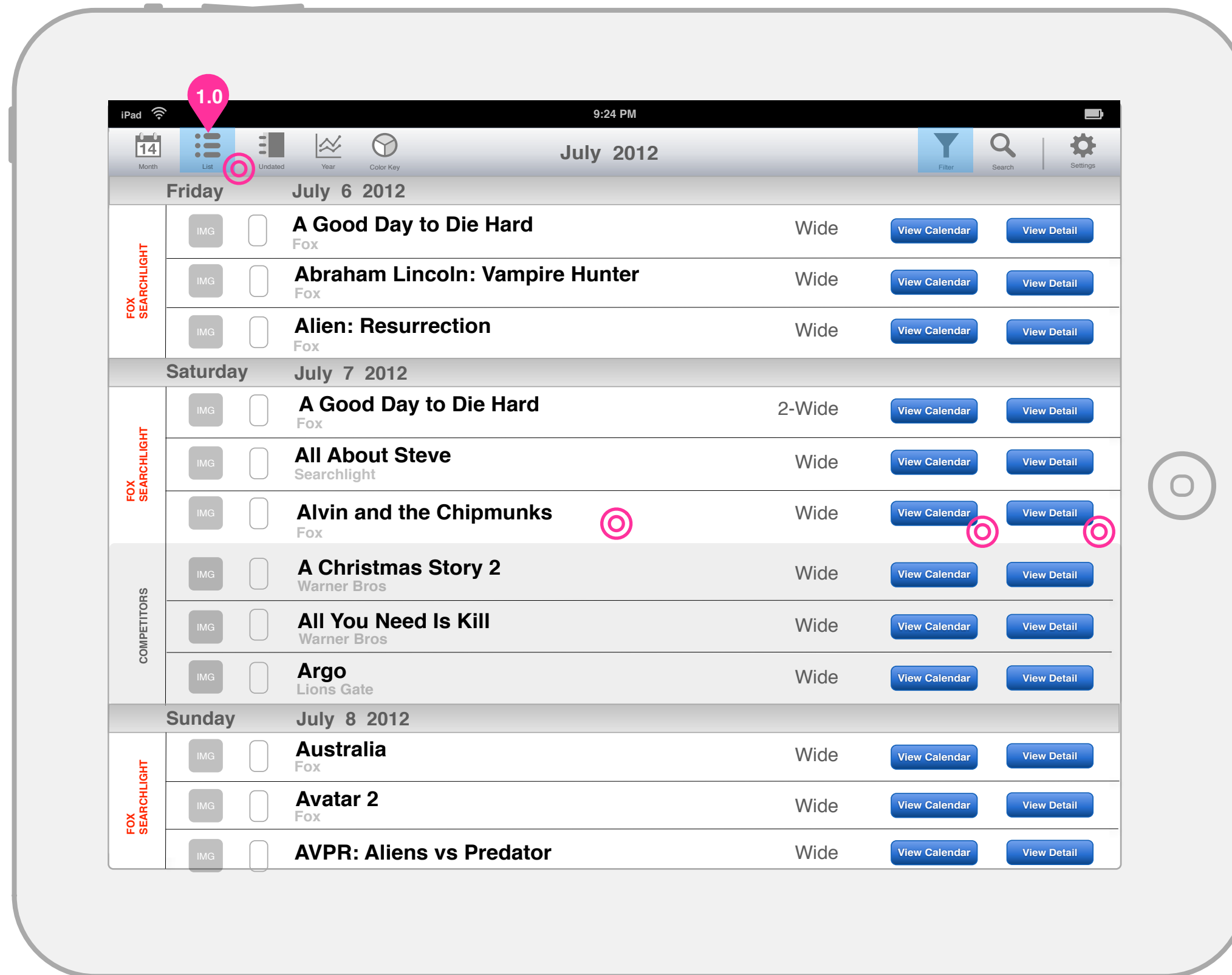
Undated Titles: This page is used to holistically see all titles that are undated within each quarter and year.

Note: Users should be able to swipe left and right to see the previous and next months.

Gesture(s) = 



Single Tap



Annotations

List View:


1. Sorted by Date:

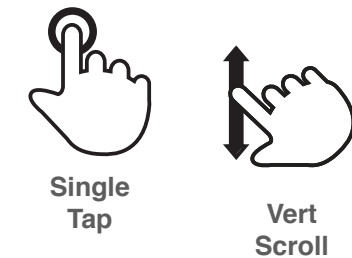
Within each date section you will be able to see both Fox+Searchlight and Competitors.

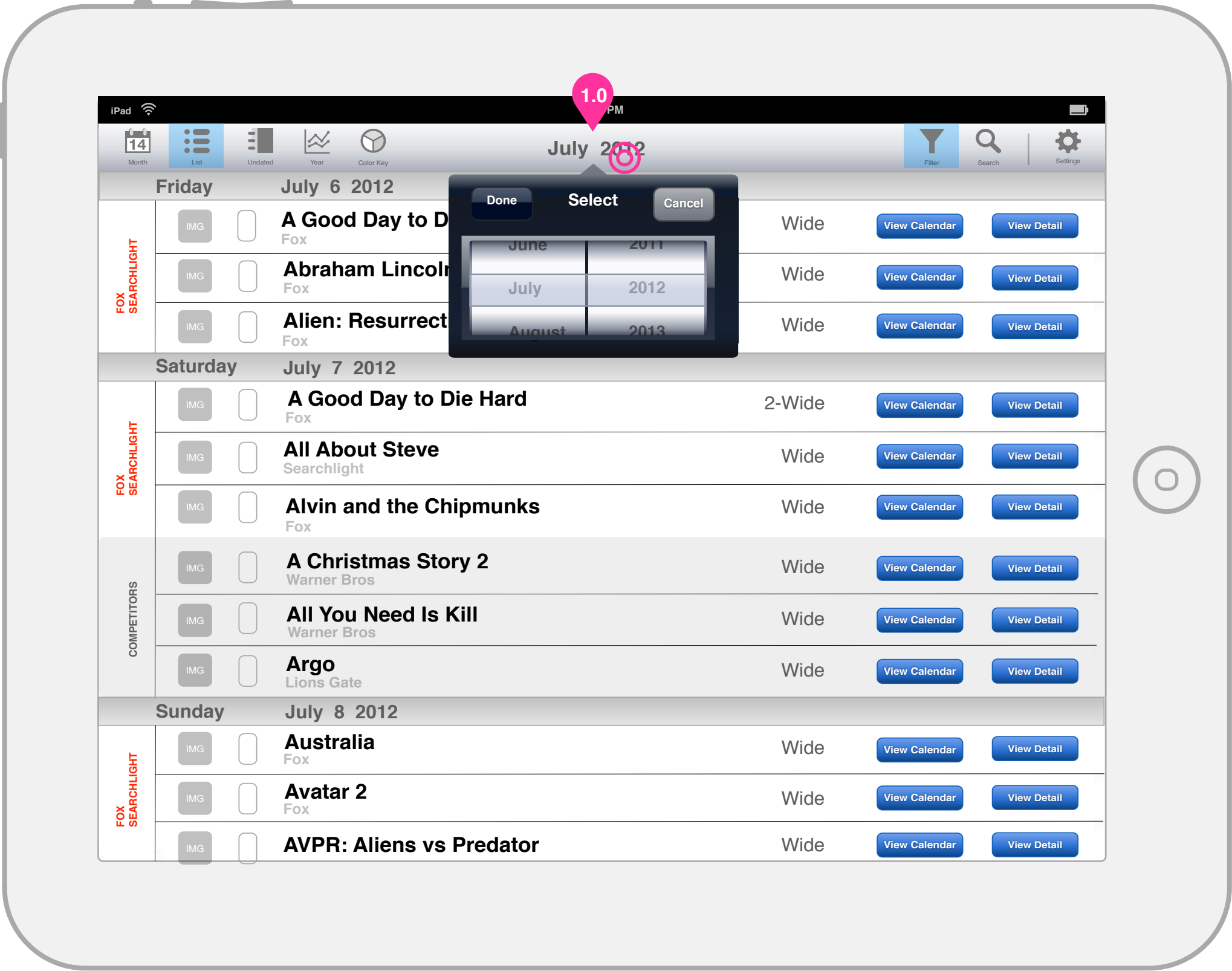
Then it's sorted by Release Type. In the example to the left "A Good Day to Die Hard" lists the "Wide" release type first on July 6 and the second release type "2-Wide" on July 7.

2. Data for each line item:

- Thumbnail, Movie Title, Studio, Release Type, Release Date, View Calendar, View Detail.


Gesture(s) = 





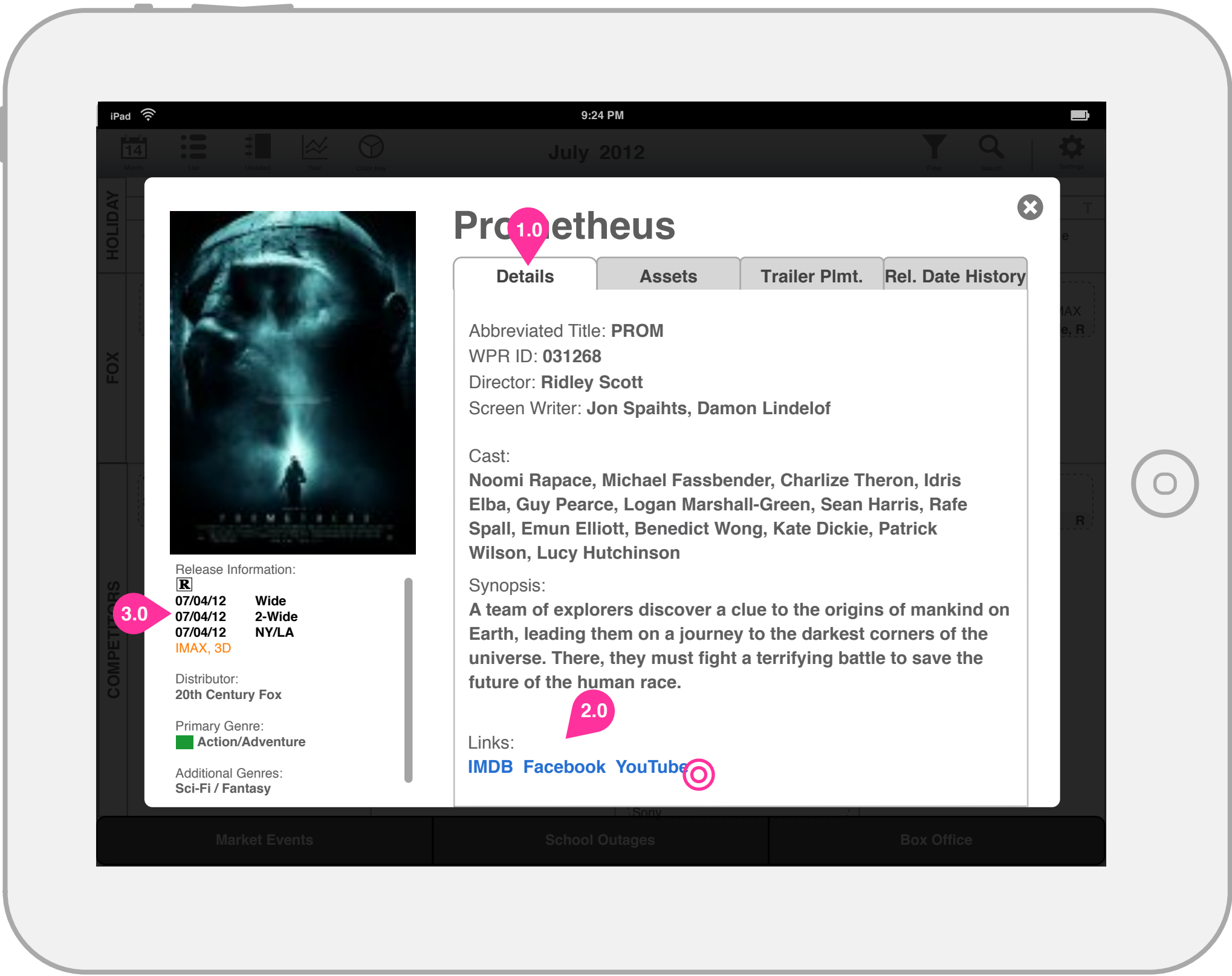
Annotations

- 1. Clicking the text (Month and Year) will bring up a date picker.
 - You can select Month, Year or Both and choose "Done".
 - You can also click cancel to exit menu if no changes are needed.

Gesture(s) = 




Single Tap



Annotations

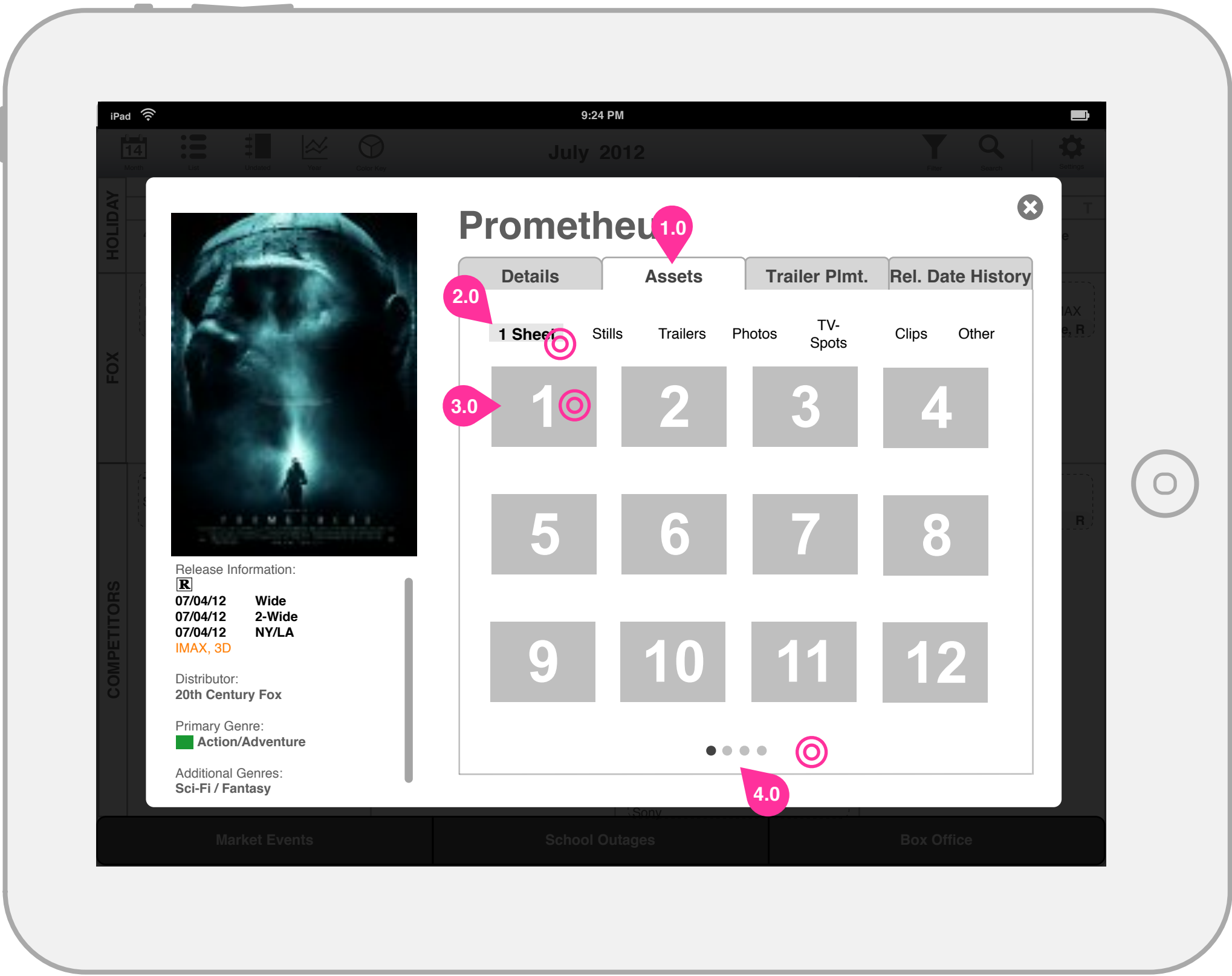
- 1. Details:
 - Static content that gives users a solid understanding of the title.
- 2. Links:
 - Allows users to click links and browse these sites without leaving the experience.
- 3. The release date & types can grow a fair amount like 15 to 20 different line dates with types. So this will just push the remaining date down and allow users to scroll that data to see things like Distributor, Primary Genre, etc.

Note:
A. WPR ID appears only when it's a Fox or Searchlight title.

Gesture(s) = 




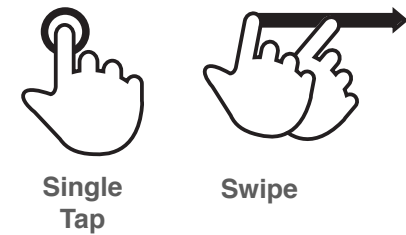
Single Tap

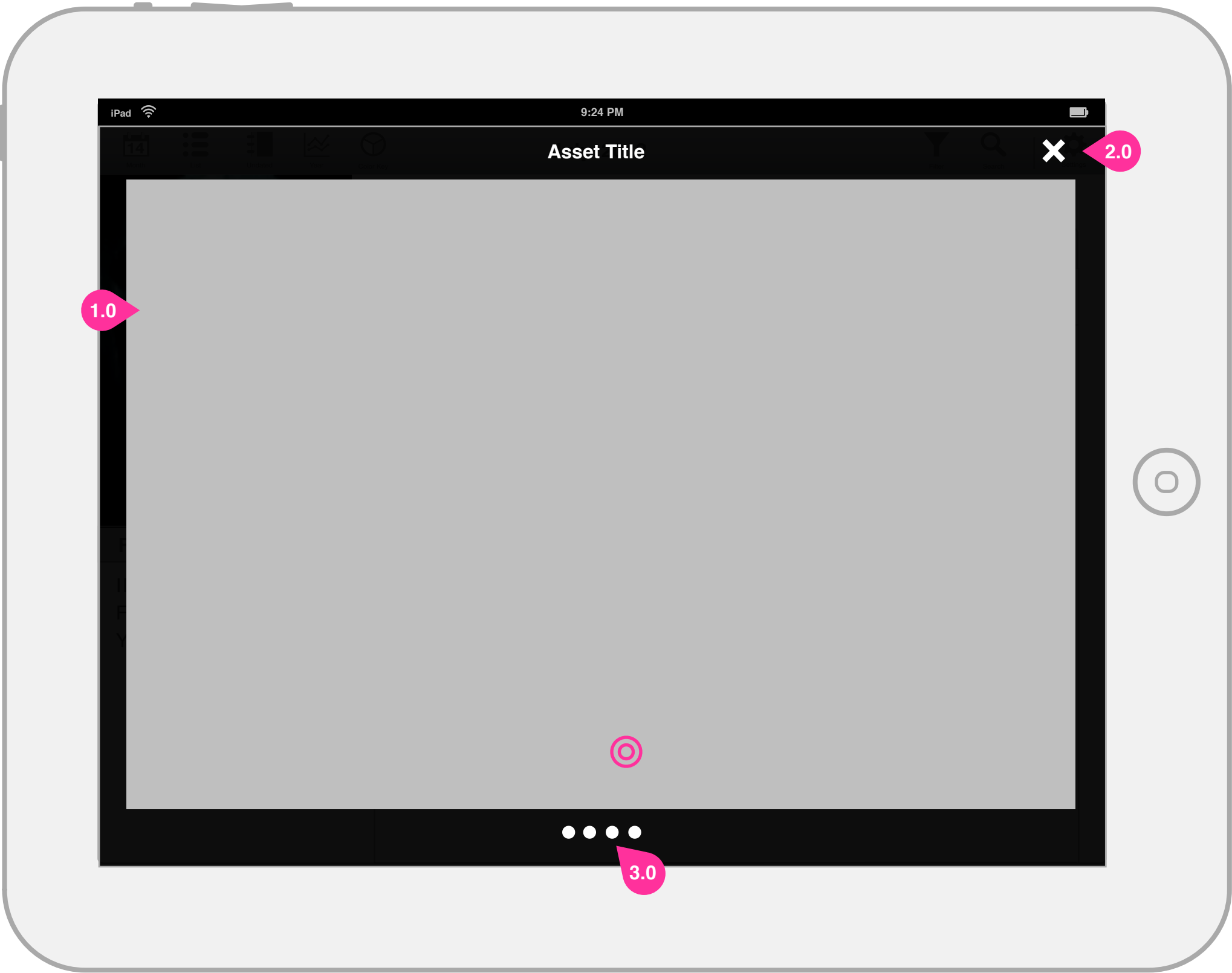


Annotations

- 1. Assets:
 - Dynamic content that encompasses images and videos.
- 2. Secondary Assets Menu:
 - This menu uncovers additional media under each section. Photos, TV-Spots, Clips, and Other will only be present if there is data available to display.
- 3. Thumbnails. Clicking will take the user into a modal transparent window to view photo. If it's a video the native iOS video will play full screen.
- 4. Gallery: Additional thumbnails that won't fit on the the page have an indicator allowing users to swipe through additional thumbnail pages.


Gesture(s) = 

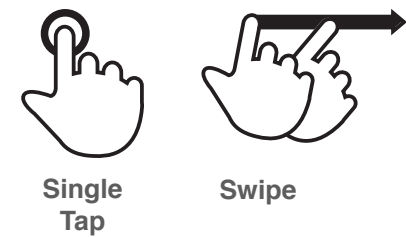


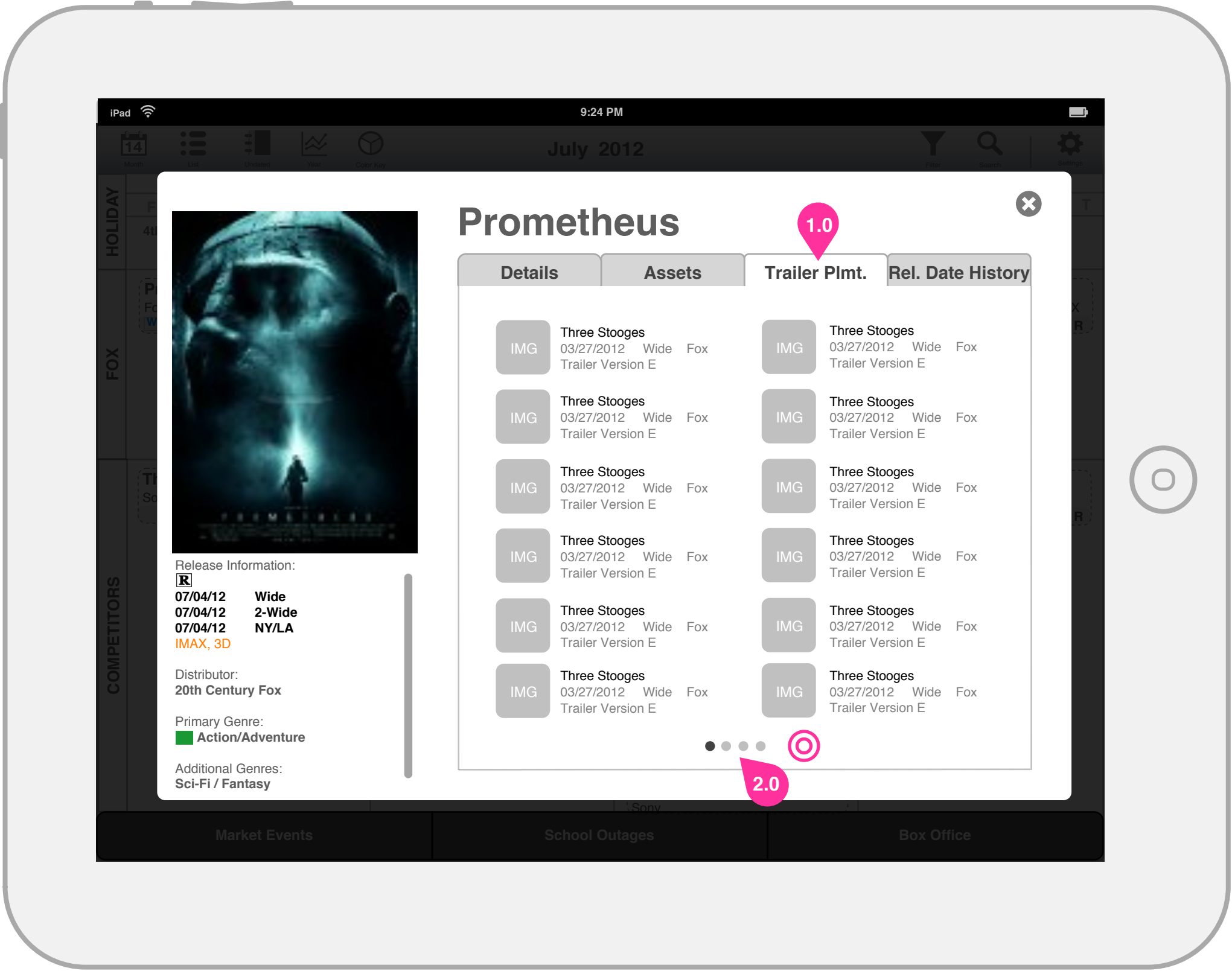


Annotations

1. Full Screen Image Viewer: Allows users to view image assets full screen to see all details.
2. Close: Returns user back to Assets tab.
3. Gallery: Allows users to swipe through additional images within the current gallery they are viewing.


Gesture(s) = 





Annotations

- 1. Trailer Placement: Allows users to see all the trailer placements sorted by date
 - Thumbnail, Title, Release Type, Release Date, Studio Short Name?
- 2. Gallery: Allows users to swipe through additional Trailer Placements that don't all show on the same page.

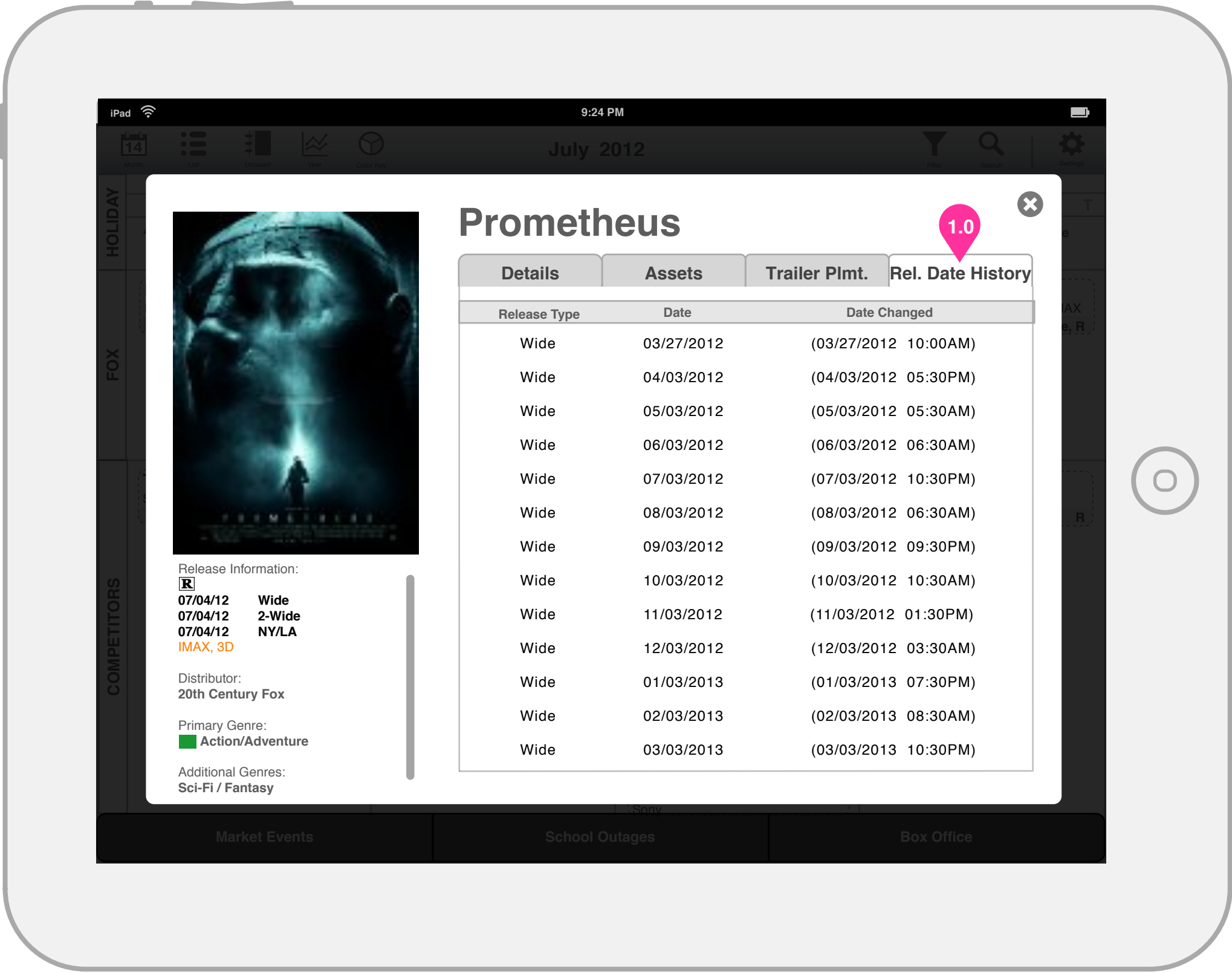
Gesture(s) = 



Single Tap



Swipe




Annotations

- 1. Release Date History: Shows history in date order.
 - Release Type, Release Date, Date Changed

Note:

- A. If the data in the list is longer than what's showing in the current viewport then the user can scroll vertically to see the additional data below.

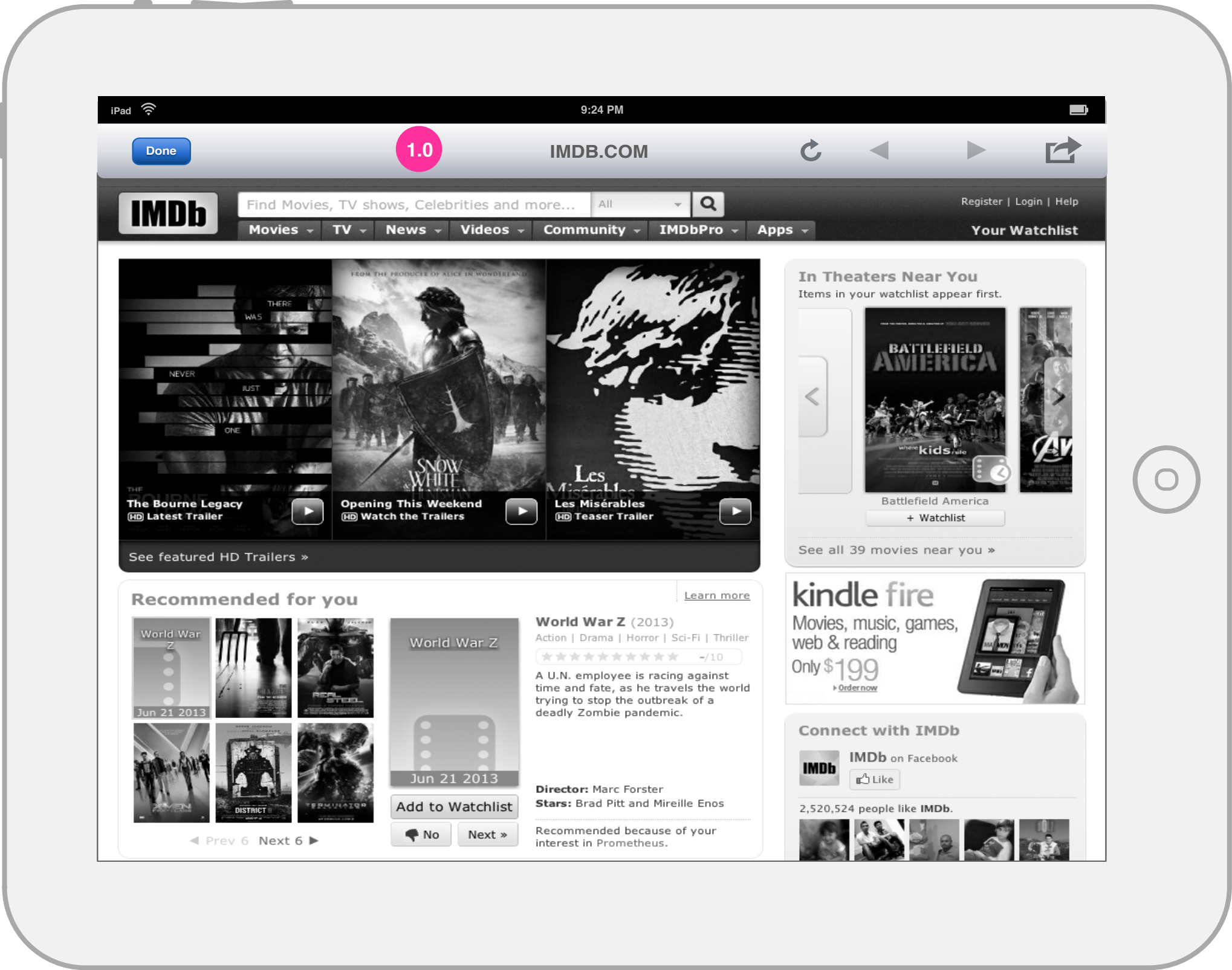
Gesture(s) = 



Single Tap



Vert Scroll



Annotations

- 1. Inline Browser: Allows you to view the specified links in an in-line browser without leaving the application.

Gesture(s) = 