

## Screenwriter™ : EFFICIENCY AND ACCURACY

### SNAPSHOT

EXHIBITOR:	Village Cinemas
TERRITORY:	Australia
SCREENS:	230
SITES:	27
SOFTWARE:	Screenwriter

Village Cinemas is one of Australia's largest cinema chains with over 200 screens across the country. Village has been using AAM's Screenwriter TMS (Theatre Management System) since 2011.

### THE CHALLENGE

After the switch from 35mm to digital, ingesting, transferring and scheduling digital cinema playlists was taking a huge amount of time and was prone to errors. Cinema managers were also spending a significant amount of time going from screen to screen to answer questions about content, keys and pre-show.

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Screenwriter's interface makes it quick and easy to build playlists and then schedule and transfer them.

*Tim Weeks*  
National Technical Manager  
Village Cinemas Australia

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### THE SOLUTION

Village installed Screenwriter to manage content and playlists across all their screens.

**EFFICIENT CONTENT MANAGEMENT:** Prior to using Screenwriter a great deal of time had to be spent manually ingesting or transferring pre-show content to specific screen servers in order to build playlists. Now with Screenwriter staff can see a list of all content available in the complex, and build, schedule and transfer playlists centrally, making the process much quicker and easier.

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Linking our ticketing system to Screenwriter proved to be simplicity itself.

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**TOTAL VISIBILITY:** Screenwriter gives complete visibility over all screens from one central location. Staff no longer have to go to each screen to check the status of content, KDMs and pre show. Instead cinema managers can see the details for their entire site on one screen, not only saving time but offering peace of mind that everything is running smoothly.

**STREAMLINED ADVERTISING AND PRE-SHOW:** Previously for advertising and pre-show, the process of selecting which content to transfer was frustratingly slow. Now using Screenwriter, content is ingested into the TMS and distributed around the site as needed. It is quick and easy to add content to playlists using the simple drag and drop interface, or content packs can be used to speed up the process even further.



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### METRICS

#### BUILDING A WEEK'S WORTH OF PLAYLISTS

##### Before....

Building playlists for a week took around **2 HOURS PER SCREEN**, and programming and content timings made this a very tight timescale to get everything ready to play out. The number of staff required to get this job done varied depending on the number of screens - in a 20-screen site it was very resource intensive.

##### Now, With Screenwriter....

**ONE PERSON** can build the playlists in a **SINGLE EVENING SHIFT**. Additionally they can now schedule the playlists to transfer overnight in order to avoid placing unnecessary load on servers.

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I barely recall how we ever managed without AAM software.

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**IMPROVED EFFICIENCY:** Head office now has the ability to immediately access any site remotely. Village uses this functionality to spot check several sites on a weekly basis to ensure that sites are adhering to the correct templates and delivering content consistently to guests.

#### HIGHLIGHTS

- The colour-coded Schedule Page gives immediate confirmation that content and keys are all working properly. This prevents delays or missed shows by giving cinema operators plenty of warning.
- Screenwriter automatically ingests, analyses and matches the correct KDM against each CPL to ensure playlists are accurate.
- Screenwriter is easy to use with a simple interface, so training and operations are equally easy and simple.
- Screenwriter instantly allocates playlists via integration with Village's ticketing system (Vista).
- Key users enjoy being able to manage content, playlists and KDMs from one page.
- Managers appreciate the reports on hard drive space and projector lamp life in order to anticipate problems before they happen.

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Screenwriter gives managers the opportunity and time to resolve any issues before shows are lost.

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