



criterion
ON-DEMAND

USED BY MORE THAN 70%
OF CANADIAN SCHOOLS.



The ONLY Feature Film licence in Canada that includes:

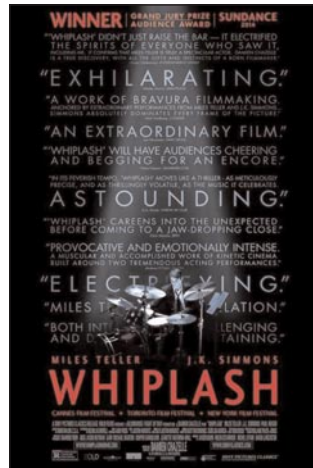
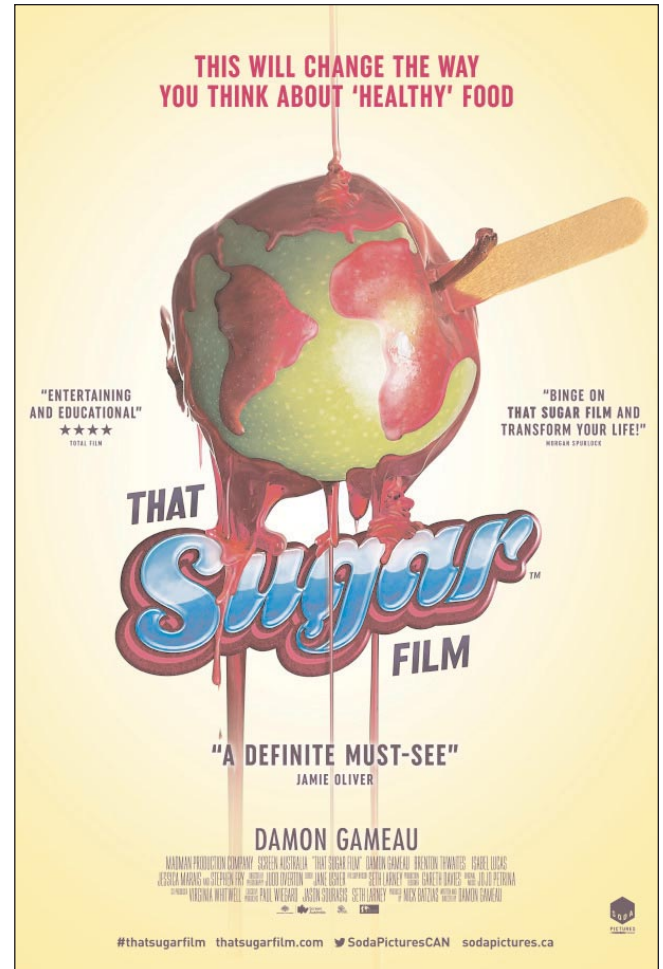
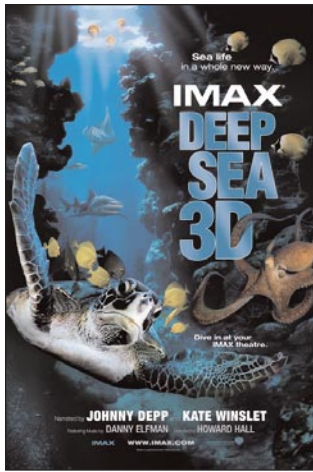
- ACCESS to more than 15,000 Feature Films
- FULL Copyright Protection for Entertainment Purposes
- FULL and COMPLETE Fundraising Rights and ACCESS to our Pre-Release library for Fundraising and/or School Spirit Purposes
- ON-LINE 24/7 Access to Criterion-on-Demand, our very own online digital delivery platform featuring:
 - Documentaries and Biographies
 - Literary Adaptations
 - Classic Films
 - Shakespeare Classics
 - Children's Films
 - Social Justice Films
 - French and English versions

NO OTHER FEATURE FILM COMPANY PROVIDES THESE SERVICES IN CANADA!

Contact US for a FREE TRIAL now:

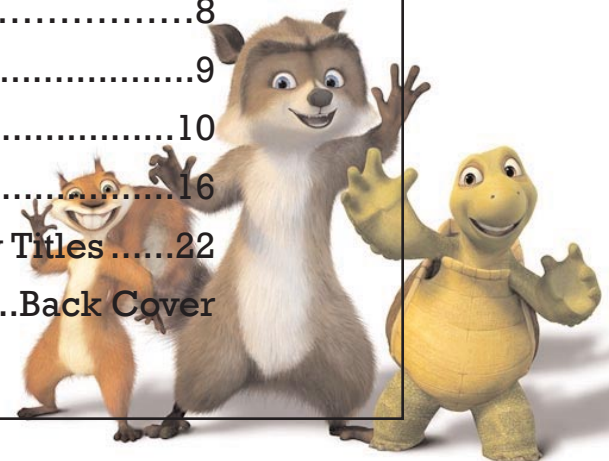
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Criterion-on-Demand

What is Criterion-on-Demand (CoD)?

CoD is an on-line digital delivery platform developed for the Canadian Educational Market.

How many titles are on Criterion-on-Demand?

More than 1500 English titles are available and more than 1000 French titles are available.

How do I access Criterion-on-Demand?

Access is via IP Authentication or Username/Password combination at www.criterionondemand.com OR via Learn360 if you are a Learn360 subscriber.

Are French films available?

Yes, Criterion-on-Demand currently features 1100 French Language versions of popular feature films and documentaries. We also offer captioning/subtitles whenever available.

Can I use Criterion-on-Demand for Entertainment purposes?

Yes, Criterion-on-Demand is intended for all communal screenings that take place in your School. This includes classroom use, daycare use, afterschool use, auditorium use, as well by the PTA's for fundraising purposes. It does not include private home use.

Why did Criterion add this component to its Licensing Agreement?

- Ensured that hard to find titles were made available to Canadian Schools.
- Majority of School Districts indicated that streaming video is the preferred method.
- Eliminates the need for reporting by Schools. Our system is fully **auditable**.
- Reporting is only necessary if you use DVDs for entertainment purposes. Online reporting can be done here: http://www.criterionpic.com/034/lcl_ppa.html

Can I still use my own copy if a movie is not available on Criterion-on-Demand?

Absolutely! As long as Criterion Pictures has the rights to the title and you have a legally manufactured copy, you may show it. You can also download from Apple iTunes or purchase a new copy which you may raffle off at the end of the evening.

CoD Quick Facts: 70% of SCHOOLS in Canada subscribe to Criterion-on-Demand and up to 45,000 Feature Films are streamed to classrooms every month.

Using Criterion-on-Demand

If your school has set up IP Authentication Access with Criterion-on-Demand, you will automatically be logged in — no further action is necessary. You may simply begin searching for titles.

To log in from the Criterion-on-Demand home page, click the LOG IN button in the top right hand corner (Figure 1). If you are experiencing any issues logging into your Criterion-on-Demand account, please contact technical support at support@criticonondemand.com.



Please note that Microsoft Silverlight Plugin is required to view content on Criterion-on-Demand. You will find links to download this plugin on the Technical Support page.

Content owners such as movie studios require Criterion-on-Demand to deliver content securely. This security helps prevent illegal usage and piracy. When you install Microsoft Silverlight plugin, your device becomes compliant with these security requirements.

Figure 1

* If you experience any issues installing Microsoft Silverlight on your computer, please contact your Institution's System Administrator.

Searching for Movies

After logging in to Criterion-on-Demand, you can choose a genre/subject button to display movies in a specific category (Figure 2), or you may use the search bar to enter your own search criteria. (Figure 3)

On the search results page, you will find title results matching your search criteria, including the movie poster, title name, and year of release.

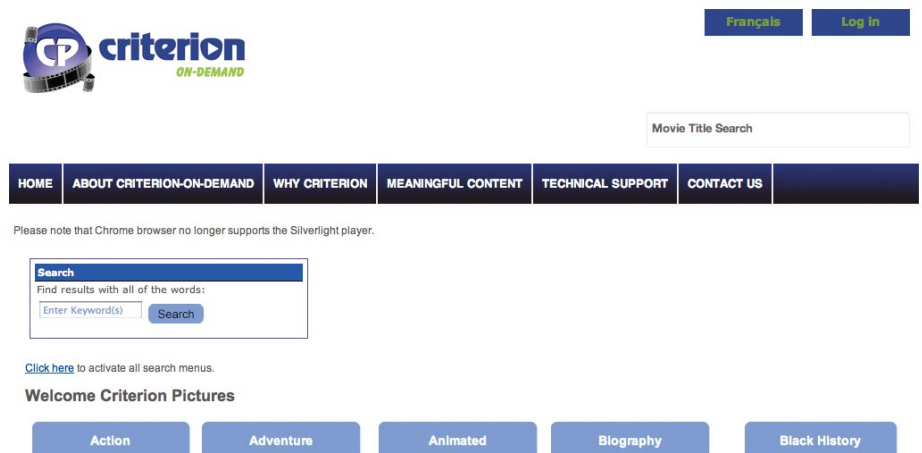


Figure 2

Search

Find results with all of the words:

space

Search

Click here to activate all search menus.

Search: space

7 item(s) were found (hint: search may be revised at bottom of page):



Revise search words below. Detailed [HELP](#) available. Also [staff hints](#).

space

Submit

Reset

42 items

Simple search

Title

Poster layout

Mediagraphy

Country of origin

Title Status

[Terms of Use](#) | [All Titles](#) | [Quick Search](#) | [Search Subjects](#) | [Logout](#)

Figure 3

Title Page

On the title page, you will be prompted to choose an English Audio only version of the movie, or if available, an English Audio with English Subtitles version.

After choosing a language option, a new window will open and the Criterion-on-Demand player will load and begin playing the movie.

Title

Physical


Year

Distributor

Country

Audience

Synopsis



Director

Cast

Writer

Subjects

Alt Title A

Resources

2001, A Space Odyssey (M68650)

Color; Sound; 139 min

1968

Warner Bros (WB)

United States of America

(PG)

It's man vs. machinery in Stanley Kubrick's startling milestone film. Rarely are such power and beauty expressed in purely cinematic terms. From prehistoric man's struggle to cope with a hostile environment, to the interplanetary voyage to Jupiter, the film is a eloquent statement on man's endless quest to master his fate. The Oscar-winning special effects paved the way for the high-tech look of '80's science-fiction films.

Stanley Kubrick

Gary Lockwood, Keir Dullea, William Sylvester, Daniel Richter, Leonard Rossiter, Margaret Tyzack

Stanley Kubrick (screenplay), Arthur C. Clarke (screenplay)


[Drama; Science Fiction](#)


2001 Odyssee de l'espace (K68650)

Choose to Stream or Download, and then Press the Play Button

☒ Stream

☐ Download

 English Audio with English Subtitles

 English Audio

The player features a Play/Pause button, timeline indicating the duration of the movie, a Volume bar (Click to Mute) and a Full Screen button. (Figure 4)

You may click anywhere on the timeline to move forward or back in the movie — this may cause the movie to buffer briefly before playback is resumed.

Clicking the Full Screen button will make the Criterion-on-Demand player fill your monitor. Click the Full Screen button again or press ESCAPE on your keyboard to exit Full Screen mode.



Figure 4

The Criterion Pictures Licence allows you to Fundraise For Your School and keep all the proceeds — Ability to raise THOUSANDS of dollars!!!



Charge Admission

All Schools are now able to use Feature Films as a Fundraising Method. The School, at its sole discretion, can KEEP all admission fees collected, either from the Movie or from the Concession Stand.

HOW MUCH \$ CAN OUR SCHOOL RAISE?

Some schools have raised as much as **\$1800** for a single screening!

Consider the Following Scenario:

- School shows two (2) movies per year
- School has 600 Students
- School Charges \$5.00 per person per movie which also includes a bottle of water and a bag of popcorn/chips (Cost is \$1.00 per student for the water and popcorn/chips)
- The school plans the event as a “buy-out” and consequently 80% of the student body attends (480 Students)
- School opts to Rent an EARLY-WINDOW or PRE-RELEASE title at a cost of \$175

Results: \$3490.00 PROFIT

((480 students x \$5.00/student) – (\$175 title cost + \$480 for water & popcorn)) x2 MOVIES

How to Run A Successful Movie Event

1. **ADVERTISE** at least THREE WEEKS in advance of the movie event. We can supply posters (when available). We suggest you create flyers...see a sample on the next page.
2. **UTILIZE** all available advertising mediums:
 - School Newsletter or School website.
 - Via morning announcements every day.
 - Have the students planning the event visit classrooms to notify their fellow students.
 - Send a notice home to parents....this is particularly important for the junior grades!
 - Have a poster-making contest.
3. **CHOOSE** a title that is age appropriate and available IN ADVANCE of the home video/street release date. Criterion gets almost EVERY title before the home DVD date. Often our titles are still in the theatres. These movies are a huge treat for the kids & encourage high participation while getting a great return on investment.
4. **EARLY BIRD** prices encourage more ticket sales.
5. **SHOW** the film during school hours. Offer the students a “buy-out” of class to attend the movie event OR show the movie in the evening and invite all family members. Consider doing a pizza night or BBQ for the whole family.
6. **PACKAGE** the movie with concession items. Water and Popcorn work great. They are clean, healthy, inexpensive, easy to source and make for a quick and painless cleanup.
7. **PRICE** the tickets right. \$5.00 for a water, popcorn, and movie (before home video and sometimes while still at theatres) is a great deal!
8. **OFFER PRIZES.** Our company can donate up to 3 posters (depending upon stock) to give away to students who sold the most tickets or perhaps who helped clean up after the event or maybe the individual who answered a trivia question relating to the film. The options are limitless! The posters are free with the exception of the shipping/handling.

GET THE STUDENTS INVOLVED!

**The Fundraising Event can be completely student run
requiring very little setup time.**

TIP - Plan games while waiting for the gym to fill.

– SAMPLE FLYER –

Ice Age: Collision Course



Show Date: October 21

11:30 am

School Gymnasium

\$5.00/ person

Includes bottle of water and popcorn!

- Tickets on sale in Office during Lunch from October 3rd -20th

Early Bird Rate: \$4.00

- Buy your ticket by October 14th to qualify.
- If you buy your ticket by Monday October 10th, you will be entered into a draw to win a Movie Poster!

Testimonials:

Working with Criterion and Debbie has been an absolute dream! I wish every company had such amazing customer service. We've been using the Criterion pre-release licence for movies for over 4 years, and during this time monthly movie nights were a major source of fundraising for our school. Our school typically has only modest responses to fundraisers, so looking for a fundraiser that we could do on a monthly basis was key for consistently raising funds.

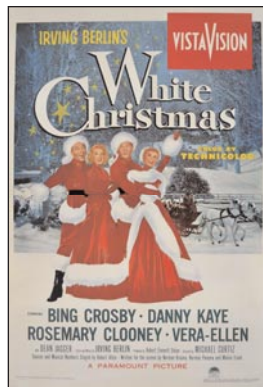
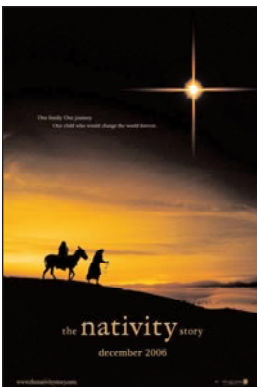
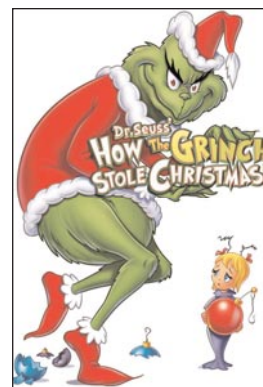
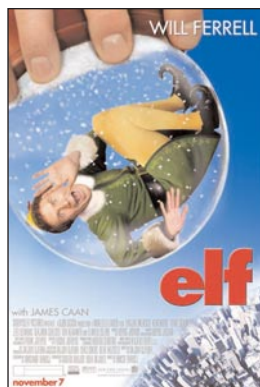
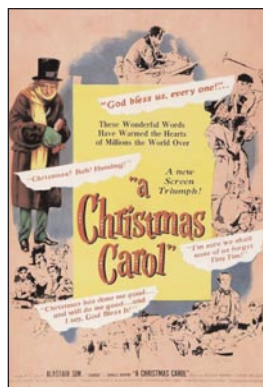
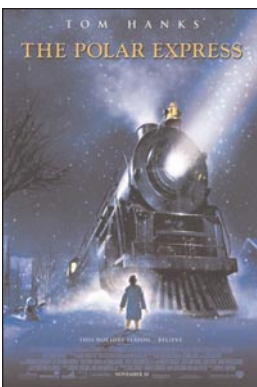
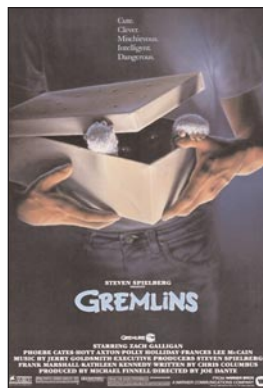
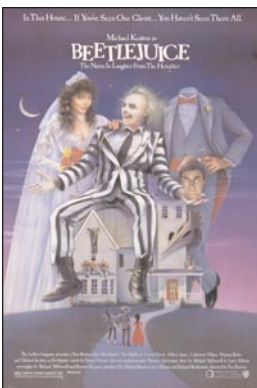
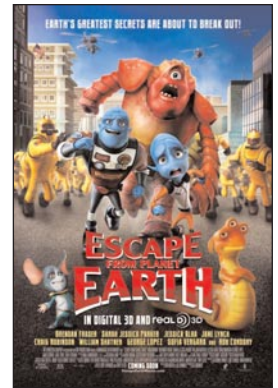
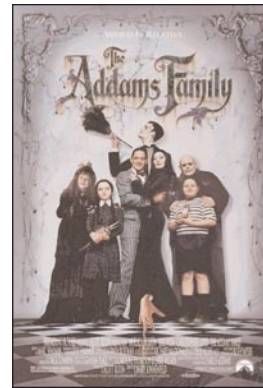
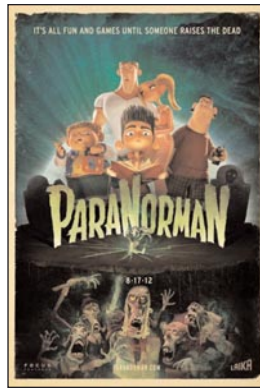
As a result of doing movie nights on a regular basis we found that the school community looked forward to the monthly movies and it became a true social event. The most recent movie night we did was the best ever!

Michael Beattie, School Council Treasurer, Winston Churchill PS, Waterloo, ON

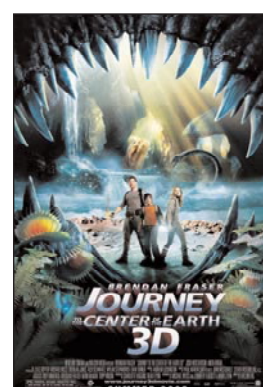
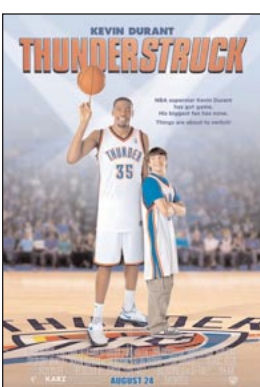
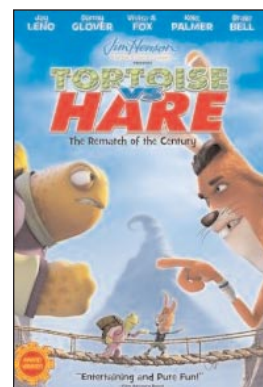
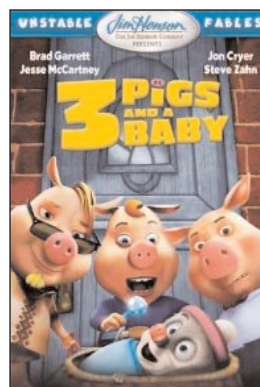
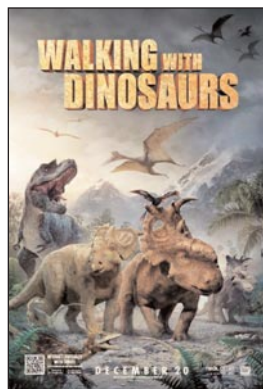
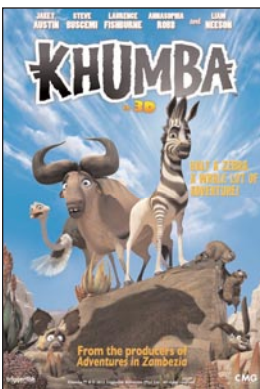
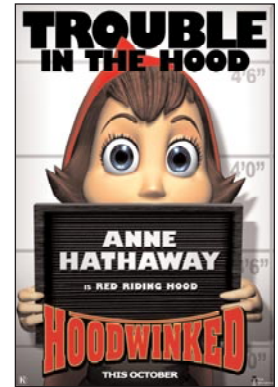
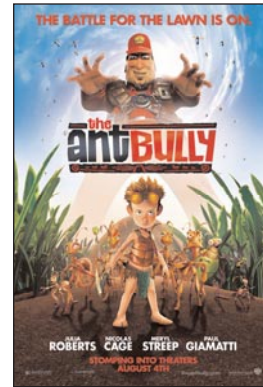
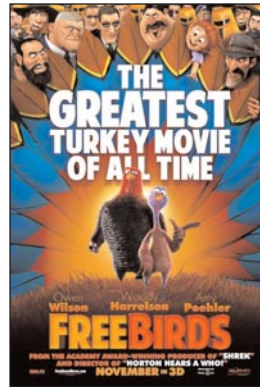
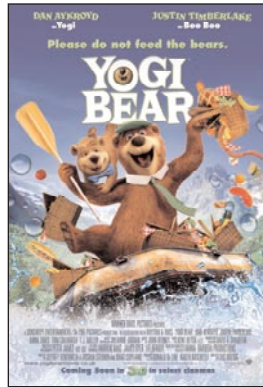
Every year our Family Movie Night is one of the highlights of the school year! The parents and children know they will spend some quality time together. An hour before the film, time is spent eating some pizza and shopping at the 'snack shop'. Then the lights dim and the magic happens. Seeing a feature film in their gymnasium at night is always an event! In short - fundraising is now 'fun-raising'!

Ross MacDonald, Principal, St Isaac Jogues Catholic School, North York, ON

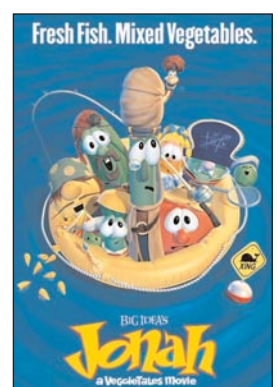
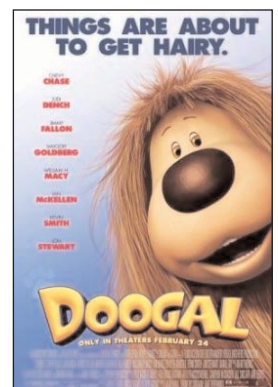
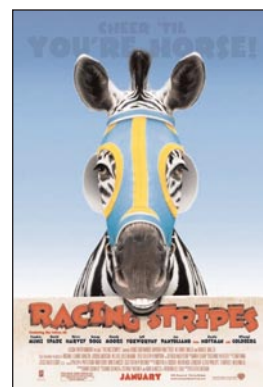
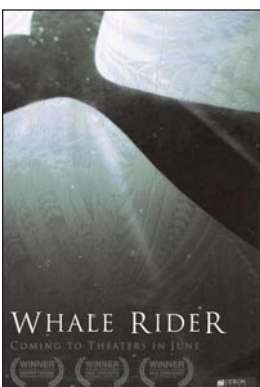
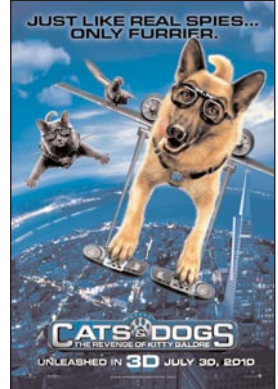
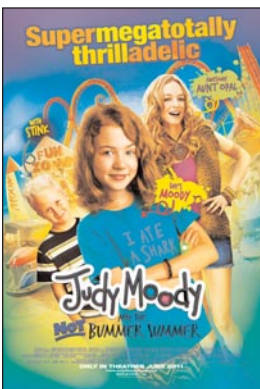
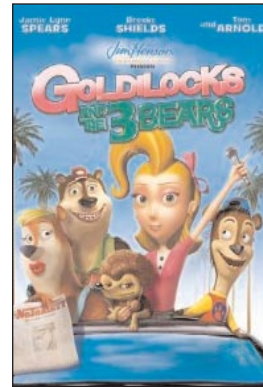
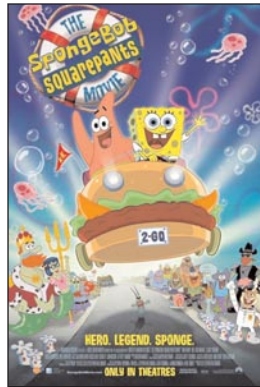
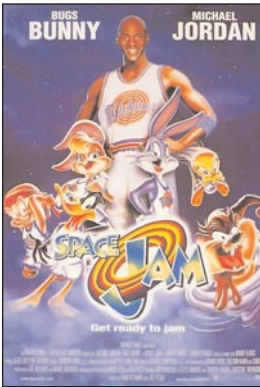
IN ADDITION TO PRE-RELEASE TITLES, CONSIDER HOSTING A HALLOWEEN OR CHRISTMAS EVENT. WE HAVE GREAT FILMS FOR EVERY AGE GROUP.



Criterion-on-Demand ELEMENTARY TITLES

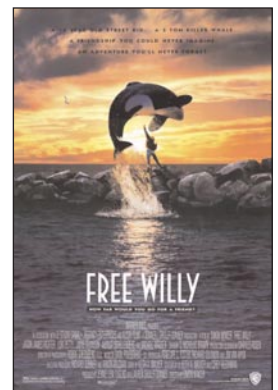
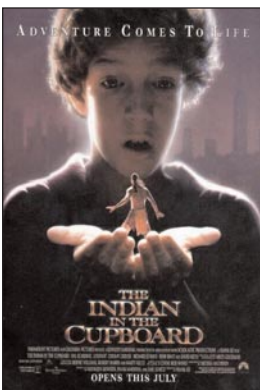
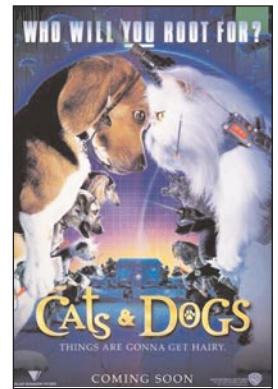
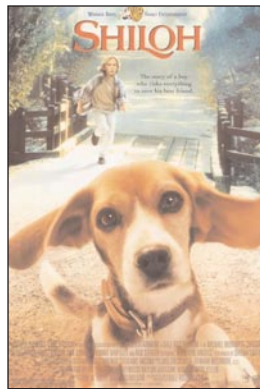
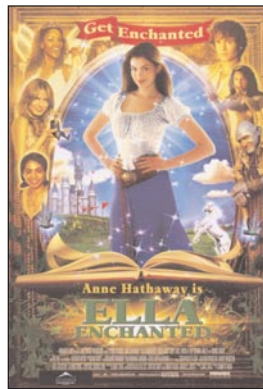
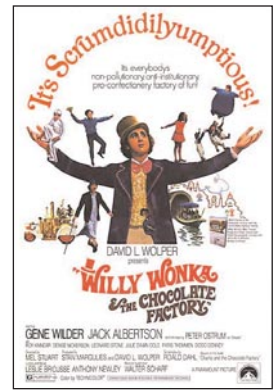
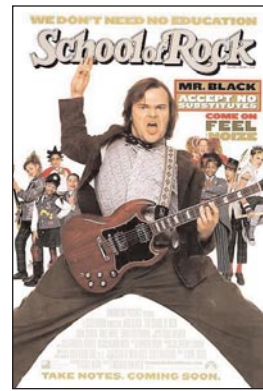
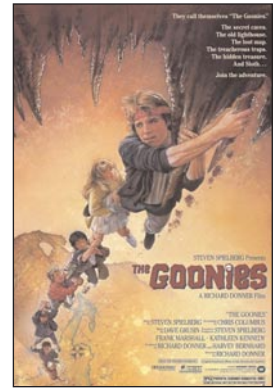
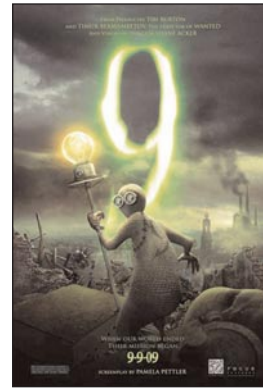
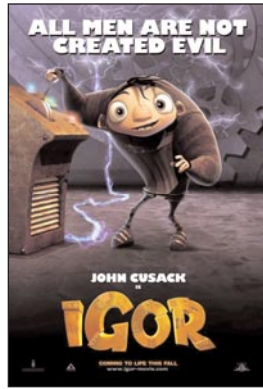


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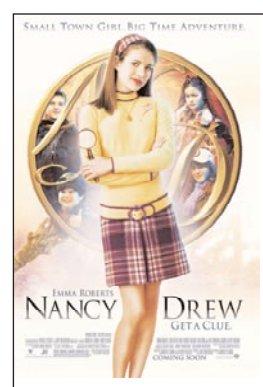
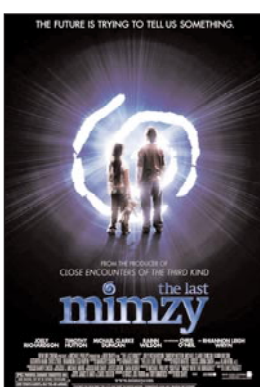
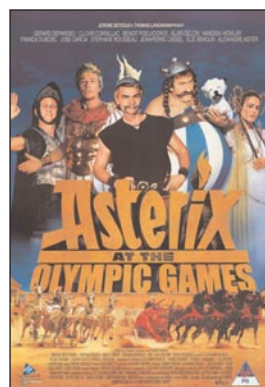
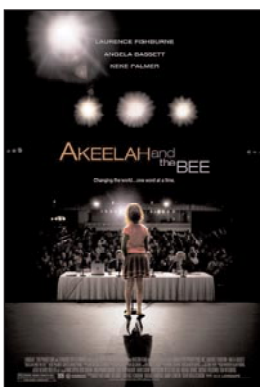
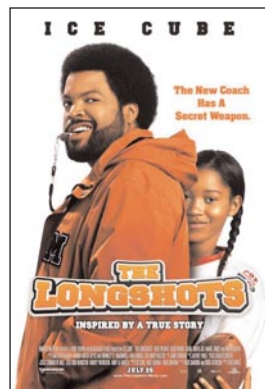
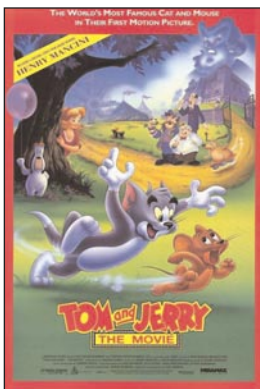
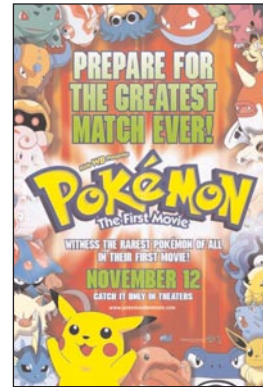


RECENT
ADDITION

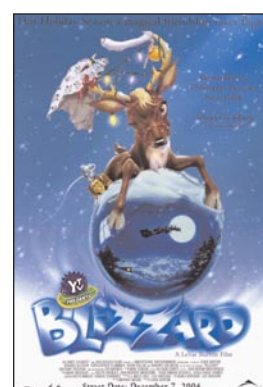
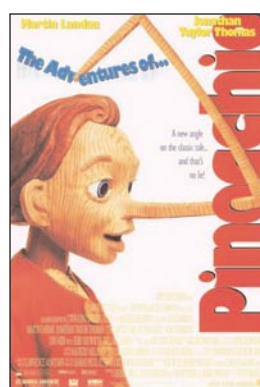
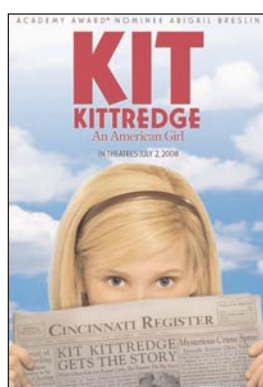
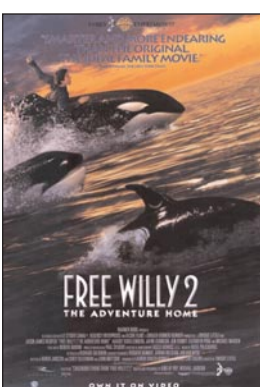
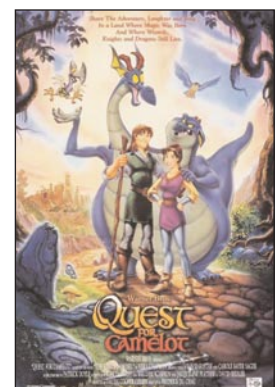
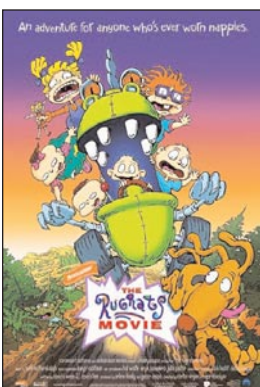
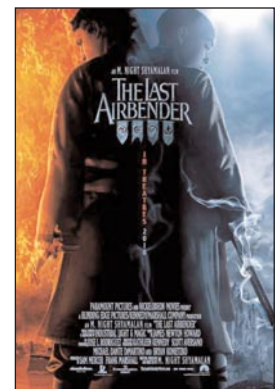
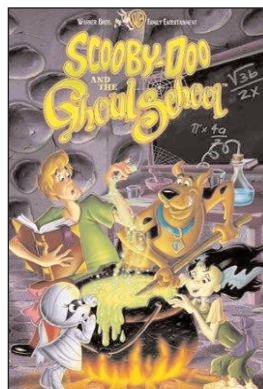
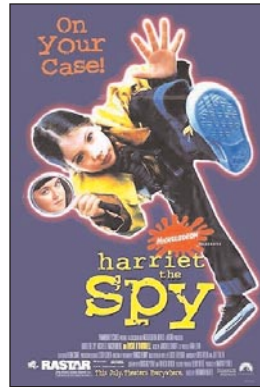
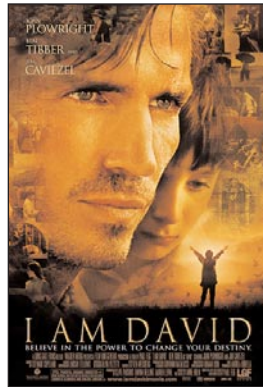
Criterion-on-Demand ELEMENTARY TITLES



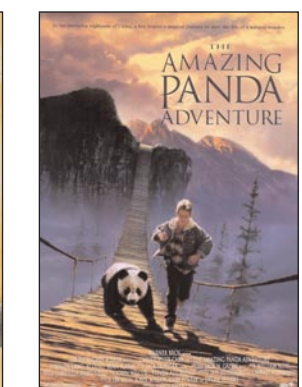
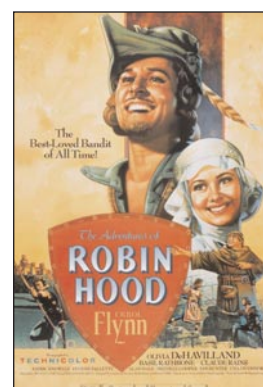
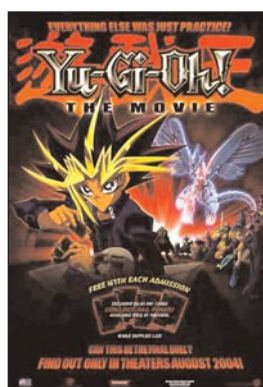
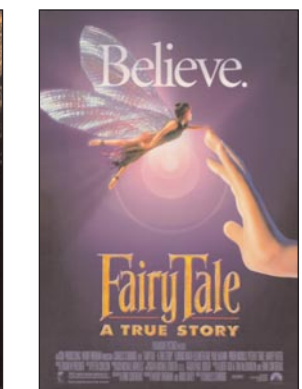
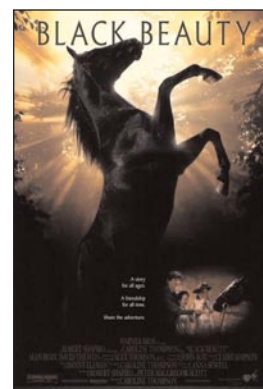
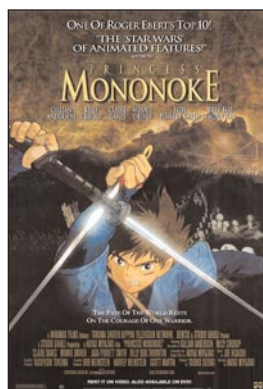
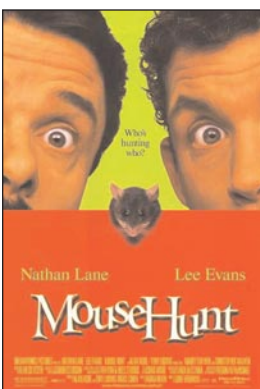
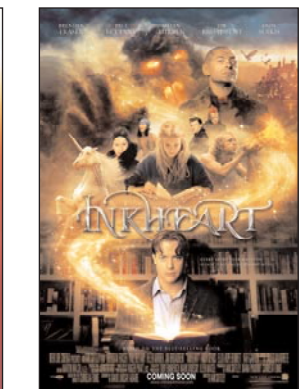
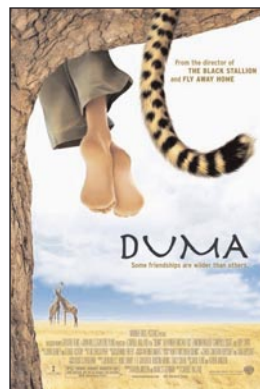
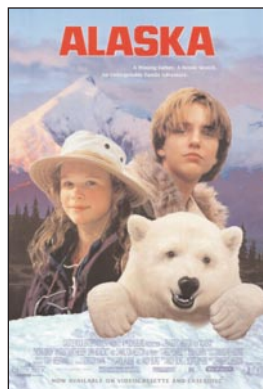
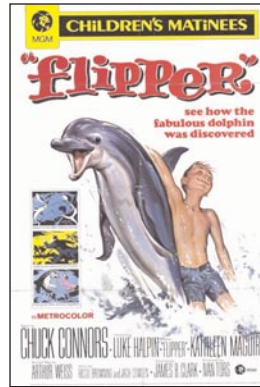
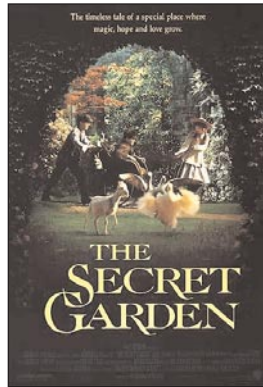
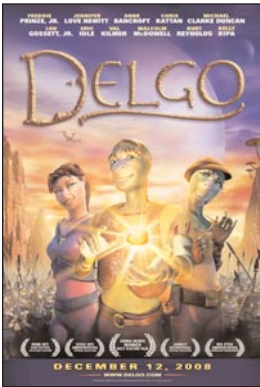
Criterion-on-Demand ELEMENTARY TITLES



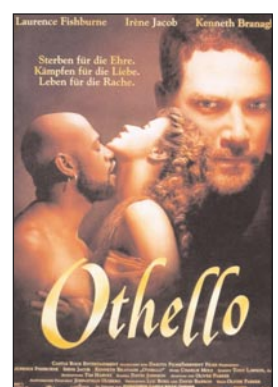
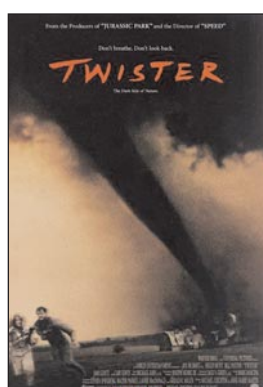
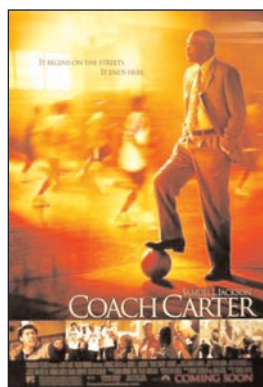
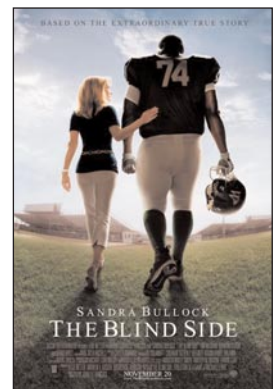
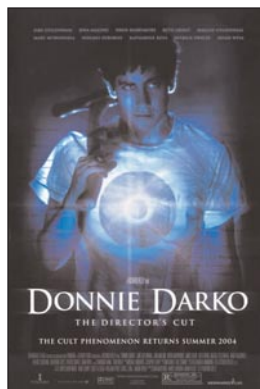
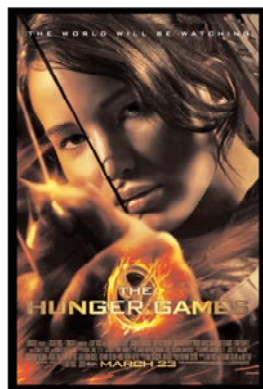
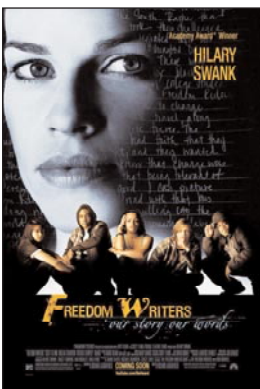
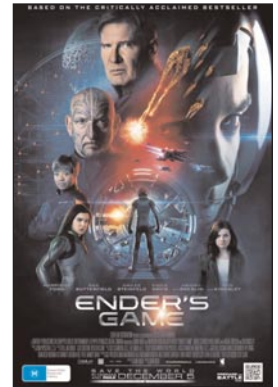
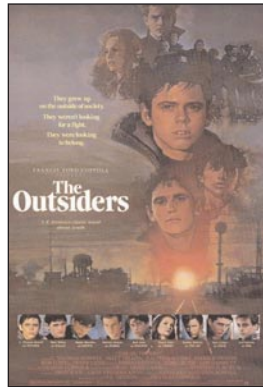
Criterion-on-Demand ELEMENTARY TITLES



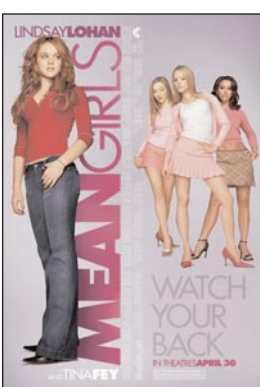
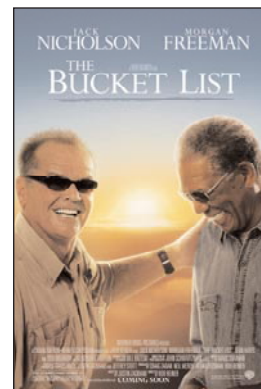
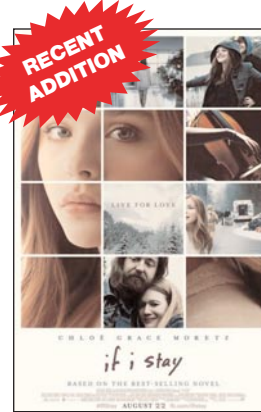
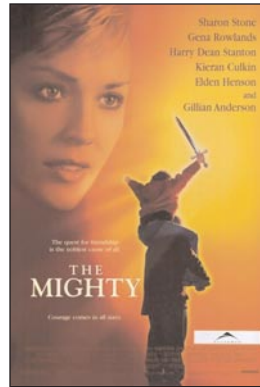
Criterion-on-Demand ELEMENTARY TITLES



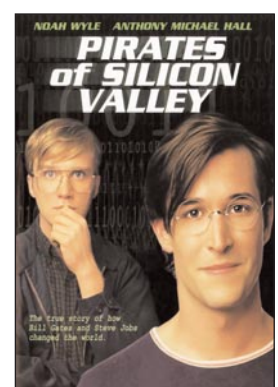
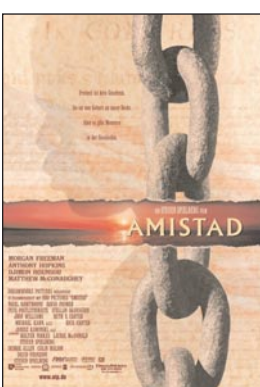
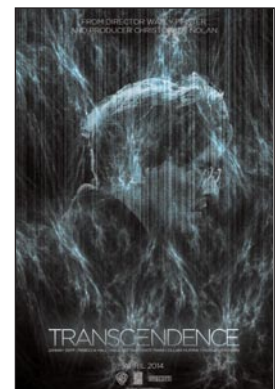
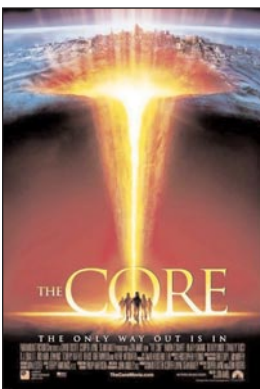
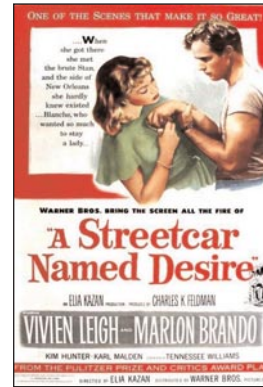
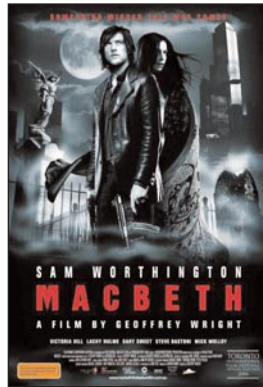
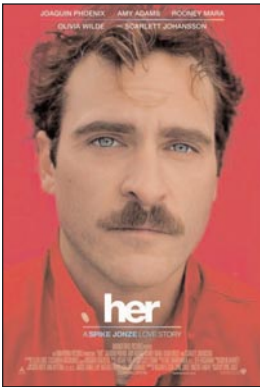
Criterion-on-Demand HIGH SCHOOL TITLES



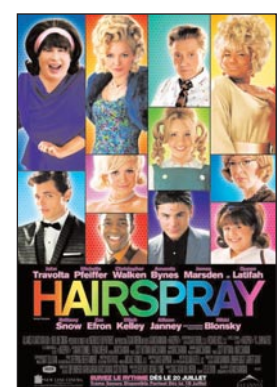
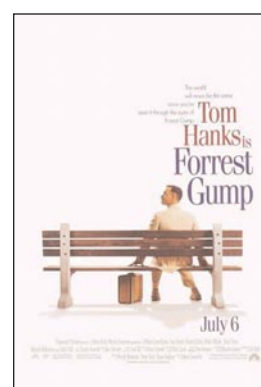
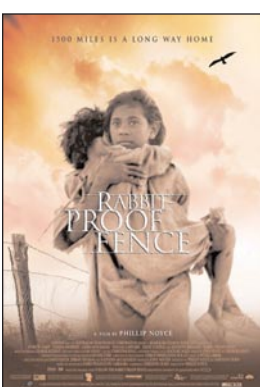
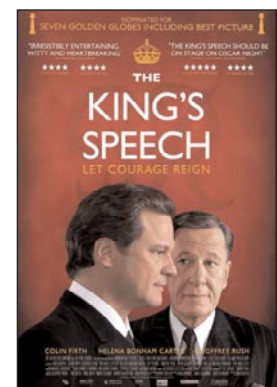
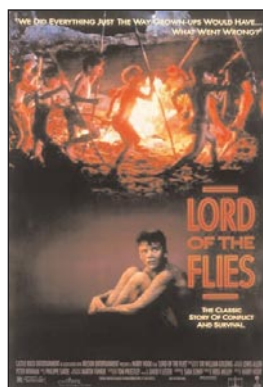
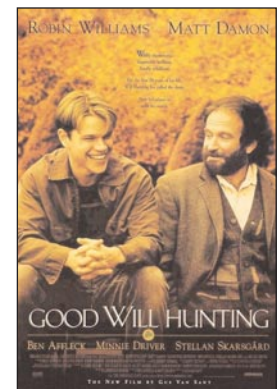
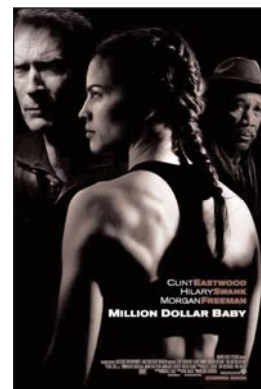
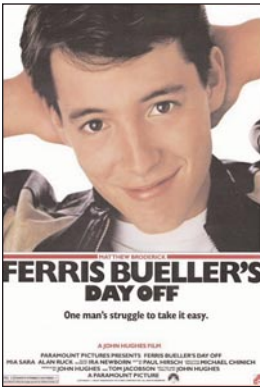
Criterion-on-Demand HIGH SCHOOL TITLES



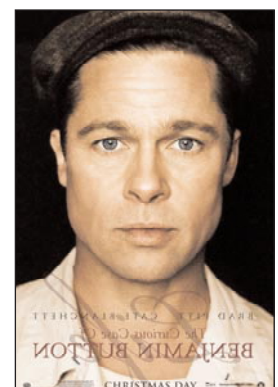
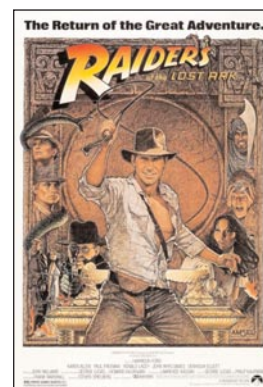
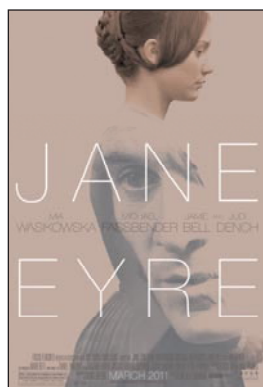
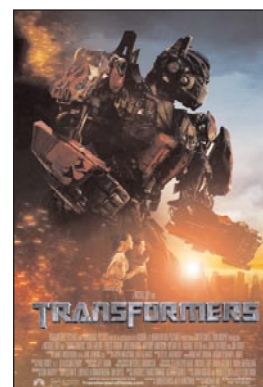
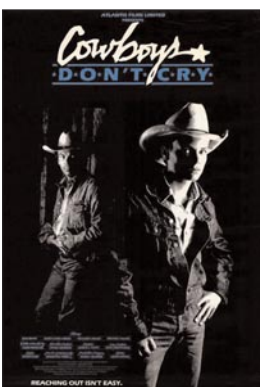
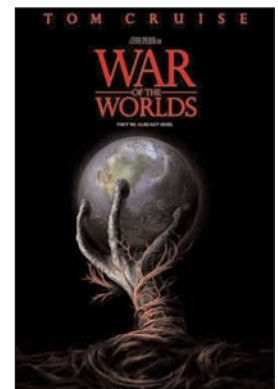
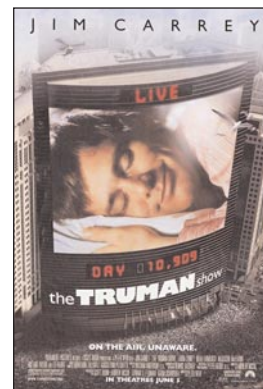
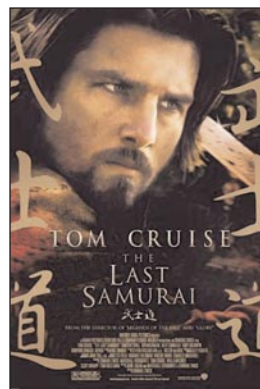
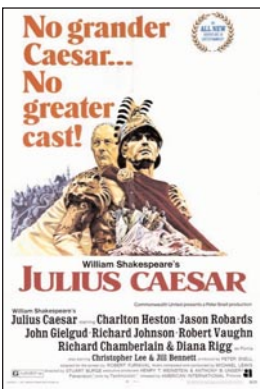
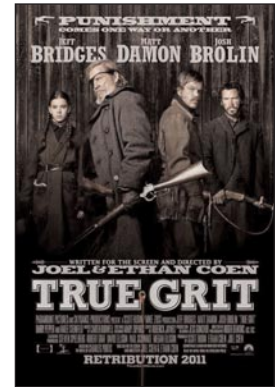
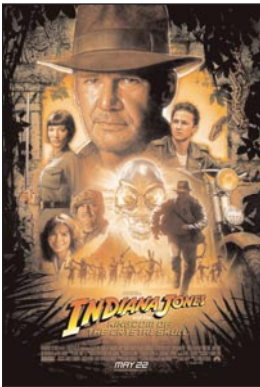
Criterion-on-Demand HIGH SCHOOL TITLES



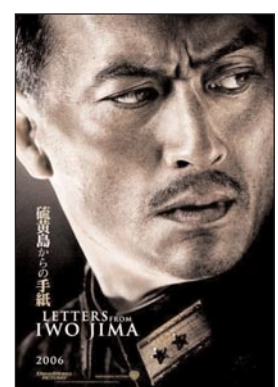
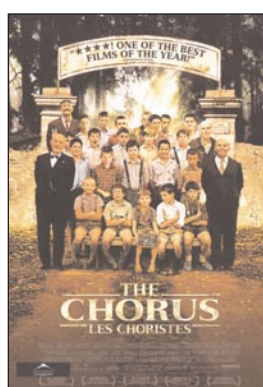
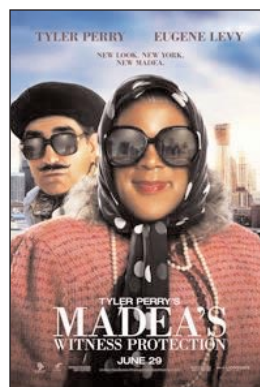
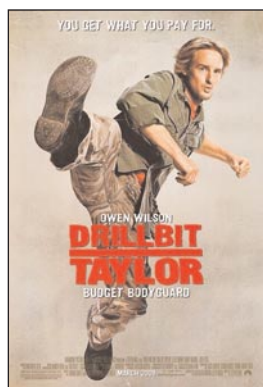
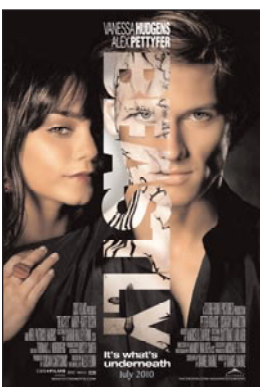
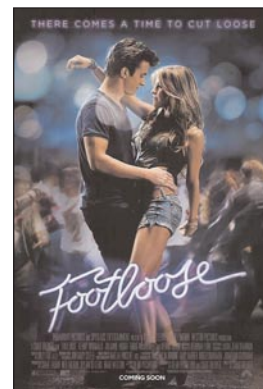
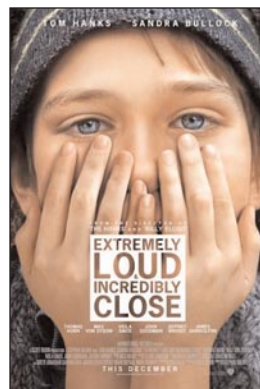
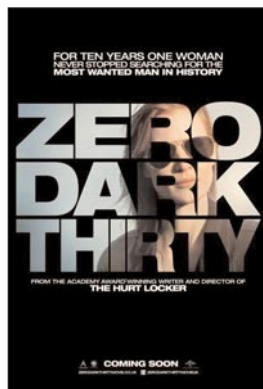
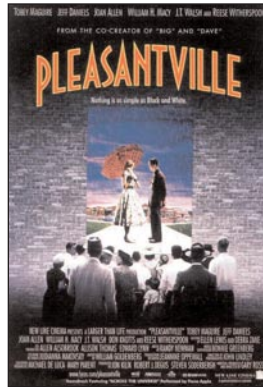
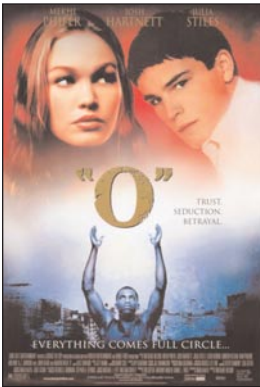
Criterion-on-Demand HIGH SCHOOL TITLES



Criterion-on-Demand HIGH SCHOOL TITLES

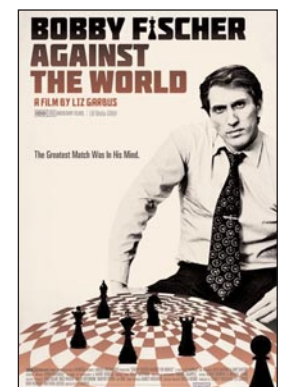
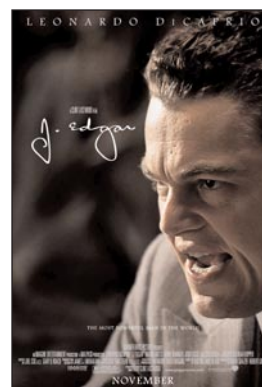
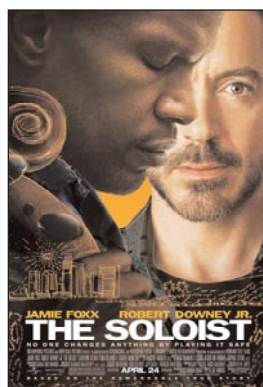
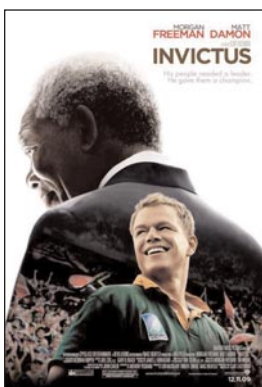
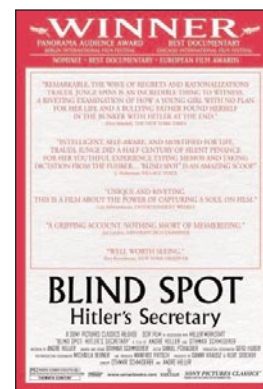
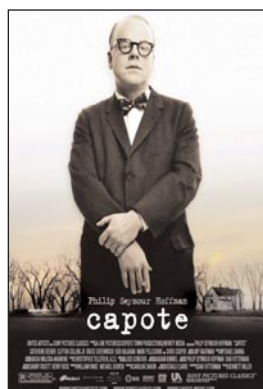
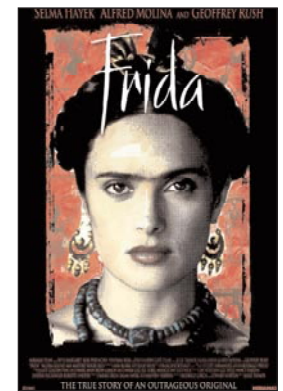
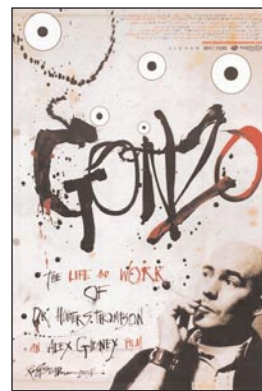
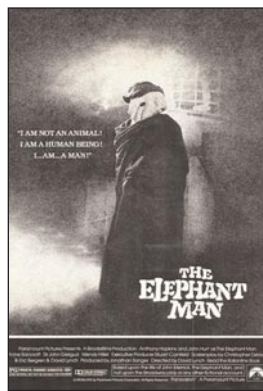
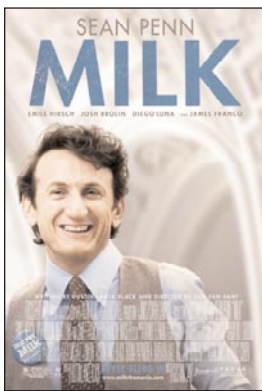
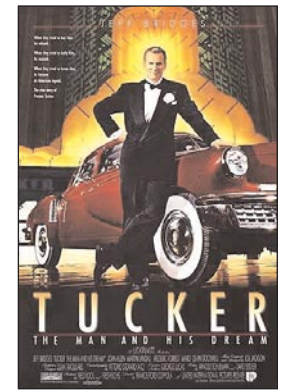
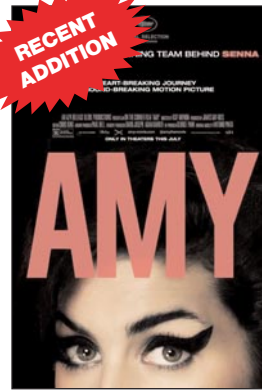
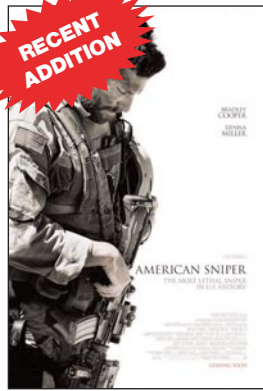


Criterion-on-Demand HIGH SCHOOL TITLES

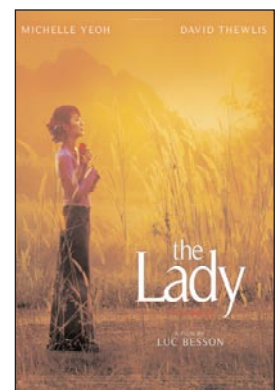
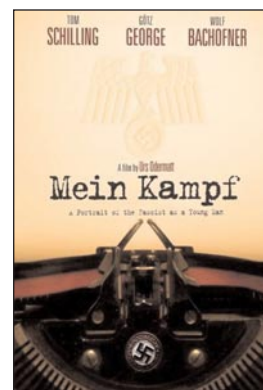
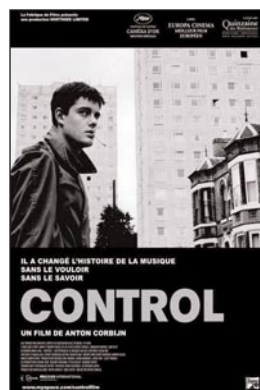
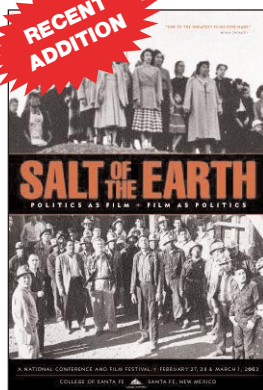
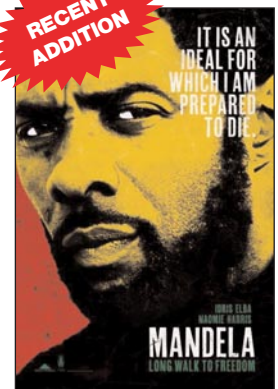
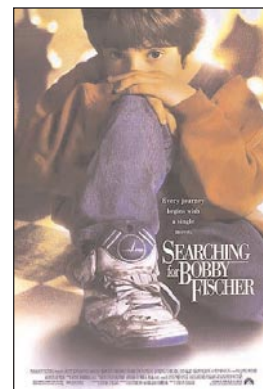
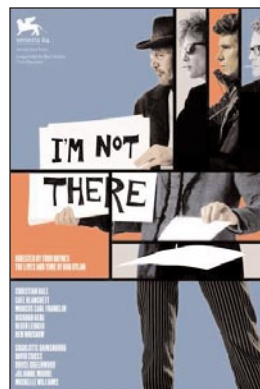
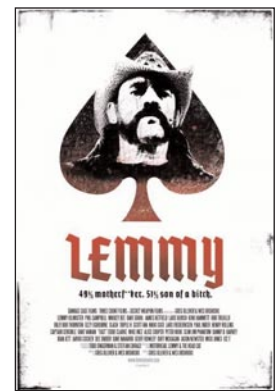
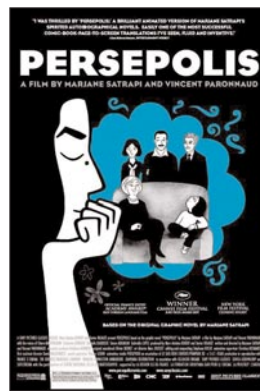
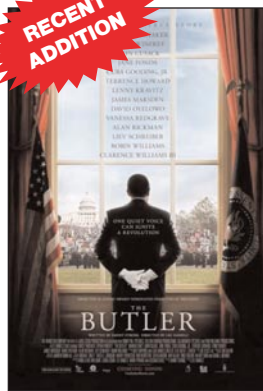
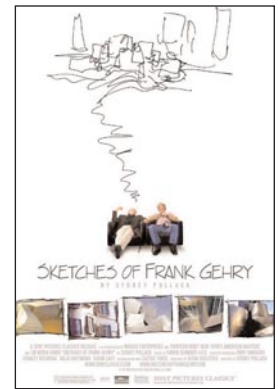
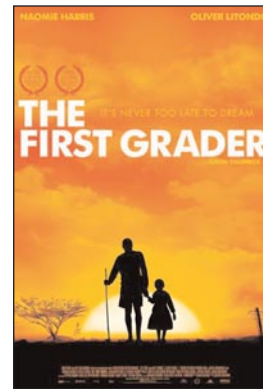
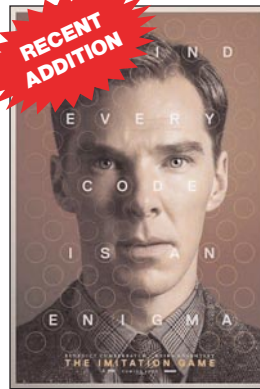


RECENT
ADDITION

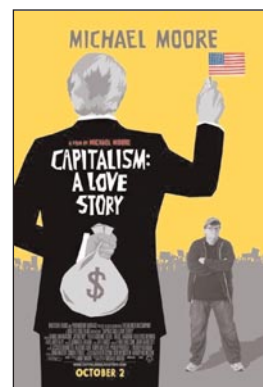
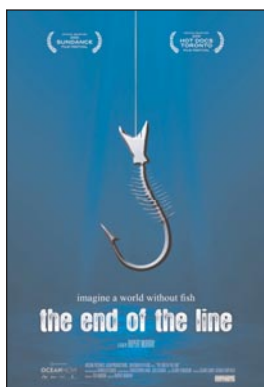
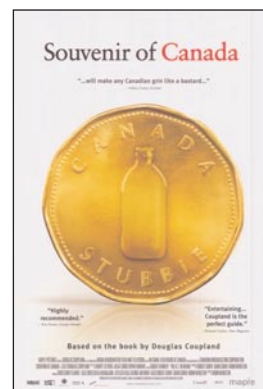
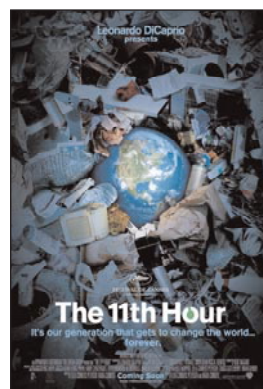
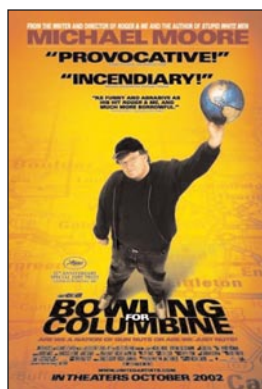
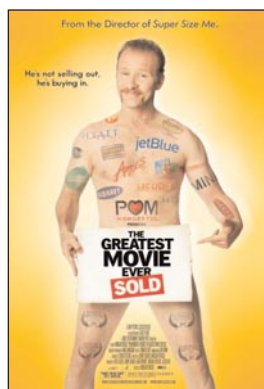
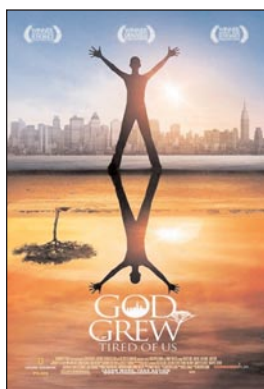
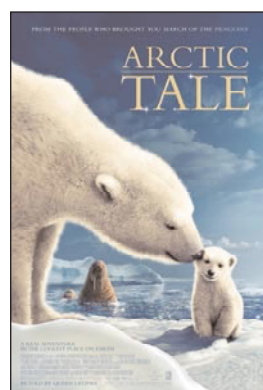
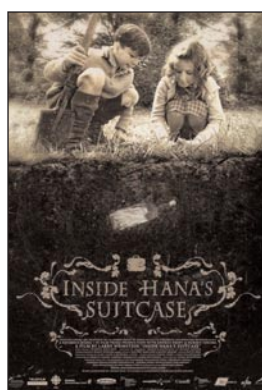
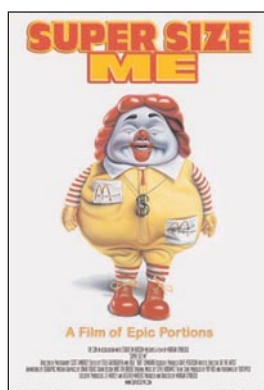
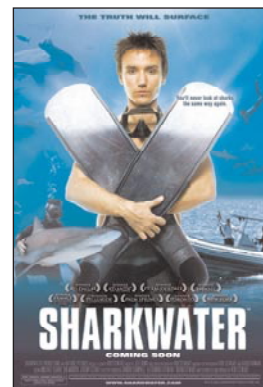
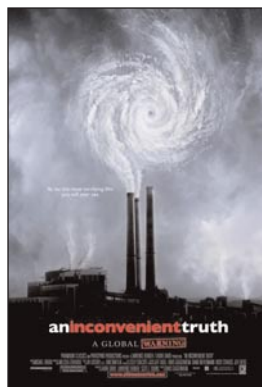
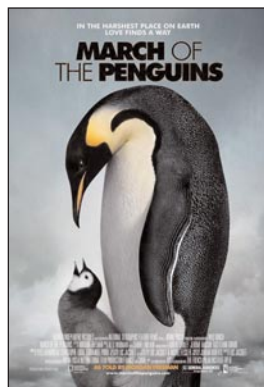
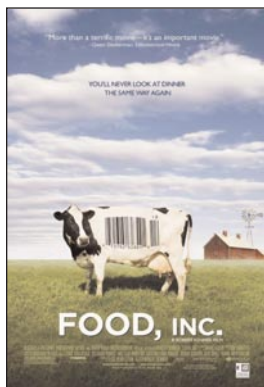
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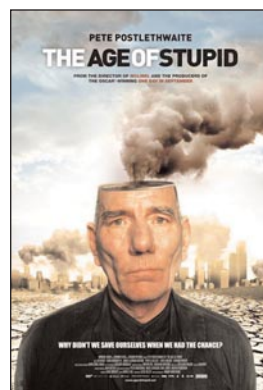
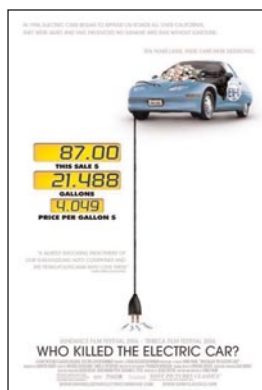
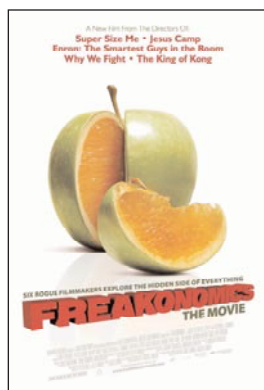
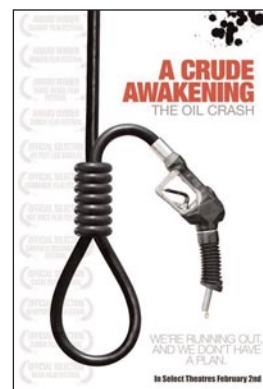
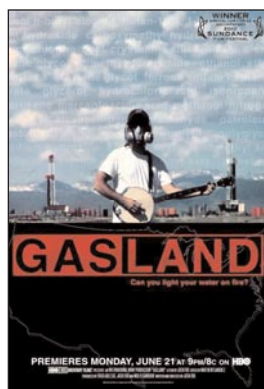
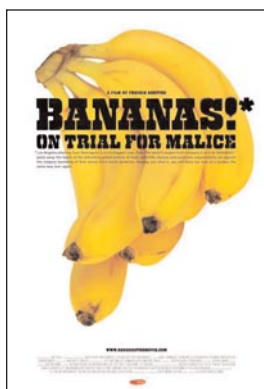
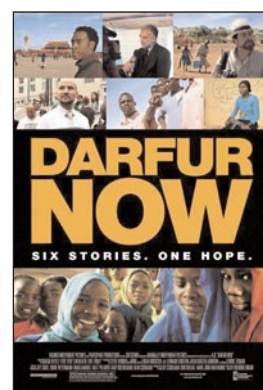
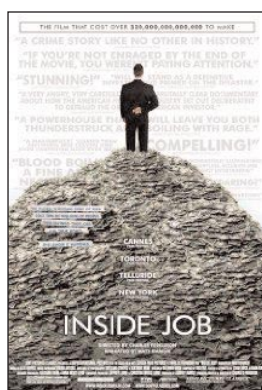
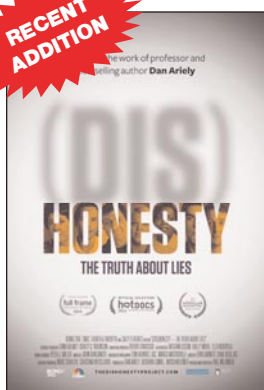
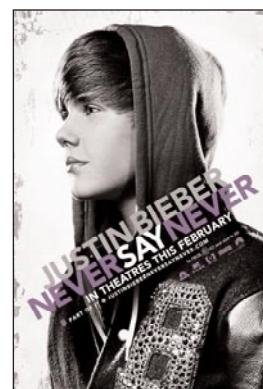
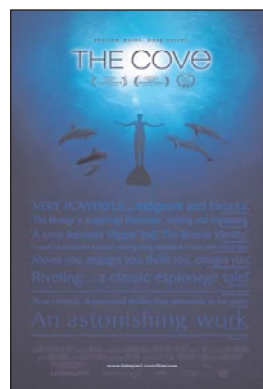
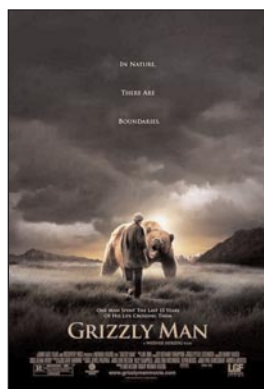
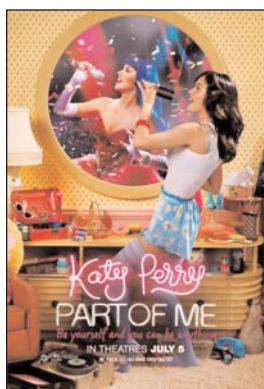
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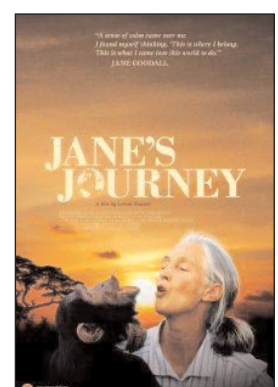
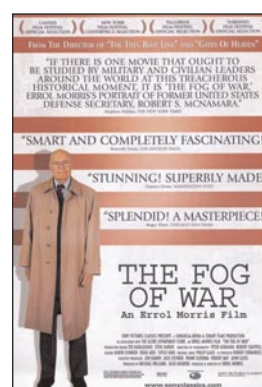
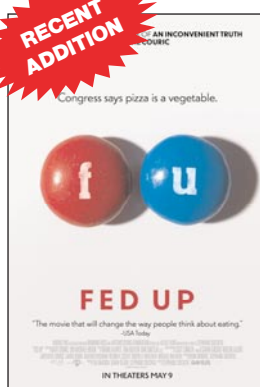
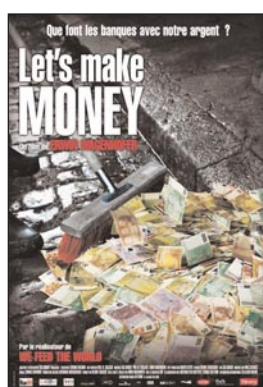
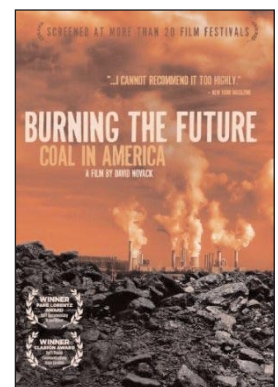
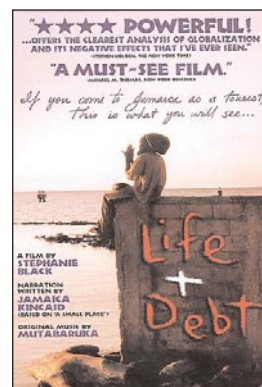
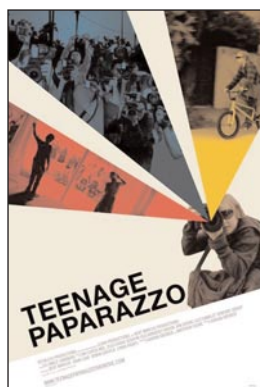
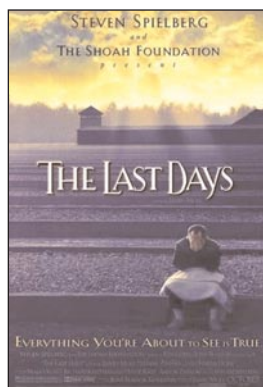
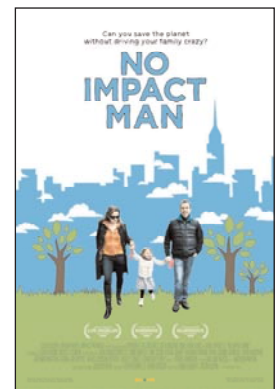
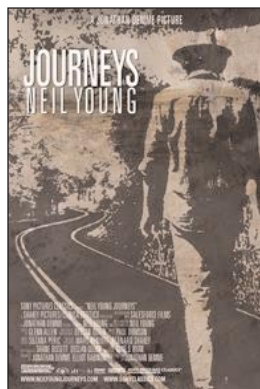
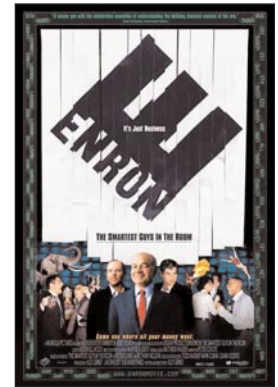
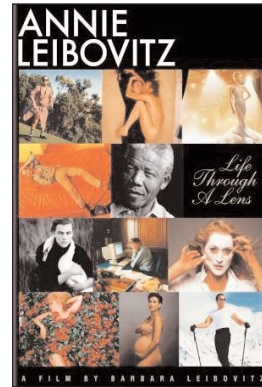
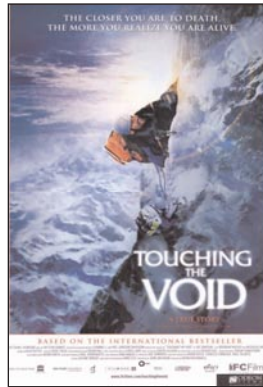
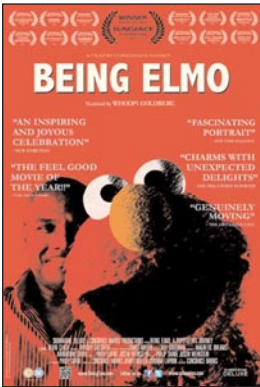
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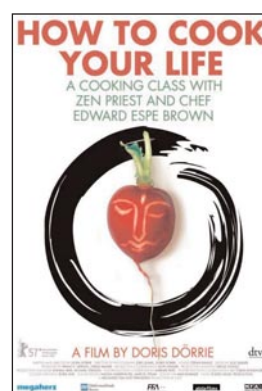
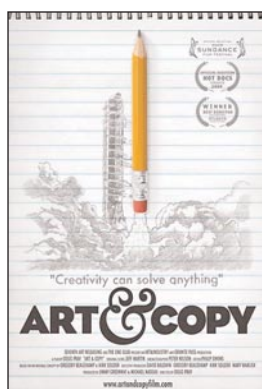
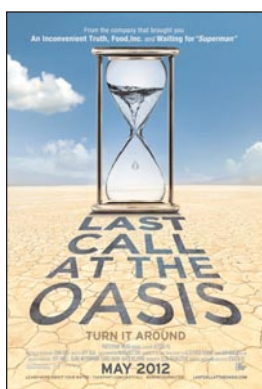
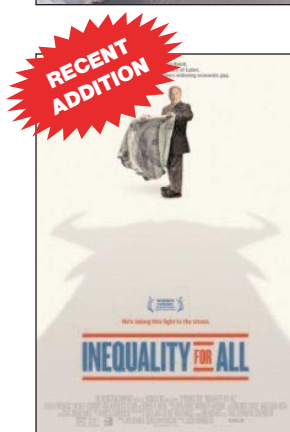
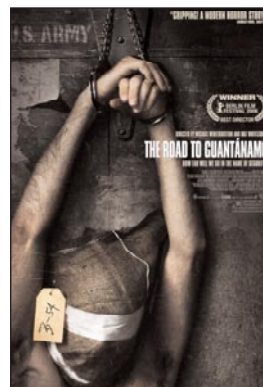
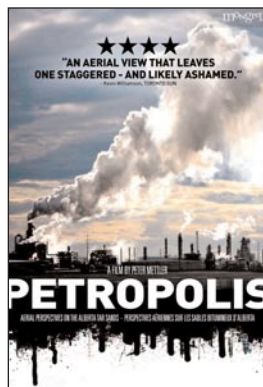
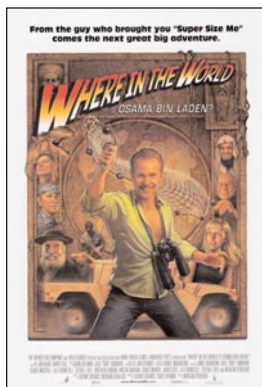
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