

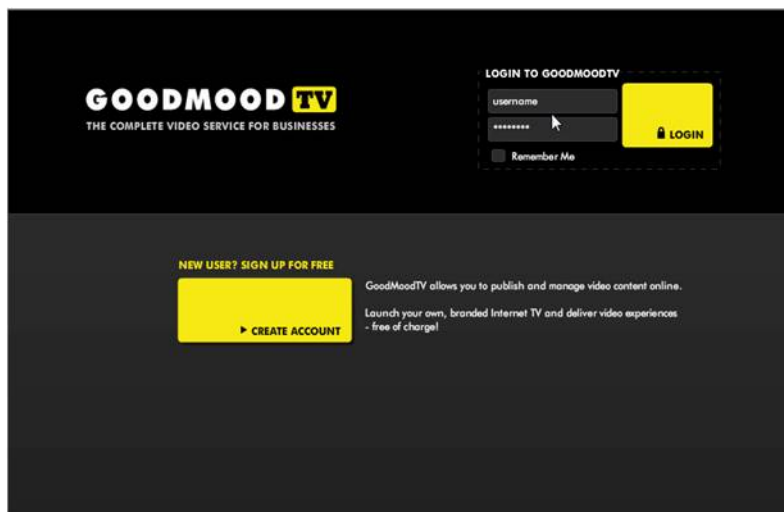


SUPPORT / MANUAL

INTRODUCTION

GoodMoodTV enables the creation of branded Internet TV stations, as well as the management and delivery of all your video content. GoodMoodTV is an online toolkit developed for a business environment, but useable by consumers too. The service's extensive feature set helps companies join the large number of pioneering businesses who are driving brand awareness, loyalty, and ultimately additional business by delivering high quality, professional and entertaining video content, to feed the seemingly insatiable demand by end-users for content based on moving images.

1.1 Creating an account and Signing in



Go to <http://www.goodmoodtv.com> and click the Create account, Create one here! button in the top right of the screen. Fill in all the fields and choose a language. Click Create account. Now you can login to the GoodMoodTV service by filling in the Login and Password fields, and clicking on the Login.



In the top right corner of the home page there is a My Account tab, from where you can review and update your account information. Help will give you practical guidance, and Log out will exit the service.

The top left box contains the TV tasks section where you can start to build your Internet TV service.

To the right you can see the ten most recent Internet TV stations from your GoodMoodTV account.

Remember, you can create multiple stations and channels for one account. By clicking the My Internet TV tab you will see all your Internet TV stations.

At the top of the page there are the key central functions: My Internet TVs and Ad Library. From the Welcome tab (which also functions as a start page) you can see a summary of the usage statistics for your account.

In the bottom left corner you will see a Details box containing information on the Internet TV station, channel or video that is currently being watched. While looking at the details of the video, you will see the video itself. You can view the video by clicking the play sign visible on top of the video.

Please notice that initially, the account created does not yet include any Internet TV stations, channels or videos.

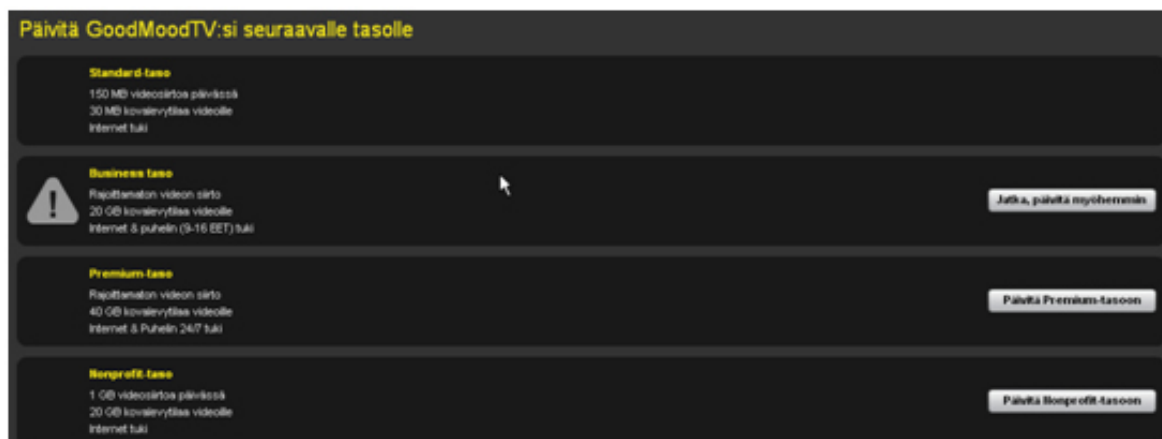


1.2 Editing the account and raising the service level

In order to edit the user information, login to the service and click the My account tab. Select Edit account from the Account Tasks bar on the right hand side. Make any changes and click Save. If you wish to change the password, choose Change password and make the changes. If you wish to delete your user account please send an e-mail to servicecenter@goodmood.fi

In order to add additional functionality, you will need to raise the current service level. Choose the Service information header and click Upgrade. Select the appropriate service level from the four options. The options are Standard, Business, Premium and Non-profit. More detailed information of the service levels can be found in the GoodMoodTV service description, available on-line.

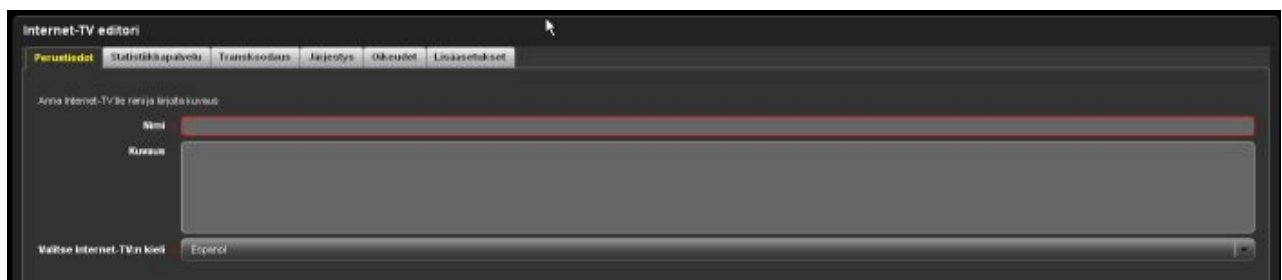
While updating the level, check the contact information and modify it if needed. GoodMood customer service will contact you and you will receive the required upgrade information by e-mail.





CREATING AN INTERNET TV STATION

Create a new Internet TV Station by clicking the New Internet TV button in the TV tasks panel. Fill in the Name and the Description fields and choose the language for your Internet TV Station. Add any information you wish to the description field about your Internet TV station, as a future aide memoire. The description will not appear in public and will only show up in the Details box

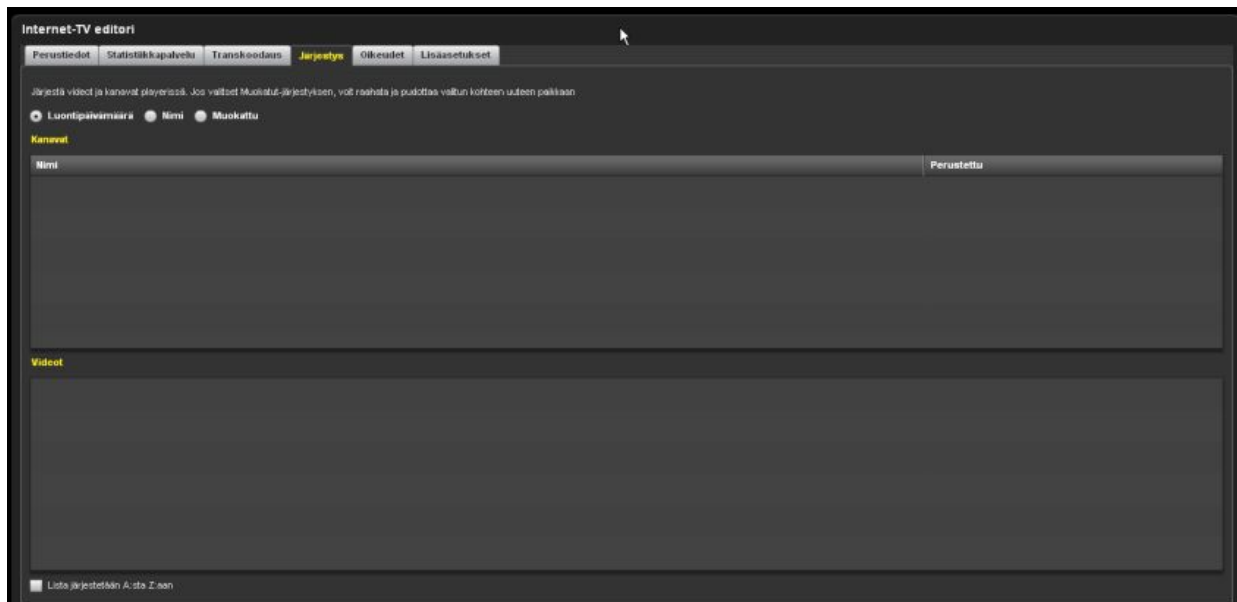


GoodMoodTV plays video in Adobe Flash format. All videos will be automatically transcoded into that format. In the Transcoding tab you can choose the transcoding profile to encode your video content into the optimal format. To the left you can see available profiles, and to the right, the profile properties.



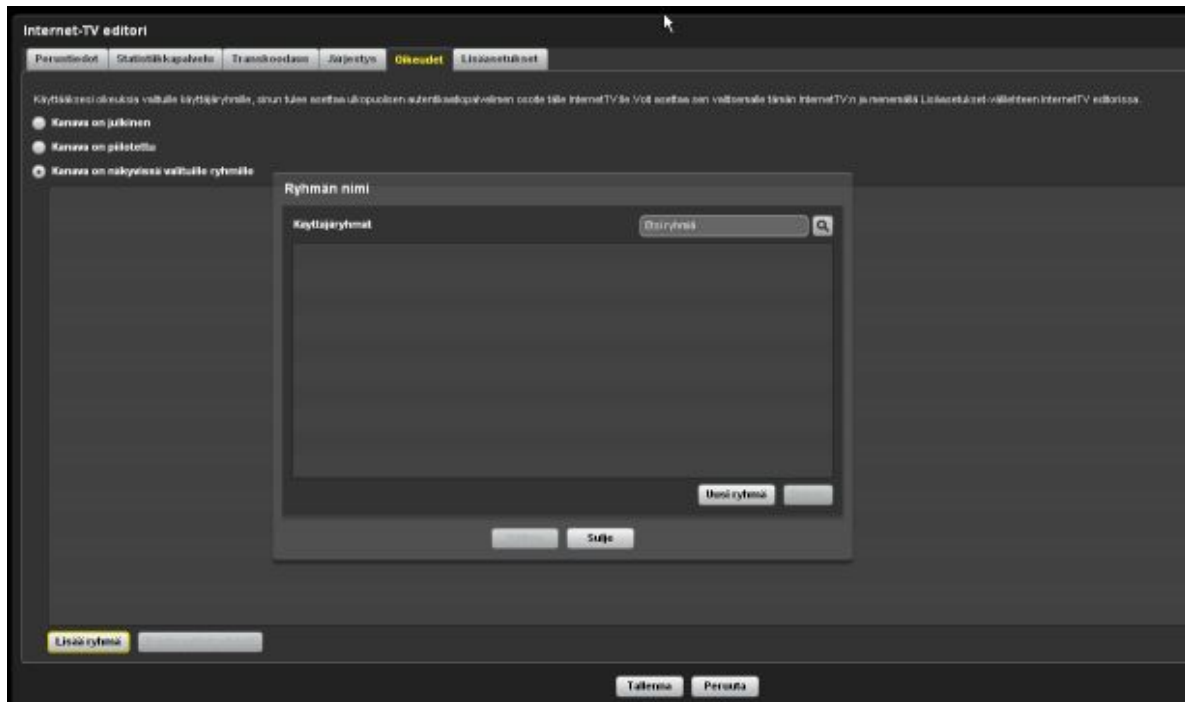


From the Sorting tab you can organise your video content and channels in the player. Videos can be organised according to name or creation date. The videos may also be organised any way you like from the Custom menu where you can drag and drop the target to the desired spot. If the Internet TV station does not yet contain any video or channels you can return to organise the content later. You may also choose the Sorting tab while adding the channels in Channel editor.



From the Permissions tab you may choose whether you want the channel to be public, hidden or visible to selected groups. If you wish the channel to be visible for selected groups there are two ways to determine which users can view a specific Internet TV station.

1. **Remote authentication server** - set the remote authentication server's url in the Advanced tab. Add the selected groups from the Add groups button. A New Group name window will open up in the screen. Click the New group button and enter the group name in the line reserved for that. To save the group click Ok. Please note that the groups need to be set and named in the remote authentication server - the groups cannot be directly created using GoodMoodTV.
2. **Password authentication** – The viewer needs to enter the correct password in order to get access to the Internet TV. Set the password in the Advanced tab.



2.1 Statistics service

The Statistics service tab allows you to integrate external statistic services with GoodMoodTV. Currently supported formats are Snoobi and Google Analytics. In order to collect information through these services write the tracking code to the box below and click Save. It is possible to integrate both services simultaneously into GoodMoodTV.





2.1.1. Snoobi

With your Snoobi account details, a tracking code can be created at the address: <http://www2.snoobi.com/showTrackingScript.php>.

The code will be as follows: `<!-- BEGIN Snoobi v1.4 --> <script type="text/javascript" src="http://eu1.snoobi.com/snoop.php?tili=corporatename_com"> </script> <!-- END Snoobi v1.4 -->` Replace the `corporatename_com` section by the name of your Snoobi account. The most reliable way of verifying the name of the account is to look at your original order verification e-mail or by calling Snoobi's customer service.

The Snoobi tracking service will start as soon as the Snoobi code has been added to GoodMoodTV's Statistic service and the next video is watched on your Internet TV station.

More detailed information on Snoobi can be found at: <http://support.snoobi.com/installation>

2.1.2. Google Analytics

The tracking code can be found by logging in to the service and by choosing the profile which you want to track. First choose Edit from the Profile's Settings column. Then choose the Check status button from the profile's information section. Copy the code from the field The code will be as follows: `<script type="text/javascript"> var gajsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www."); document.write(unescape("%3Cscript src=" + gajsHost + "google-analytics.com/ga.js" type='text/javascript'%3E%3C/script%3E")); </script><script type="text/javascript"> var pageTracker = _gat._getTracker("UA-xxxxxx-x"); pageTracker._initData(); pageTracker._trackPageview(); </script>`

Where "xxxxxx-x" is the account number of the company. The tracking service will start immediately and the information will be updated to the statistics in 24 hours. More detailed information on Google Analytics can be found at: <http://www.google.fi/support/googleanalytics/bin/answer.py?answer=55603>



2.2 Embedding your Internet TV station in an HTML page



Click the Embed button in the Task panel. Copy the text in the upper grey box into your Internet page's <HEAD> part, the text in the middle box to your page's <BODY> part, and the text in the lowest box before your page's <



<BODY> tag.

At the top of the page there is a direct link to your web video page. It is not necessary to add it into your Internet page. If you wish you can, for example, deploy it through e-mail.

With customised players, you can set the player and video sizes by editing the player properties. Set the optimal width and height for the player and for the videos. You may also set a background colour for the player.

2.3 Preview



From the Preview button it is possible to preview how your Internet TV station will appear. The preview screen will open up in a new browser window.



2.4 Editing an Internet TV station



If you wish to edit an Internet TV station choose the relevant station from My Internet TV stations and click the Edit button in the task panel. It is possible to edit the basic information: name, description and language. From the Statistics Service tab it is possible to add or remove the tracking codes and the Sorting tab allows you to change the order of the channels or the videos in Internet TV station.

2.5 Deleting an Internet TV station

If you wish to delete an Internet TV station click the Delete button and confirm the deletion by clicking the yes button in the resulting dialogue box.

2.6 GoodMoodTV player

All GoodMoodTV service levels include a default Internet TV player. As standard, the player cannot be customised or deleted. However GoodMood can provide customisation services at extra cost. In addition to Video timeline and sound controls the default player includes the following features as indicated by numbers in the following graphic:

1. Header - Displays the header of the selected Internet TV station
2. Rating - Viewers can rate the videos by awarding stars. The number after the stars indicates the number of votes.
3. Channels - Displays all channels containing video content.
4. Search - Viewers may search for video content within a specific Internet TV station with search words. The search results will show all videos whose name or description matches the search words.
5. Additional functionalities (embed video, tell a friend, metadata information)
 1. Embed video gives the user the flash embed code so that a video can be embedded in a web page of their choice.
 2. Tell a friend sends a direct link, by email, to the chosen video.
 3. Metadata information allows users to tag the video with description terms.
6. Full screen - Viewers may change the video size to full screen. In order to return to normal size click ESC from the key board.
7. Video listing - Viewers may choose the video listing method. The alternatives are parallel and one after another.



Controls (video timeline, sound and additional functionalities) disappear after the video begins to play. To activate them again move the cursor over the video playing. Note that the videos will not start automatically. To start the video click the Play button.

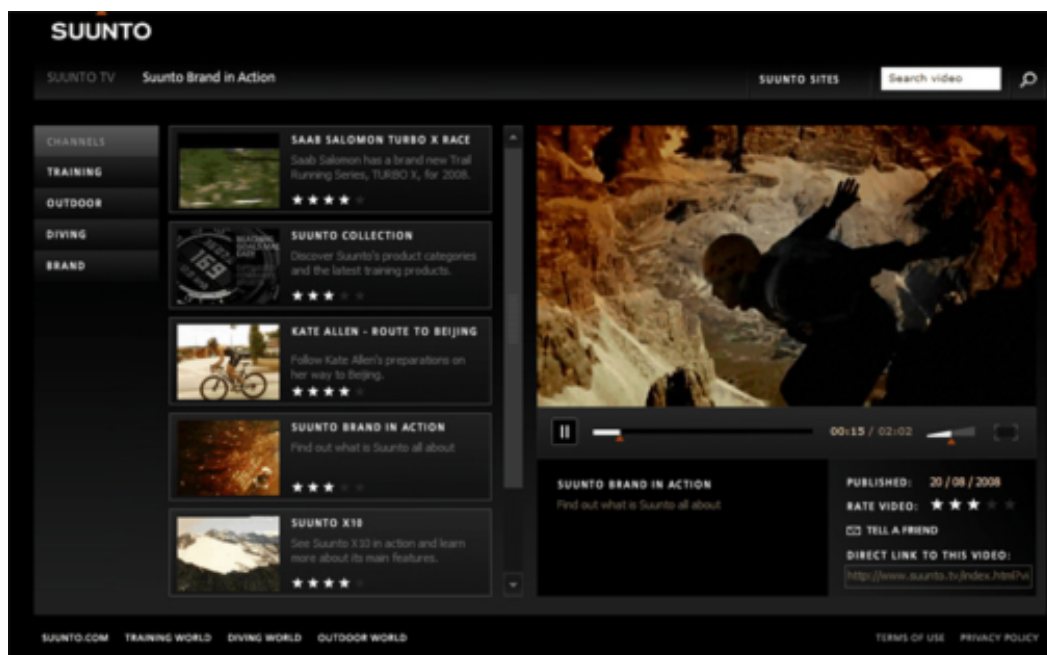




GoodMoodTV single video player GoodmoodTV's single video player is similar to the Internet TV station player, but it lacks header, rating, channels and search functionalities.



GoodMoodTV customised players Customised players can be added to GoodMoodTV, at additional cost. Customised players add extra functionality like support for user generated content, branded appearance and much more.

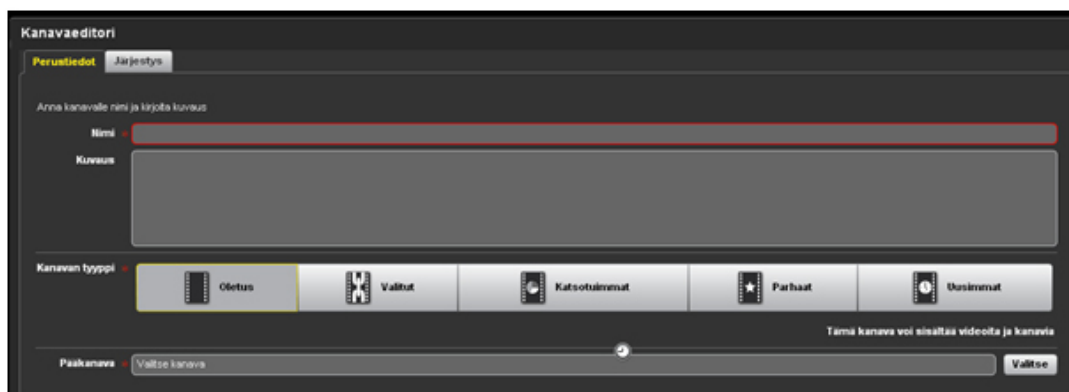




CREATING A CHANNEL



After creating an Internet TV station you can add channels to it by clicking the New channel button in the TV Tasks panel. Fill in the basic information in the Basics tab: at a minimum, the required fields of Name, Channel type and Parent channel, outlined in red.



There are five channel types:

3. **Default** – is as a default setting. It is possible to add under channels and video clips. It is also possible to determine the amount of the videos in the channel.
4. **Selected** – This channel type can contain links to video content another Internet TV or channel in elsewhere in the same user 's account. See the more detailed instructions of linking the videos at 4.4
5. **Most watched** - includes the most viewed videos of this Internet TV station
6. **Best rated** – the content in this channel is automatically generated by the server
7. **Latest videos** – this channel type lists the newest videos in this Internet TV channel. The content is automatically generated by the server.

Please note that if the channel type is 3, 4 or 5 the content cannot be changed as it is generated automatically based on video useage statistics.

From the parent channel it is possible to choose how the channel appears. A parent channel can be either the Internet TV station or another channel. Please note that the channel type of the parent channel must be set as Default.



In the description field you can add detailed information about the channel. The details will not appear in public on your Internet TV station but will appear in the Administration interface in the left corner Details box while the channel is open or being edited.

Channels and video content in the player can be organised from the Sorting tab, with videos listed according to name or created date. Video content can also be organised in any order from the Custom menu where you can drag and drop the target.

3.1 Editing the Channel



If you wish to edit the details of the channel, click the Edit channel button. You may edit the basic information of the channel; name, description or channel type. From the Sorting tab you can also change the order of the channels and the videos.

3.2 Copying and moving the channels



The channels can be copied or moved into another Internet TV station or channel in your user account. Click either Move or Copy in the Task bar. Then choose the target destination you wish to move or copy the channel to. You may also create a new Internet TV station or channel from the window that opens as a result of the Move or Copy action.

If you wish to move the channel into another channel's sub-channel make sure from the Channel editor that the parent channel type is set to Default. It is possible to add sub-channels only if the parent channel's type is set to default.

3.3 Deleting a Channel



If you wish to delete the channel click the Delete channel button and confirm the deletion by clicking the Yes button from the dialogue box.





ADDING VIDEO



Add video content by clicking the tasks panel's New video button. Fill in the basic information in the Basic tab. At the very least, complete the red-outlined fields of Name, Channel type and Parent channel.

The text in the name and the description fields will appear in the background information of the video. Choose which channel to locate the video. From the Video genre box, select the genre descriptor that best describes the video. This is very important if you want to use Ad Library functionality, since the genre descriptor determines which commercials will be associated with which videos.

In the Key words field add some keywords for the video. This allows easy search for users.

From the videos field you may browse your computer or network in order to locate and then add a video. The supported formats are avi, mpg, wmv, mov, 3gp and flv. The videos will be automatically converted into Flash video.

NOTE! If you're adding a Flash-video, and your FLV video is already encoded to your desired size and quality you have the option of disabling the GoodMoodTV's automatic transcoding to avoid degradation of video quality.



4.1 Video types

There are three video types; 1. Video (recorded clip), 2. External video and 3. Live (see chapter 8 Live). External video is a video that is not uploaded to GoodMoodTV but to an external server. When external video is selected from the drop down menu, a link address is required. Note that the external video should be in a format that GoodMoodTV video player can play (typically Flash video).

4.2 Email upload

You may upload videos by sending them to your account's own email box. Videos sent to the box will be automatically added to the channel in question. Open the Internet TV station and the channel into which you wish to add the videos. Click the Email upload button. Determine how the email or its sender will be verified.



The alternatives are:

1. No authentication - All email to channel's mailbox are accepted.
2. Password protected - Authentication is via a password which must be included in the email. Enter the password in the grey field which appears when you select this upload method.
3. Selected senders - Only selected senders can send content to the email box. Enter a list of senders' email addresses in the grey box which appears and separate the sender addresses with commas.

The email must contain sender password identification (if selected), video details and the video file as an attachment. Video details contain video description, genre, keywords and so forth. The requirement for sender validation is determined according to the authentication method chosen.

Sender identification and video details (excluding video name) must be added to email's body sector. The video's name must be set as the message title. If the title is left empty, the video name will be "videoemail". If the channel contains already a video with similar name, "{N}" will be added to the end of the name. The N represents the first free number, starting from 1.

The attached video file must be in one of our supported formats in order to complete transcoding. Sender identification and video details should to be sent in the following format: pass=123245 desc=description genre= News and Politics keywords=key1, key2, key3

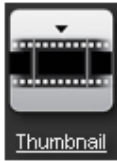
Information must always be presented in key-value pairs (e.g. "pass" and "12345"). Key-value pairs are not case sensitive; however the values will be saved exactly as written.

For the key-value pairs called "keywords", multiple values should be separated with commas. If you need to use the characters ":" or "=", they must be presented in the form of "\:" or "\=". If the value is presented in more than in one row, the row must finish with the sign "\" as follows:

desc= In this video we are on holiday in Sweden with the \ family. During the vacation... genre=Travel&EventsEach channel's email box will appear at the bottom of the Email upload page.



4.3 Thumbnails



During transcoding a small thumbnail picture will be created automatically for each video. The thumbnail will appear in the Internet TV station in the video information box.

It is also possible to download any picture from your computer or network, and set it as a thumbnail picture. The picture must be a JPG file.

Alternatively, you can create a thumbnail directly from the video content. Use the arrow key to browse the video and to choose the picture. It is possible to determine the thumbnail's width and from that the height will be automatically calculated.

4.4 Embedding the Video in an HTML page



Click the Embed button in the Tasks panel. Copy the text in the upper grey box into your Internet page's HEAD part, the text in the middle box to your page's BODY part, and the text in the lowest box before your page's /BODY tag.

At the top of the page there is a direct link to the video. Whilst it is not necessary to use the link to add the video to your Internet page, you can, for example, deploy it through e-mail. If you have a customised player, you can determine the player size by editing the player properties. Set the desired width and height.

4.5 Editing video details



If you wish to edit the details of the video click the Edit video button. You can edit the basic information on the video or the publishing time from the Publishing tab.

You may also update or replace the video file without changing the original link or other details related to the video. Select the new video from your computer in the lowest, Video bar.



4.6 Linking the video



Choose the video that you wish to link and click the Create Link button. Choose the channel to which you want to link the video. Please note that the channel type must be Selected in order to add links to it.

If needed, a new channel or sub-channel can be created using the window that opens up in the linking process. When creating a new channel return to link the video from the Create link button. Please note that if the original video is deleted the link also disappears.

4.7 Copying and moving Video



Videos can be copied or moved into another Internet TV station, channel or sub-channel. Click either Move or Copy in the Task bar. Then choose the target destination for the video. You may also create a new Internet TV station or channel in the window that opens in consequence of the move / copy action.

4.8 Deleting a video



When you wish to delete a video, click the Delete button and confirm the deletion by clicking the Yes button from the dialogue box that opens.

4.9 Download video

When you wish to download a video, click the Download button.



AD LIBRARY

GoodMoodTV includes video advertising management enabling the placement of video ads in content videos. It is possible to target ads according to the actual content of the video based on the available metadata information. Please note that video advertising management is only available on our paid service levels.

Ad Library functionality is made up of two parts:

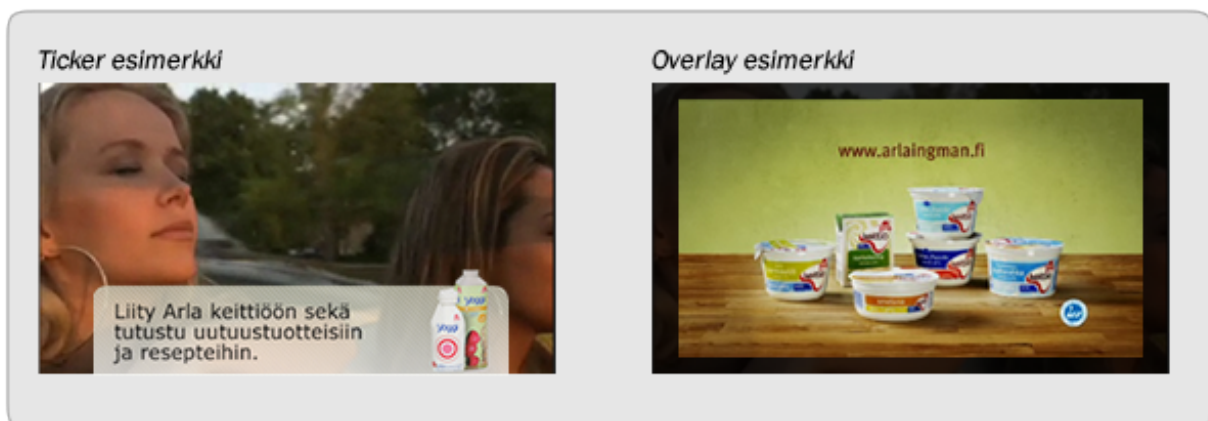
- Creating an ad, where the video commercial is added
- Ad Rules, which determine where and how often the ads will appear.

5.1 Ad types

GoodMoodTV includes a range of ad types that various customer groups can choose from. The ads are viewable based on genre and keyword information; this enables targeted campaigns, whose success can be verified with detailed statistics. The ad types are overlay, overlay and ticker, pre-roll, post-roll and mid-roll. The look and feel of these ad types may vary based on the campaign requirements.

5.1.1. Ticker and Overlay

Overlay ads are displayed on top of the content videos. When the user clicks the ticker ad during a content video, the content video stops and the video ad opens up on top of the content video. You can also link to advertiser page from the ad video. When the user closes the ad video, the content video continues from the same point where it left off. The ad can also be a pure ticker ad, allowing the advertiser link without an ad video.

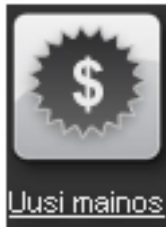




5.1.2. Pre-roll, Post-roll and Mid-roll

Pre-roll video ads are displayed before the content video. Post-roll is displayed after the content video. Mid-roll video ads are played in the content. You can adjust the intervals of mid-roll ads to determine how often the ad content is presented. Mid-roll is well suited for long-form video content, for example in TV-program or film style video. Pre- and post-roll is suited to shorter information or music video style content. These ad types can include a link to advertiser page from the ad video. When the user closes the ad video, the content video continues from the same point where it left off. Players may have customer specific variations but usually the user can either skip the ad video by choosing some content video, or be forced to watch the ad before moving on to the main content.

5.2 Adding video adverts



In the Ad Library tab task panel choose the New Ad button. Fill in the information in the Ad Editor. Obligatory fields are Name, Ad type, and Video and/or Ticker image depending on the Ad type chosen. Download the video and/or ticker by clicking the Select button and browsing your computer or network in order to locate and then add a video. The supported formats are avi, mpg, wmv, mov, 3gp and flv and the videos will be automatically converted into Flash video.

Other fields are Description, Notes and Click/URL tag where it is possible to add a link/Internet address. This can route viewers to, for example, the campaign pages.



From the publishing tab you may determine the video genres and the Internet TV stations where you want the ad to be shown. Set the valid time for the video by setting the start and end dates. You should also set the limit of how many times you want the ad to be displayed.

Please notice that ads will be targeted according to video genres. When adding content video you should always choose the appropriate genre(s) for the content. These genres will be the same as the ones in the Ad Library so the ads will appear in the chosen Internet TV station in the correct content videos.

Please note that when you are adding videos, ensure you check the "Ads can be displayed while watching the video" check-box in the Video editor's Basic Information screen. It is checked as a default, so if you do not wish to have ads with particular videos, change the default setting.



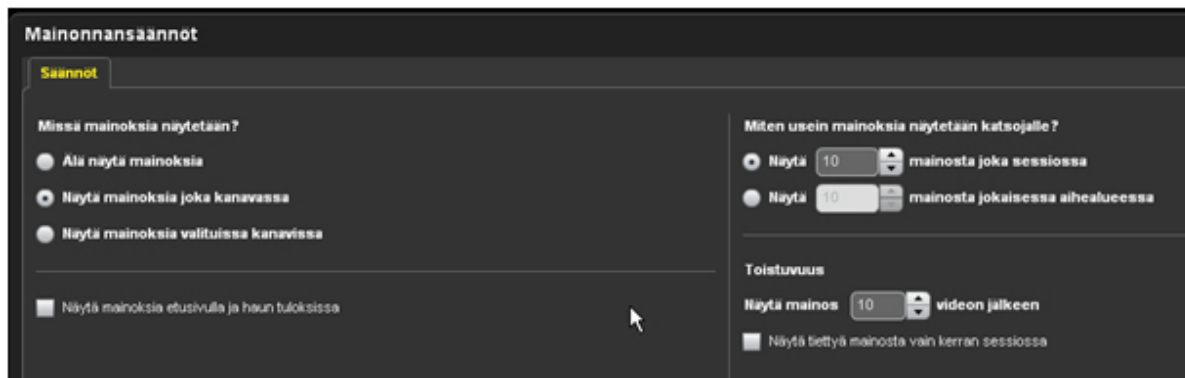
5.2 Ad Rules



The ad publisher controls the ad frequency and visibility in selected channels with the Rules tool in the administration interface.

Choose the Ad rules button which appears in the TV Task panel. Ad Rules allow you to determine where the ads are displayed. The alternatives are “Do not display ads”, “Display ads in every channel” and “Display ads in selected channels”. If you wish to determine the channels yourself, select the last option. Choose the target Internet TV station(s) and channels from the menu that opens below. If you wish to show the ads on the front page and the search results check the relevant box.

In addition, you can decide how often the ads are displayed and the ad frequency. If you want the ads to be shown only once in a session check the box in question.



Configure ad type display times and more on Ad Rules in Video – tab. You can define at which point in time there is an ad, for how long and how often the ad is displayed.



STATISTICS

Statistics



Statistics for every Internet TV station channel and video can be displayed by clicking the Tasks panel's Statistics button. Control the time period viewed by changing the Beginning and the End times.



The statistics reports enable you to see the results by videos' Hits and Delivered megabytes or by summing all the statistics in the Videos tab. If you wish to have more statistics, please see chapter 2 "Creating an Internet TV Station" and learn how to integrate third party statistics services to GoodMoodTV.

While examining the statistics from the Ad Library tab the results reflect the ad videos' statistics.

Statistics is updated every 24h.



METADATA

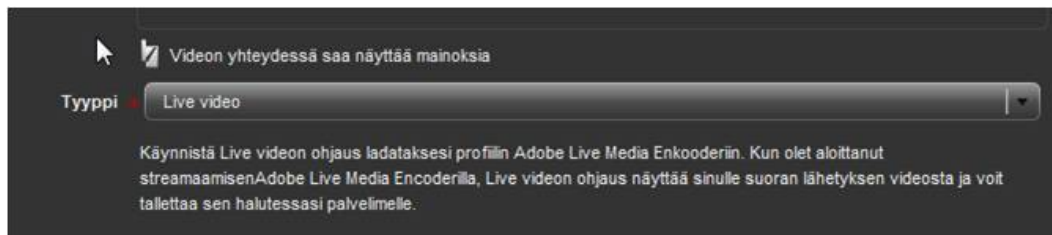


Metadata functionality enables specific customized additions to the content management. Please notice that only customized players support the Metadata functionality and therefore it is not possible to utilize the feature with default players.



LIVE

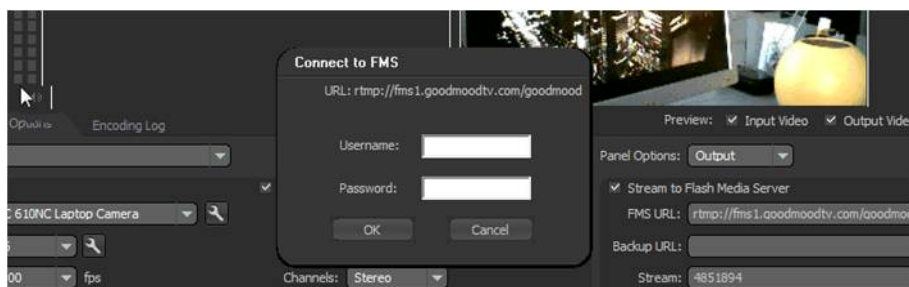
1. Log in to GoodMoodTV administrator interface
2. Select New Video. Set video name, description and other required information. For video type, select Live and click Save to return to the list view. Please note that Live-feature is available only on our paid service levels.



3. When the new live video is activated in the list view, select Live Video Controller.
4. Select a most suitable profile from the drop down menu. Each profile defines video bitrate, size etc. Download the selected profile by clicking Download.



5. Launch Adobe Flash Live Encoder and make sure that your camera is correctly connected. Click File from the Encoder menu, select Open and choose the profile file you just downloaded. The profile file sets correct settings for the live broadcast. If necessary, you can still edit the settings other the FMS URL field. Adobes Flash Live Encoder can be downloaded at <http://www.adobe.com/products/flashmediaserver/flashmediaencoder/>
6. Click Start in the encoder and type your GoodMoodTV administrator account username and password to the pop up window.





7. Live broadcast is now visible on the Live Video Controller page and on the selected Internet TV channel. You can start archiving by clicking Record. Recording can be paused by clicking Pause. When clicked again, recording continues.

8. Recording is stopped by clicking Stop. The finished recorded video is automatically visible in the same channel with the live broadcast. The recorded video name is the live video name and number. All recorded video information can normally be edited. Set thumbnail for recorded video by selecting Thumbnail and by selecting a suitable frame in the video content or by uploading any picture.

9. Live broadcast continues and is visible in the Internet TV or player, until the encoder is stopped.

Notes:

- If your account does not have the Internet TV product, you can copy the live video public address and player code by selecting Embed.

The recording supports only VP6 codec.