



## A USER GUIDE TO PROGRAMBUYER.COM

Click on the PROGRAMBUYER logo to return to the Home Page at any time.

### **SEARCHING:**

- 'NEW THIS MONTH' - Search for any programs recently added to PB.
- 'GENRES' – Search by specific genres across all Distributor catalogues. User can further refine the search to specific subgenres.
- 'DISTRIBUTOR' - Search for programming from a specific Distributor's catalogue. Click on the Distributor tab and choose from pull-down menu.
- 'KEYWORD SEARCH' – Box on right-hand side of the screen - Search using specific keywords that appear in the title or synopsis of a program.
- 'ADVANCED SEARCH' - Buyers can further refine their search by the following criteria;
  - Production Year
  - Format
  - Slot Time
  - Country of Origin
  - Producer
  - Distributor
  - Commissioning Broadcaster
  - Talent
  - Language Versions
  -

Note on any pull-down options, for fast access type the name of the Producer or Country or Distributor in the blank box.

INDIVIDUAL PROGRAM PAGES – User can also search from individual pages, click on any metadata in orange and it will search that criteria.

### **HOME PAGE:**

Search and Discovery - Buyers will be guided by their previous search history and specific registered genres. This will come up under RECOMMENDED BASED ON YOUR GENRES/SEARCHES.

Rotating banner, an opportunity for advertising - please contact our team.

### **SCREENING:**

Click onto individual Program icons to see the full metadata, synopsis and program screener of a completed episode of each individual Program listed.

On the toolbar below each screener Buyers can;

- Add program to Screening List to review later, User can add as many as they want.
- Add program to Basket to receive more information on the title directly from the Distributor. Go to the Basket to process.
- Share tab - Send a link to the screener to a colleague who is also registered with PB.
- Leave feedback for the seller via an email
- Print details on the program

### **CONTACT SELLER (Basket):**

Buyers may add as many titles as they wish to their basket. Buyers can click the 'contact seller' button, and each Distributor will receive an email regarding only their programming. The Distributor may then follow up with the buyer offline on any information requests. Deals are negotiated directly between buyer and seller.

### **NEWSFEED**

- **Buyer News** - Buyers can post any news, for example, company news, programming wish lists and slot requirements, directly on the newsfeed. Users will be posting under their PB profile.

- **Seller News** – Sellers can post programming news, company newsletter and any relevant sales/news stories. Sellers will be posting under their PB profile.

- **PB** – Will regularly post news, and highlight programming on the site, and will be issuing a quarterly newsletter.

### **PROFILE**

This can be changed at any time, passwords reset and profile images updated.