

NAVY MOTION PICTURE SERVICE (NMPS)

NDVD MANAGEMENT GUIDE

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Chapter 1: Introduction to Navy Motion Picture Service

1.1 What is the Navy Motion Picture Service?

The Navy Motion Picture Service (NMPS) (N923A) is part of the Entertainment Services Branch (N923) and is the designated cognizant authority for the operation of the worldwide movie program. NMPS has been serving the fleet since 1920 and now supplies motion picture entertainment on two formats, Digital Cinema Package (DCP – this format is used exclusively at Category C Movie Programs) and encrypted DVD (NDVD), to about 850 afloat and shore commands in more than 70 countries. All personnel eligible to use MWR facilities are authorized to watch NMPS movies. NMPS is a popular, high-profile entertainment program and an integral part of the Navy's effort to maintain and improve the morale of military personnel and their families around the world.

The operative Navy instruction governing this program is CNICINST 1710.3, Operation of Morale, Welfare and Recreation Programs, Chapter 14, and any other guidance provided by N923A. You should become familiar with its contents and requirements and maintain a copy in your administrative files and at each movie exhibition site. It is important to know that violations of federal copyright regulations and/or contracts between the Navy and the movie studios may jeopardize the entire movie program and result in civil, criminal and/or Uniform Code of Military Justice (UCMJ) penalties. You can find the CNICINST 1710.3 NMPS chapter in the MWR e-Library Guidance folder.

1.2 What is the Navy's Encrypted DVD Program?

The Navy's Encrypted DVD Program is a Category A program that provides entertainment movies to the fleet and deployed forces, and shore commands. These movies are provided on an encrypted DVD format that will only play on NMPS NDVD players. The NMPS NDVD players are designed to only play NDVDs and can only be obtained through NMPS. Aboard ships, no movies other than those provided by NMPS or Armed Forces Radio and Television Service (AFRTS) will be shown on SITE-CCTV or CASI systems. At shore installations, only NDVD movies may be shown at any public settings, such as base theaters, and Liberty, Recreation, Community, Child and Youth and Teen Centers. NMPS movies are licensed only for eligible military patrons, including family members, retirees and personnel authorized to use MWR facilities. These movies are not authorized for use off base.

Use of NDVDs in quarters on a standalone player is considered "private use" and not authorized. Violations of this restriction can put your program and the entire Navy in violation of U.S. copyright laws. Your local program can be terminated or suspended if found in violation of Navy instructions or U.S. copyright laws.

Movies that are obtained by retail outlets and/or electronic means grant licenses for private use only. Those movies are restricted to in-quarters use and must not be shown publicly. Exhibition or shipboard broadcast via SITE TV or any other means of movies in any format other than formats issued by NMPS is prohibited.

All NDVD performances are free admission. Food and beverage sales are authorized as long they are not a requirement of movie viewing.

1.3 Contractual and Copyright Regulations

All movies distributed by NMPS are protected under United States copyright law and SECNAVINST 5870.4A, Copyright, and must not be duplicated, edited or loaned out for private use. Neither the U.S. government nor the Department of the Navy (DoN) owns any programming distributed by NMPS. The programs themselves are leased from their respective copyright owners, usually movie studios. These licensing agreements are formal contracts, which give the Navy certain narrowly-defined rights to distribute and exhibit such programming in carefully specified locations and to specific groups of individuals.

NMPS is the sole authorized source for entertainment movies shown in public settings, which are defined as audience-type spaces. This applies to all ships and installations served by NMPS. Violations of federal copyright regulations and/or contracts between the Navy and the movie studios

may jeopardize the entire worldwide NMPS program and result in civil, criminal, and/or UCMJ penalties. Furthermore, the use of APF or NAF by activities other than CNIC NMPS for procuring entertainment motion picture products for public performance is prohibited.

NMPS works directly with the film studios to negotiate contracts and licenses for each feature film. The negotiations are based on how the movie performed in the commercial market and the availability date to the Navy.

MWR staff cannot accept or initiate movie showings from anyone other than NMPS.

1.4 Movie Selection Criteria

Movies are chosen for distribution solely based on their overall entertainment value. All movies are procured in the original uncut and complete theatrical version. Commands may choose not to show a specific movie; however, they may not delete any part of a movie chosen for exhibition. If a movie is thought to be potentially controversial, MWR recommends having the commanding officer or senior official preview the film prior to public exhibition.

1.5 Moving Ratings

Movies are rated by the Classification and Rating Administration (CARA) of the Motion Picture Association of America (MPAA). The movie ratings system is a voluntary system that was established in 1968, and is sponsored by MPAA and the National Association of Theater Owners to provide advance information on films. The system is not intended to approve, disapprove or censor any film; it merely assigns a rating for guidance and leaves the decision-making responsibilities to the adults. Additionally, a select group of parents are part of a CARA committee called the Film Rating Board. As a group, the parents view each film and vote on the rating, making an educated estimate as to which rating most American parents will consider appropriate. NMPS provides complete information about each movie in the form of synopses and CARA ratings descriptions, and strongly encourages adherence to the CARA ratings system and local review of each movie for suitability.

MPAA Movie Ratings

GENERAL AUDIENCES



All ages permitted - film does not contain anything most parents would consider offensive for a young child (e.g., nudity, sex scenes, drugs and violence)

PARENTAL GUIDANCE SUGGESTED



Parental guidance suggested - some material may not be suitable for children; explicit sex and drug scenes are absent; nudity, if present, is seen only briefly; horror and violence do not exceed moderate levels

PARENTS STRONGLY CAUTIONED



Parents strongly cautioned - some material may be inappropriate for children under 13 (pre-teens); rough or persistent violence is absent; sexually oriented nudity is generally absent; some scenes of drug use may be seen; use of profanity may be heard

RESTRICTED



Those under 17 years old require an accompanying parent or adult guardian; film contains some adult material; use of language, theme, violence, sensuality, or portrayal of drug use

NO ONE 17 AND UNDER ADMITTED



No one under 17 years old admitted; film contains either explicit sex scenes, an accumulation of sexually-oriented language, and/or scenes of excessive violence

You can find a sample movie ratings flyer in the MWR e-Library Sample folder.

NDVDs can and should be shared between MWR programs for use on the installation.

Chapter 2: Category A NDVD Program Management

2.1 Establishing and Disestablishing Movie Service

The NDVD Program provides entertainment movies to the fleet, deployed forces, and some shore commands with no movie theaters. The encrypted DVDs will only play on NMPS NDVD players. To obtain the NDVD players, afloat commands should contact the Afloat Media Services (AMS) at site@dma.mil for assistance; shore locations should contact NMPS.

- a. **Establishing Service:** A written request to establish or restore motion picture service must be submitted, via command channels, to NMPS at least 60 days in advance of the desired starting date and include the following information.

Ship name and hull # (Afloat)

Facility and base name (Ashore)

UIC number

Point of Contact (POC assigned responsibility for the movies)

Commercial and DSN phone and fax numbers

E-mail address of POC

- b. **Disestablishing Service:** Requests to discontinue movie service support are processed via command channels and NMPS at least 90 days in advance of the closure date. Afloat units (Navy, MSC, NOAA and Coast Guard) should contact DMA to determine what to do with on board NDVD players. Shore locations will return NDVD players to NMPS via insured and traceable means. NDVD movie inventories do not need to be returned to NMPS. Destroy and discard the movies.
- c. **Suspending Service:** To suspend NDVD service for any reason, contact NMPS at least 60 days in advance. This will allow sufficient time for en route shipments to arrive and for NMPS to adjust your shipping status. Managers will remove the NDVD library from use and store it in a secure location. Please do not return the NDVD movies to NMPS. For security reasons, the NDVD players provided by NMPS must be secured in a locked location or returned to NMPS.

2.2 Movie Distribution

Negotiation and procurement of motion pictures is the function of NMPS, and NMPS is the sole authorized source for programming shown aboard ships and on base. Furthermore, only NMPS personnel are authorized to contact the movie distribution companies. Procurement of movies from any other source is prohibited. Please contact NMPS if you have any questions pertaining to movie distribution.

NMPS gains access to NDVD movies one to two months before films are available to the general public. NMPS selects the best products available from all film companies. The NDVD movies are licensed for a term of four years and each disc is marked with an expiration date. After reaching the expiration date, the movie will no longer play and the disc can be destroyed and discarded. Please do not return expired discs to NMPS.

NMPS movie shipments are sent to you via United States Postal Service Media Mail. A shipment includes one box a month containing 16 movies. **Note:** *Shipments of movies should never be left unattended or unsecured.* The list of upcoming movies is posted on the Navy MWR website (www.navy.mwr.org/movies). Visit the NDVD section and click on "coming soon." Upon receipt of a shipment, verify that the address NMPS is using is accurate and that each NDVD listed on the packing slip is present. If there is a discrepancy with the shipping address or titles included in the shipment, notify NMPS. Additionally, if NDVDs are damaged or missing, NMPS will replace them upon request and availability. It is important that NMPS has accurate information. Please use the packing slip to update POC information changes and fax/email the changes to NMPS. The packing slip should be kept in your turnover folder as a record of receipt. To get an updated list of the movies you should have on hand, visit the NMPS website NDVD section. The full NDVD library can be downloaded as an Excel file using the search feature. Although inventories are not required in the NDVD Program, NMPS recommends that commands create their own spreadsheet or database to track movies.

2.3 Movie Programming

NMPS procures most of the major motion pictures released in the U.S. and then augments these with older classic titles. NMPS supplies only theatrical movies, those you would see at your local theater. Sports, news and television programs are supplied by AFRTS, and training programs are supplied by Naval Education and Training Commands (NETCs). NMPS does not provide music videos or CDs.

When programming, consider the time of day and anticipated viewing audience when deciding on appropriate movies to play. Schedule repeat exhibitions during different times of the day and days of

the week so that personnel on all watches have an opportunity to view a movie. Schedule highly-anticipated titles at prime viewing times, and round out the schedule with movies featuring various themes and genres for optimum program diversity and appeal.

2.4 Category A Movie Program Business Management Tools

Navy Motion Picture Service Webpage – Navy MWR Website: The NMPS webpage (www.navymwr.org/movies) on the Navy MWR website (www.navymwr.org) is a great tool that you can use to gather information such as the movie rating, synopsis, run time, and expiration date. The webpage also has a complete list of available NDVDs, which aids program staff with scheduling movies. Visit the NDVD Program section to do a search for titles, ratings, expiration dates, etc., and to get information on program instructions, NDVD player assistance, and much more. In addition, the movie listings can be exported into Excel for easy use in your facility. The Coming Soon section lets you view the monthly shipment as NMPS is preparing it and allows you to see the movies that will be in your upcoming shipment. Check back often, as this section constantly changes.

Navy Motion Picture Service Administration Website: (for ashore locations only) If your NDVD location produces a regular schedule of movies, you can use the NMPS administration website. This tool will allow you to build a movie schedule and link it to your MWR website or phone app. After the one-time connection is made, any changes made to the movie schedule will automatically update on your local website. The NDVD portion of the NMPS admin website is divided into two sections – theater and movies – making it easy to find information.

- a. **Theater:** This section is where the movie schedule is entered and/or updated. You will also find general theater information in this section, including the phone number, facility address, movie hours, and fees. Non-movie events can also be added to your movie theater schedule. The “Notes” section allows for unlimited characters and can contain any information you would like to be visible to customers.
- b. **Movies:** This section contains all of the movies in the NMPS library that are currently under license. You will also find the movie synopsis, rating, authorized play dates, and movie image.

To gain access to the NMPS administration website

(<https://nmops.webcentral.navymwr.org/login/>), you need to first contact NMPS for a user name, password and user instructions. Screen shots and a user tutorial for the use of the NMPS admin site can be found in the **MWR e-Library Guidance folder**.

2.5 Encrypted DVD Handling

Each NDVD provided has the title, program number, movie rating, run time, and expiration date printed on it. Additional information such as the cast and synopsis can be found on the NMPS website. NDVDs are provided in a thin, plastic DVD case to protect them from damage during transit and storage. Feel free to use whatever storage system works best in your environment. It is recommended that you test recently received NDVDs for playback quality before the first showing. Defective or damaged NDVDs will be replaced upon request based upon availability. Again, do not return damaged NDVDs to NMPS. Damaged or expired NDVDs can be destroyed and discarded.

NMPS recommends that sites and ships tailor the size of their movie library to the use it gets and available storage. It's your decision regarding how large of a library you need to maintain. If storage space is at a premium or titles are not being used, simply destroy and discard them. There is no requirement to notify NMPS; however, we recommend that you notate the discarded titles in your movie inventory spreadsheet. Also, there is no requirement to hold NDVDs until expiration.

2.6 Encrypted DVD Security

Positive control of your movie library should be maintained at all times. Even though the movies NMPS provides are encrypted and will not play on commercial machines, the loss of a movie degrades the quality of your program by making that title unavailable for future viewing. If you suspect a movie is missing, conduct a physical inventory of your entire movie library. Make sure to check that the movie was not left in the player, and search all areas where movies are used and

stored. Notify your chain of command; they can contact NMPS to see if a replacement is available and can be provided.

As you know, movies are a valuable and highly sought after commodity on the worldwide film piracy market. Piracy is a major concern for film studios that provide movies to NMPS well before commercial release. Strict control of your NDVD players and your movie library should minimize this risk. Attempts to duplicate movies provided by NMPS will result in immediate termination of support, and prosecution under federal and UCMJ regulations. If movies are stolen and illegal copies are made, the film studios can trace the origins of those copies using invisible watermarks present on the files.

2.7 Encrypted DVD Player Management

The key to providing movie support is the NDVD player. It is critical that your player be installed in a controlled location and/or secured when not in use. Players may not be issued for private use. NDVD players must be treated as controlled equipment and inventoried on a periodic basis. You can find a unique serial number on the front of each player. Please add the NDVD players to your current inventory control system.

Loss of a player can jeopardize the entire movie program and must be reported to NMPS immediately. Contact NMPS for additional instructions as soon as the loss is confirmed. Failure to do so can result in termination of program support. Afloat sites with NDVD player functionality issues should contact DMA for support at site@dma.mil. Shore sites with NDVD player functionality issues should contact NMPS by phone or email with a description of the problem, serial number of the player, and contact information. NMPS will provide you with additional instructions based on the problem.

If you receive a "low battery" warning, do not attempt to replace the batteries in the NDVD player. Removing the battery will cause the player to lose its encryption program and it will no longer function. If you receive this error or any other error, contact DMA or NMPS for further instructions.

NMPS Points of Contact

NMPS mailing address via U.S. Postal Service:

COMMANDER NAVY INSTALLATIONS COMMAND
NAVY MOTION PICTURE SERVICE (N923A)
PO BOX 606
MILLINGTON TN 38083-0606

NMPS mailing address via UPS, DHL & FedEx:

COMMANDER NAVY INSTALLATIONS COMMAND
NAVY MOTION PICTURE SERVICE (N923A)
7736 KITTY HAWK AVE BLDG. 457 RM 107
MILLINGTON TN 38055-6510

Telephone numbers:

Voice 901-874-6537/DSN 882
Fax 901-874-6831/DSN 882

PLAD for electronic messages:

CNIC WASHINGTON DC/MILLINGTON TN/N922

NMPS webpage:

www.navymwr.org/movies