

Wordpress/WooCommerce Guide for FlickRocket

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About this guide

This quick guide explains the basic function of the FlickRocket Digital Distribution (DRM) plugin for Wordpress/WooCommerce.

Installation

The FlickRocket plugin for Wordpress/WooCommerce is installed by using the regular WooCommerce process for installing plugins.

1. Make sure Wordpress and WooCommerce are installed
2. In Wordpress, go to Plugins -> Add New and install the Plugin
3. Activate the Plug-In

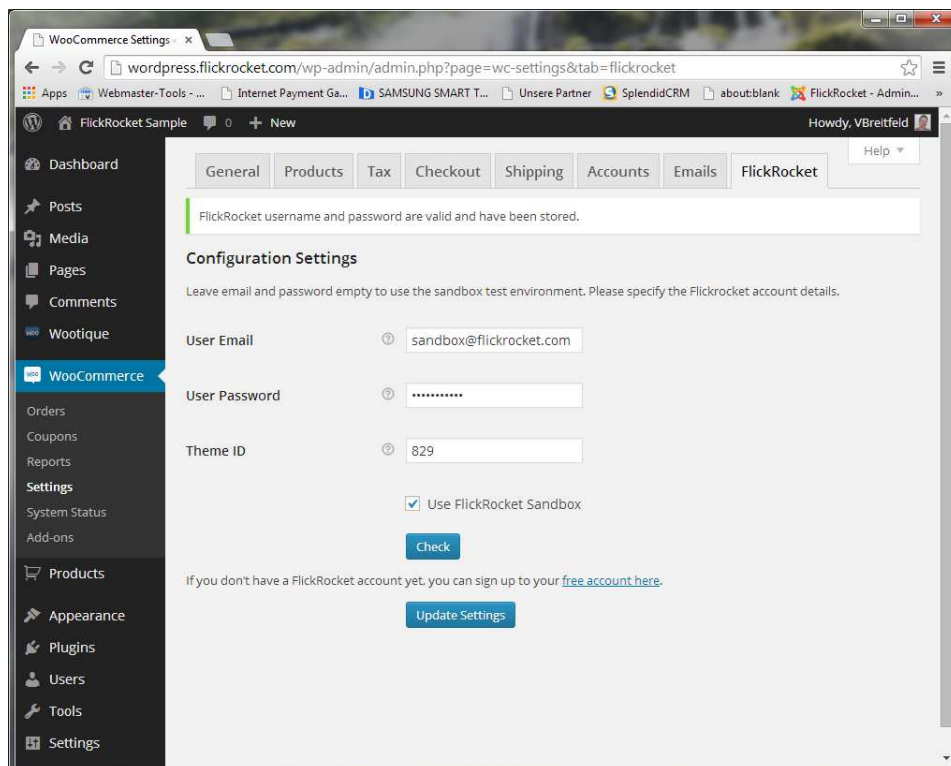
Now you are ready to go by using the pre-installed sandbox account.

Backend

The following chapters describe all FlickRocket plugin settings in the WooCommerce admin interface.

General Settings

The general settings are configured under *WooCommerce -> Settings -> FlickRocket*.



By default, the **Environment** is set to **Sandbox** which means that the extension operates in Sandbox mode. The Sandbox mode allows you to test drive the extension before using it for your production environment.

Important: In Sandbox mode the server components are shared between multiple users and are reset periodically. Uploads are not permitted.

If you want to dive deeper and work with the FlickRocket live system, you need to sign up with www.flickrocket.com (at least the free BASIC account is required), set the **Environment** to **Live** and enter your signup credentials.

The **Theme** setting allows you to select which theme you want to use. A theme defines the graphical design of the content access pages which guide the user after purchasing or renting content from your shop.

Ideally, the design of the theme matches the design of your WooCommerce shop. A number of themes are available and you can get a list in the FlickRocket web interface.

Of course you can also design your own themes but in many cases it is just as fine to go with the default theme "829".

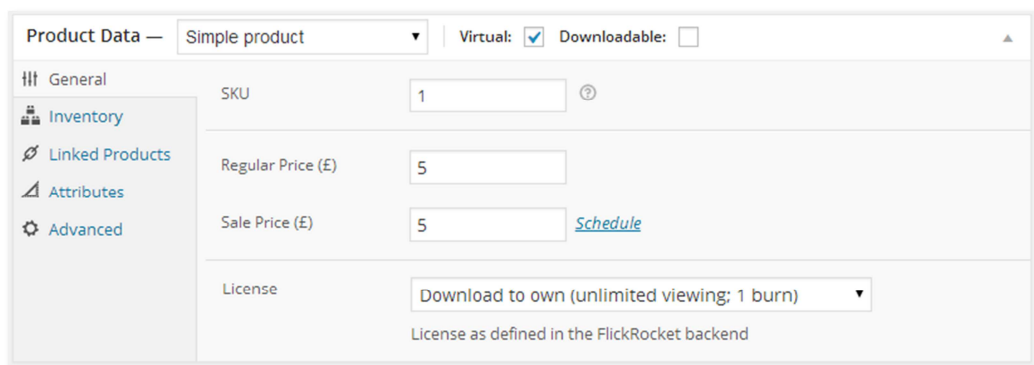
New Product setup

To create a digital product for sale or rental, you use the normal *WooCommerce -> Products -> Add Product* function and create a new *Simple Product* or *Variable Product*.

The difference between *Simple* and *Variable* is that with *Simple Products* you can define only one license (e.g. rental or to-own) while with *Variable Products* the customer can select between multiple licenses you define.

Simple products (static license)

Create a new *Simple Product* and make sure to select *Virtual* but don't check *Downloadable*. Also you need to select the *License* under which you want to offer the content.



The screenshot shows the 'Product Data' panel in WooCommerce. The 'Simple product' tab is selected. At the top, there are checkboxes for 'Virtual' (checked) and 'Downloadable' (unchecked). The left sidebar contains links for 'General', 'Inventory', 'Linked Products', 'Attributes', and 'Advanced'. The main area shows the following fields:

Field	Value
SKU	1
Regular Price (£)	5
Sale Price (£)	5
License	Download to own (unlimited viewing; 1 burn)

Below the license dropdown, it says 'License as defined in the FlickRocket backend'. There is also a 'Schedule' link next to the Sale Price field.

In addition you need to select the underlying *FlickRocket Project* for your new product.

Digital Content Delivery (incl. DRM) - FlickRocket

FlickRocket Project ID: Big Buck Bunny (0000-5635-4B0D-C121)

Unique product identifier within the FlickRocket system

[Project Wizard](#)

Alternatively you can use the FlickRocket Content tools for desktop ([Windows](#) / [MacOSX](#))

The *ProjectID* defines the content and you can use the *Project Wizard* or the linked desktop tools for Windows and MacOSX to upload the content to the FlickRocket service.

A *ProjectID* is created every time you upload a new piece of content to FlickRocket.

Variable Products (multiple licenses)

Create a new product and select *Variable product*. You don't have to select a license.

Product Data — Variable product

General SKU

License -- Select License --

License as defined in the FlickRocket backend

Inventory

Shipping

Linked Products

Attributes

Variations

Advanced

Now you need to create an attribute called “License” and write the texts for the options between the customer can select in the field “Value(s)” – separated by a “|” character. In our example, the customer will be able to select between a “Rental (48h)” and a “Download-to-own (permanent license + 1 burn)” license.

Product Data — Variable product

Expand all Close all

License Remove

Name: License Value(s): Rental (48h) | Download-to-own (permanent license + 1 burn)

☒ Visible on the product page

☒ Used for variations

Save attributes

Custom product attribute Add

Don't forget to select the “Visible on product page” and “Used for variations” checkboxes and click “Save attributes” before you continue.

In the next step you select *Variations* and click *Add Variation* for each license you have entered in the *Value(s)* field under *Attributes*. For each variant, check *Virtual*, select the corresponding Attribute Value in the top line and select the associated FlickRocket license under *License*.

Optionally, you can select the default license to use in the dropdown box behind “Defaults”.

Content Upload

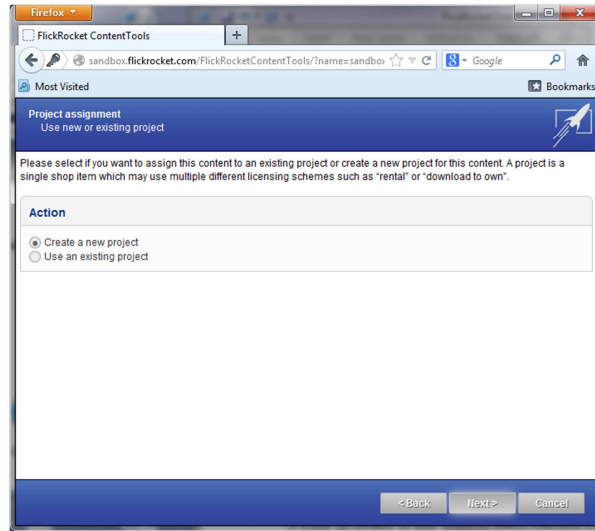
To upload content you can select from a pure web based HTML5 uploader in the project section or desktop software for Windows and MacOSX.

For the advantages and disadvantages of the different options see the following table.

	Web Uploader	Desktop Tools
Supports all content types	Yes	Yes
DVD Encoding	The DVD data is uploaded to the servers which encode the content. This requires high upload bandwidth but little local processing power.	The DVD is encoded locally and only the encoded data is uploaded. This requires a modern high performance PC but less upload bandwidth.
DVD Testing	Requires download because encoded data is only available on the server.	Can be done right after encoding, prior to upload.
Project Detail Level	Enough for typical WooCommerce projects.	More detailed. However, most of the functionality is typically not required with WooCommerce.

Web Uploader

The Web Uploader is purely web based and does not require any local software installation. It opens in a pop up window so your WooCommerce admin interface is not blocked.



The upload wizard guides you through all required upload steps. For more details about every step you can check the FlickRocket manual.

FlickRocket Content Tools Uploader

The FlickRocket Content Tools are available for Windows and MacOSX and need to be installed before they can be used. The installation includes the following three components:

FluxDVD Encoder

This tool is used for encoding DVDs into the FluxDVD format which is used for testing and upload. The benefit of the FluxDVD format is that all special features of the DVD are retained while the size is significantly reduced by using high quality/high efficiency video encoding.

Content Packager

This tool can be used to package multiple MP3s to audio books or collections from HTML, PDF, Flash, images, video, etc. For details see the FlickRocket manual.

Uploader

The uploader is used for project creation and content upload to the FlickRocket system. The Uploader is not aware that the content is used primarily for a WooCommerce Shop.

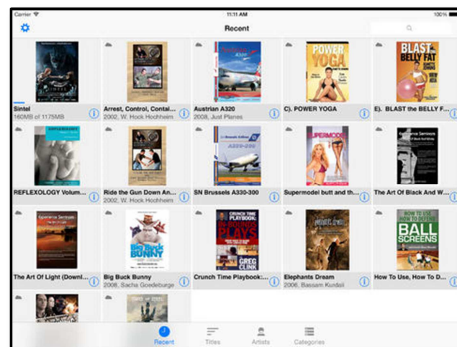
Important: The Uploader will show many steps that are not required for WooCommerce (e.g. pricing information, group distribution, etc.). In this case you should just select one of the default options as your WooCommerce shop works independent of these settings.

Frontend

The following chapters describe the process from the view of a customer.

Content Consumption

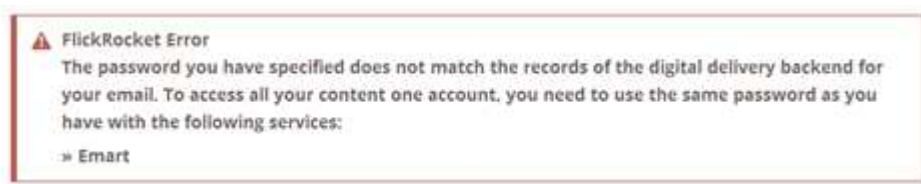
Customers consume the content through FluxPlayer available for Windows, MacOSX, iOS, Android, Kindle and SmartTV. FluxPlayer handles the download/streaming, social functions (ratings and sharing) and much more. To do this they need to log in to FluxPlayer with the email and password they have used for the purchase/rental.



Account Creation / Consistency Check

Because customers need to log in to FluxPlayer to access the content, it is important that the account information they use for the purchase matches the account used for logging in to the player.

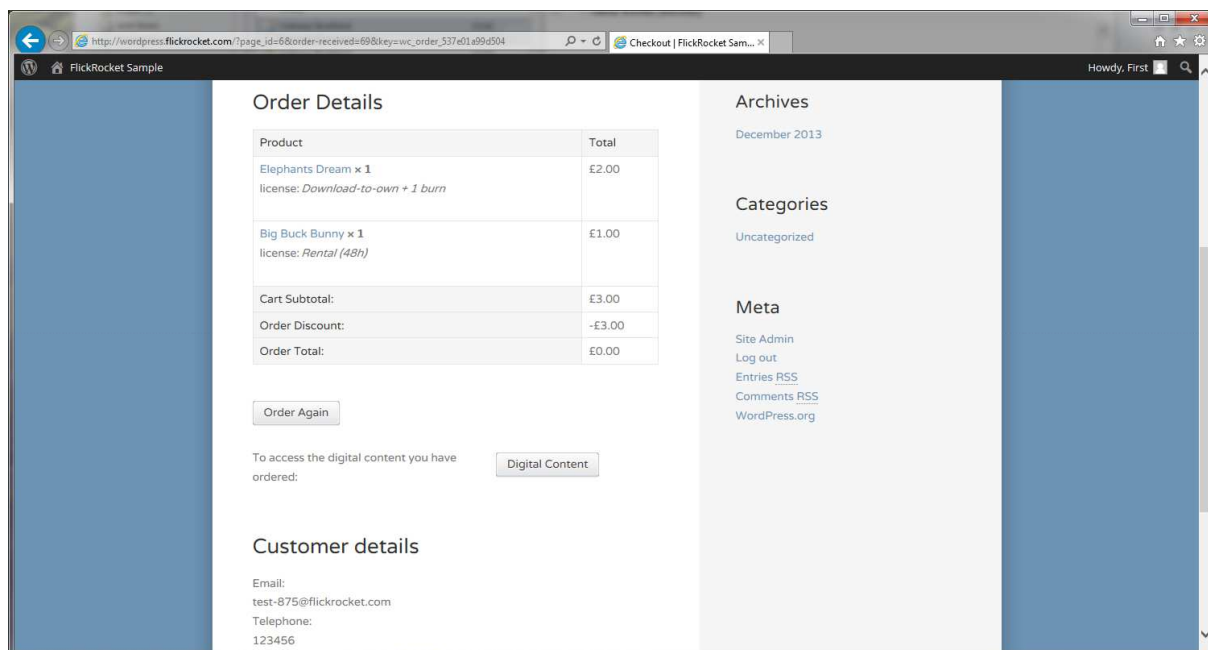
To make sure this is always the case, the FlickRocket WooCommerce extension will check at every purchase if the account specified by the customer is new or matches an existing FluxPlayer account. If there is already an existing account for the email address but the password does not match, the user is asked to specify the correct password.



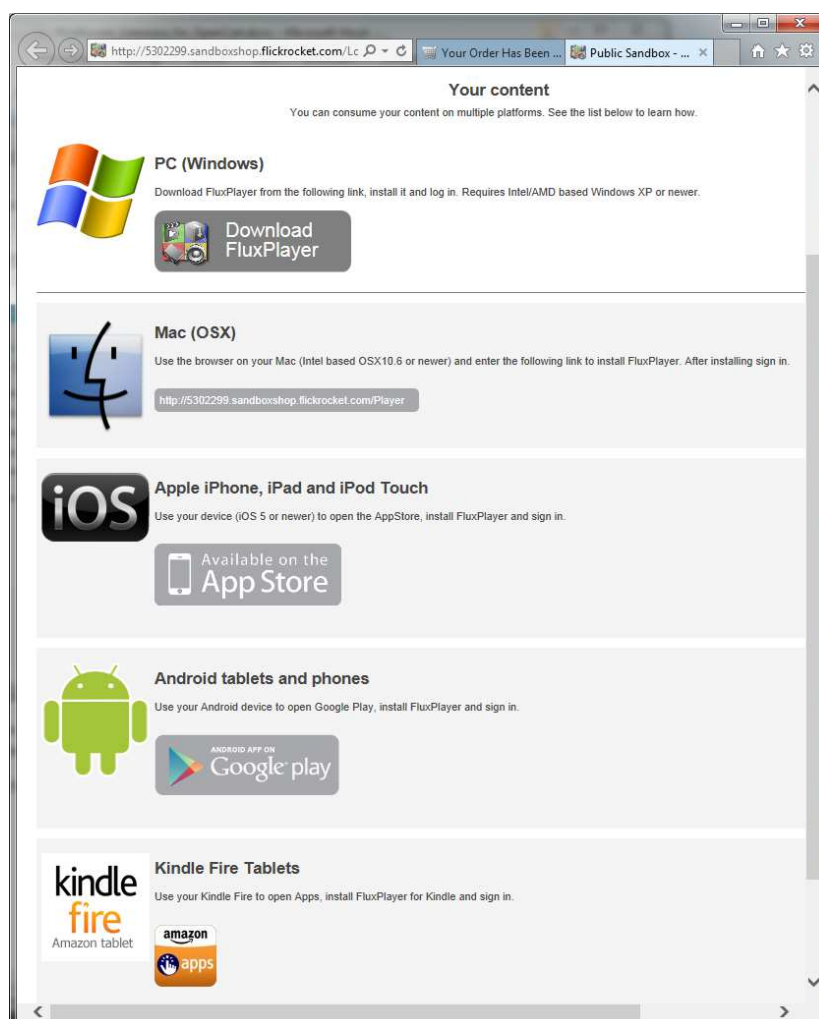
If the customer changes his password, this is automatically synced back to FluxPlayer.

After the purchase

Once the purchase completes, the customer sees the following page, which might look different based on the theme you are using.



Clicking the *Digital Content* button guides you to download the player for accessing the content.



The design of the HTML used to present the FluxPlayer downloads and the design of the Players can be customized.