

The Arc Embed — Integration Guide

How to put a PitoReel film, trailer or creator video on your own website with one piece of HTML, and what to check if it does not play.

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For web teams, agencies and site owners

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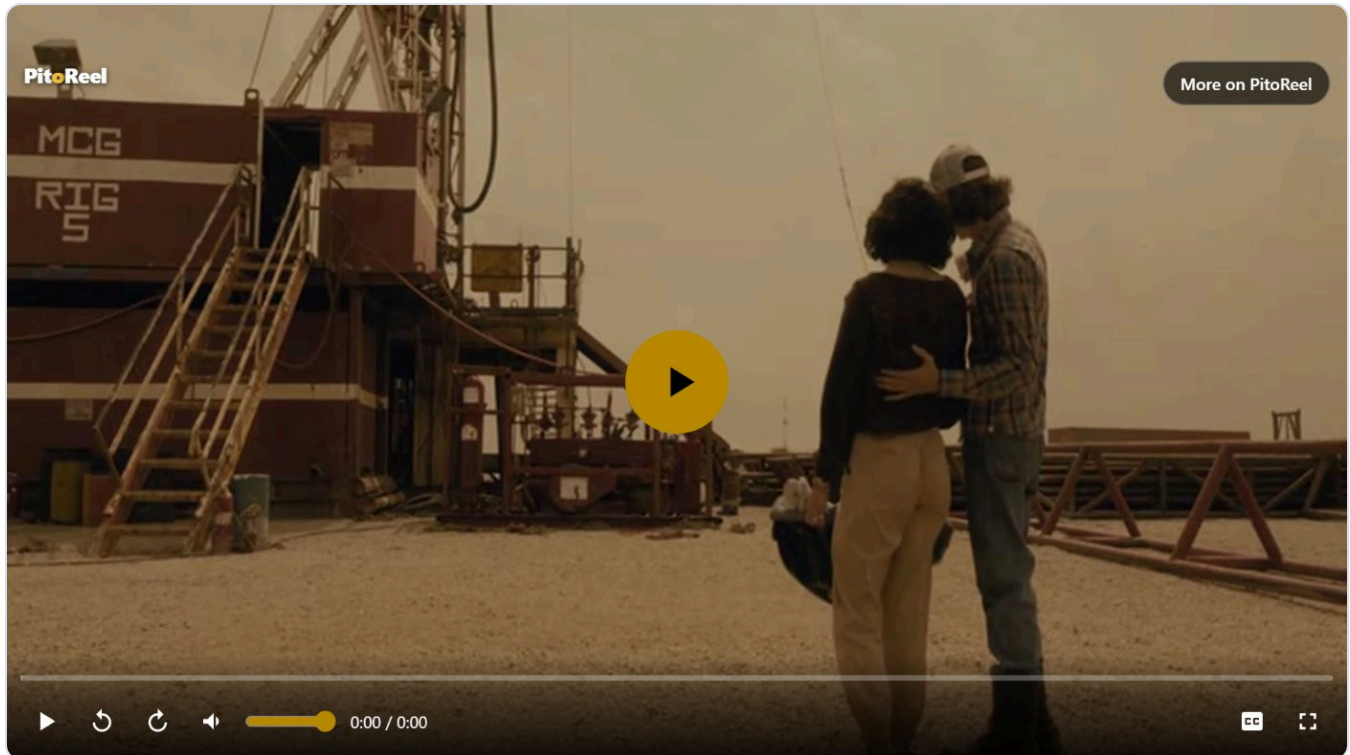
1 What The Arc Embed is

The Arc Embed is the PitoReel embeddable player. It shows PitoReel-hosted video on your website while PitoReel keeps storing, protecting and streaming that video. Nothing is copied to your server, there is no software to install, and you never have to update the player yourself.

It is a single `<iframe>`. Everything inside that frame — the player, the controls and, for pay-per-view, the purchase offer — is served and controlled by PitoReel.

Typical uses:

- a filmmaker showing their own trailer or film on their own website
- a festival, press or marketing page showing trailers for selected titles
- a distributor offering a film for purchase from its own page, by arrangement with PitoReel
- a partner with a license agreement showing full films free to its audience



The Arc Embed player before playback: the title's poster, the PitoReel mark, a link to more on PitoReel, and the full control bar.

2 What you need

- A website served over **HTTPS** that you can edit.
- A way to add HTML to a page — an HTML, Custom HTML or Code block in your site builder, or access to the page template.
- A **client key** from PitoReel, issued for your website domain(s) and titles.

You do not need a PitoReel account, a plugin, an SDK, a server change or any JavaScript of your own. Your visitors do not need an account either.

3 Install in three steps

1

Request a key

Email notifications@pitoreel.com with your domain(s) and the titles you want to show.

2

Paste the code

PitoReel sends you the finished code. Paste it into an HTML block on your page.

3

Publish

Publish the page on your approved domain and press play to check it.

Step 1 — Request a client key

Email notifications@pitoreel.com with the subject *The Arc Embed – client key request* and include:

- your company
- the website domain(s) where the player will appear
- the titles you want to show
- the intended use: trailer, free, pay-per-view or licensed (see section 5)
- any branding options you want (see section 7)
- a contact name and phone number

PitoReel creates your key, approves your domain(s), sets the titles and the access mode, and sends you the finished code with your key and title already filled in.

Step 2 — Paste the code

Paste the code into the place on your page where the player should appear. It is shown in full in section 4. If you work from the files in the Integration Kit instead, replace the two placeholders before publishing.

Step 3 — Publish and test on your approved domain

Publish the page and open it on the live website. Your key works only on the domain(s) PitoReel approved, so the player will not play from a file on your computer, a local test server or a preview address on another domain. If it does not play, see section 11.

4 The embed code

There are two forms. Both load the same player; they differ only in how the player is sized.

Fixed size — 640 × 360

```
<iframe src="https://pitoreel.com/embed?key=YOUR_CLIENT_KEY&id=TITLE_ID"
  width="640" height="360"
  frameborder="0"
  allow="autoplay; fullscreen; picture-in-picture"
  allowfullscreen
  title="PitoReel player"></iframe>
```

Responsive — fills its container at 16:9

```
<div style="position:relative; width:100%; padding-top:56.25%;">
  <iframe src="https://pitoreel.com/embed?key=YOUR_CLIENT_KEY&id=TITLE_ID"
    style="position:absolute; top:0; left:0; width:100%; height:100%; border:0;"
    frameborder="0"
    allow="autoplay; fullscreen; picture-in-picture"
    allowfullscreen
    title="PitoReel player"></iframe>
</div>
```

The two placeholders

Placeholder	Replace with
YOUR_CLIENT_KEY	Your client key, issued by PitoReel.
TITLE_ID	The id of the title to show. PitoReel sends it with your key.

The `title` attribute is the label screen readers announce for the player. You may change it to the name of your film.

Keep the attributes exactly as supplied. Do not add a `sandbox` attribute, and do not remove `allow` or `allowfullscreen`. The player needs scripts, full screen and, for pay-per-view, a secure payment window.

5 Access modes

Each key is issued in exactly one mode, chosen by PitoReel with you. The mode decides what a viewer can watch.

Access modes

Mode	What the viewer gets	Typical use
Trailer / promo	The trailer or preview only, ending with an invitation to watch the full film on PitoReel.	Press, festival and marketing pages
Free	Full playback of free Creative Director content. A catalog title on a free key plays its trailer.	A Creative Director promoting their own work
Pay-per-view by arrangement	The trailer, then an offer to buy the full film inside the player (section 8).	A filmmaker or distributor selling direct
Licensed	The full film, free to viewers, on your approved domain(s) only.	A partner under a license agreement with PitoReel

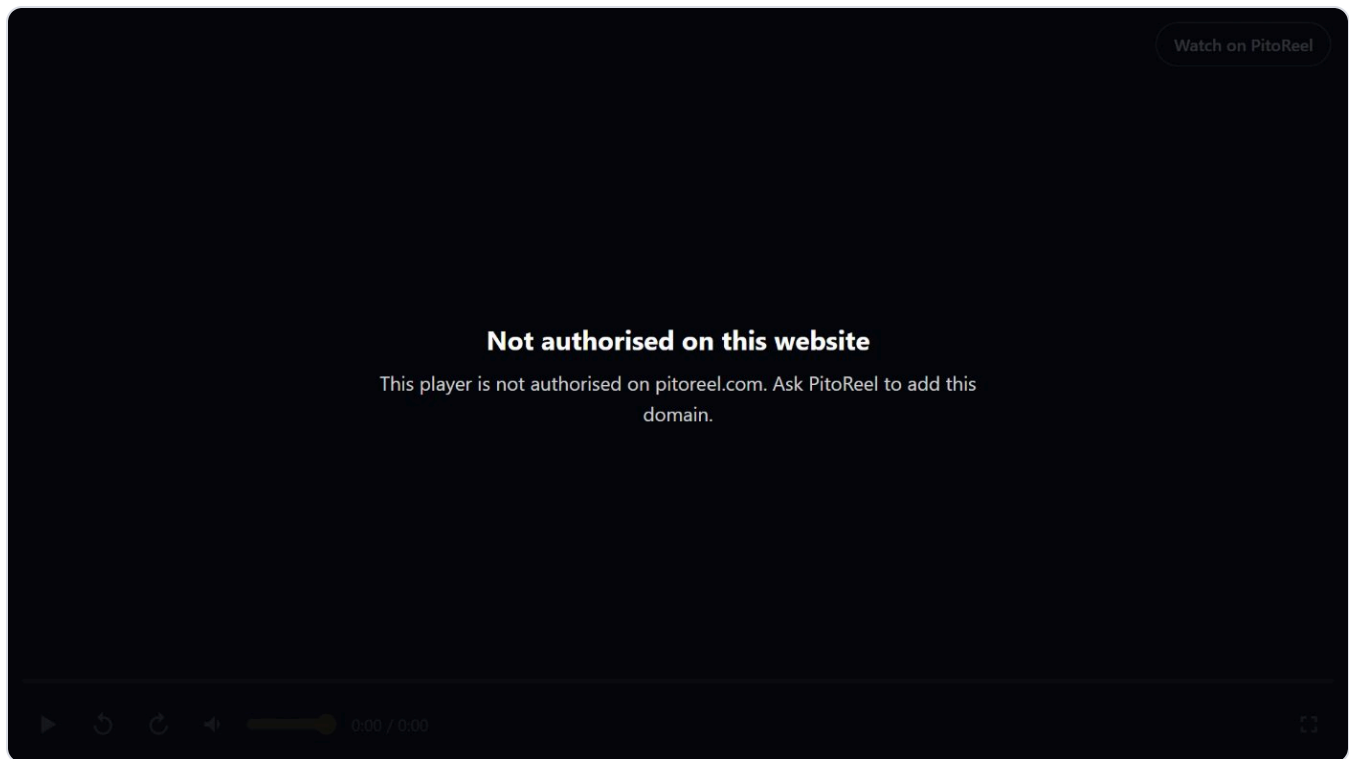
In every mode the viewer watches without signing in.

6 How domain locking works

Every key lists the website domains it is approved for. The same code copied onto another website will not play there.

- **Subdomains are included.** A key approved for `example.com` also plays on `www.example.com`. A look-alike domain such as `notexample.com` never matches.
- **Two independent checks.** Your visitor's browser is told which websites may show the player, and PitoReel's servers check the page the player is on before every playback.
- **A key with no approved domain plays nowhere**, and pay-per-view and licensed keys list the exact titles they may show.

- **Keys can carry an end date** and can be switched off by PitoReel at any time, without you changing your page.



A key used on a domain it is not approved for. The player says so in words and names the domain it saw, rather than showing a blank frame.

7 Branding options

These options are set by PitoReel when your key is issued. Ask for them in your key request.

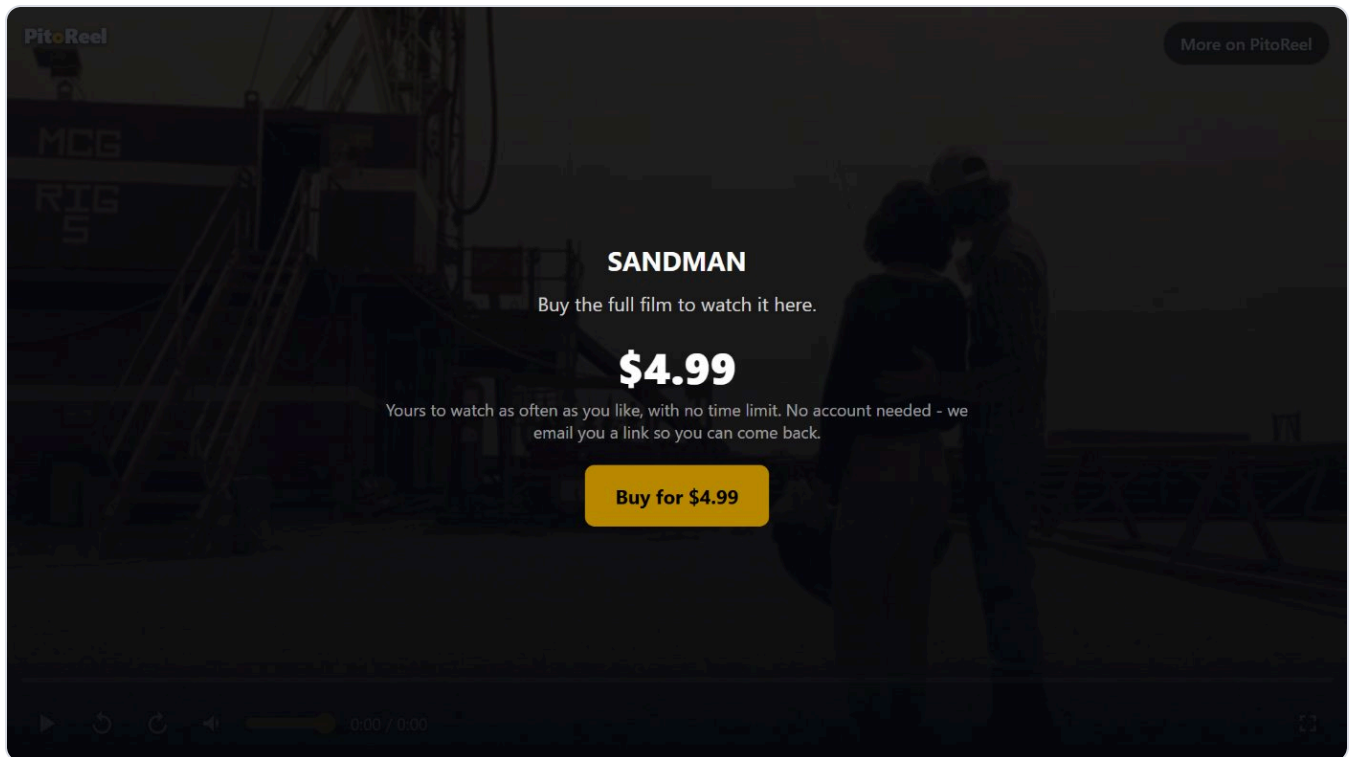
- your logo shown beside the PitoReel mark
- an accent color for the player controls
- hiding the PitoReel mark
- hiding the “More on PitoReel” link
- muted autoplay (browsers only allow autoplay without sound)
- looping playback

8 Pay-per-view

Pay-per-view is available by arrangement and is enabled by PitoReel for your key.

- The viewer sees the trailer, then an offer to buy the full film.

- Payment is by card, in a secure PitoReel checkout window, so card authentication works on any website.
- No account is needed. The viewer receives an email link that is both the receipt and the way back to the film.
- Access is permanent by default.
- Card details are handled by Stripe and never reach PitoReel's servers or yours.



Pay-per-view paywall (example). The title, price and wording come from the key.

If the visitor's browser blocks the checkout window, the player asks them to allow it and offers to open the checkout in a new tab instead.

9 Where to paste the code

Paste the code into any place on your page that accepts raw HTML:

- an **HTML**, **Custom HTML** or **Code** block in your site builder or content management system
- the page template itself, if you edit your site's files directly

Use the responsive form when the player sits in a column whose width changes with the screen.

Site builders. Some site builders place custom HTML inside their own frame on a different domain. If the player says it is not authorized although your domain is approved, contact PitoReel and tell us which site builder you use and the domain the player names.

10 Your site's security settings

- **HTTPS.** Serve the page over HTTPS.
- **Content-Security-Policy.** If your site sends a Content-Security-Policy, it must allow the player. Add `https://pitoreel.com` to your existing `frame-src` list rather than replacing it:

HTTP response header

```
Content-Security-Policy: frame-src https://pitoreel.com
```

11 Troubleshooting

What you see, what it means, what to do

What you see	What it means	What to do
The player area is blank, or the browser says pitoreel.com refused to connect	The page's domain is not on your key's allowlist, so the browser will not show the player.	Ask PitoReel to add the exact domain the page is on.
"Not authorised on this website"	Same cause, reported by the player. The message names the domain it saw.	Send PitoReel that domain.
"This embed has expired"	Your key has reached its end date.	Contact PitoReel to renew it. You do not need to change your page.
"This player is not configured"	The code lost its key or title id when it was pasted.	Copy the code again and paste it unchanged.
"Cannot play this title"	The line underneath gives the reason, for example that the key does not exist or has been switched off.	Check the key in your code, or contact PitoReel.
Nothing appears and your site uses a Content-Security-Policy	Your policy is blocking the frame.	Add <code>https://pitoreel.com</code> to <code>frame-src</code> (section 10).
It plays on one address but not another	Keys are locked to approved domains. A preview or staging address is a different domain.	Test on the approved domain, or ask PitoReel to add the other address.
Full screen does not work	The <code>allow</code> or <code>allowfullscreen</code> attribute was removed, or a <code>sandbox</code> attribute was added.	Use the code exactly as supplied.
"Could not reach PitoReel"	The visitor's connection dropped while the player was starting.	Reload the page.

12 · Support

Email support@pitoreel.com. Include the page address, your client key and exactly what the player shows — a screenshot helps.

Online: pitoreel.com/player.html

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