

Selected Actions: Call for Proposals Pilot Projects EACEA/04/2010

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
DE	PP 5	MOVIEPILOT GMBH	SYLC – Support your Local Cinema	€ 932,600	€ 400,000	42,89%

Following a successful research process which was conducted over the first half of 2010 and designed to examine the independent cinema-social media market, moviepilot GmbH continued with Support your local Cinema in the second half of 2010 to develop a slate of online tools to promote independent cinema to pan-European audiences, improve their audience relationship management and boost sales. Looking forward to full market entry in 2011, this phase of the project will see moviepilot collaborating closely with a core partner base of 28 cinemas and 8 partners across 9 European countries to workshop and develop a unique toolset tailor-made to address the needs of European arthouse cinemas as a whole. This toolset embraces the key technologies and trends within the social media sector including geo-social smartphone and Facebook applications, a cinema-to-cinema networking and innovations blog, and a customisable newsletter facility. These products will be offered to the 28 partner cinemas in a two stage rollout across late 2010/early 2011, following which moviepilot will open the offer to an unlimited partner base for an annual or monthly fee.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
UK	PP 1	TWOFOUR GROUP Ltd	Smart Entertainment	€ 690,836	€ 312,266	45,20%

SmartEntertainment aims to deliver high quality pan-European audiovisual content to audiences of film clubs in the real and virtual worlds and to independent cinemas. They will use the power of social networks to replace traditional high-cost marketing and combine film with related editorial content, music, books, travel to create new non-ticket revenue streams and thus reach new audiences who would otherwise be uneconomic to reach. Working collaboratively with film clubs, independent cinemas and other venues, we will design, develop and roll out new ways of engaging and understanding consumers. The pilot provides both a marketing platform and a distribution innovation toolkit and materials relating to films to support audience development. The pilot also introduces and tests new ways of using an existing industrial strength media delivery platform to obtain copies of films to show. This moves media delivery to venues away from proprietary technologies to open standards that work over broadband networks and standard computer equipment. They aim to be a 21st Century model for the artform that defined the 20th Century.

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DE	PP 1	MEDIAPEERS GmbH	Seed your Rights !	€ 700,000	€ 350,000	50%

The Seed Your Rights pilot project is designed to significantly improve the cooperation between:

- Rights holders of European audiovisual content (T1)

“Get your content organized and put it at work”

- Non-linear services offering European audiovisual content (T2)

“Extend editorial selection by simplifying your acquisition process”

In today's market reality, significant hurdles obstruct or even block a direct collaboration, and thus the availability of European content from independent producers. First and foremost content owners dread the hassle to distribute via non-linear services given the legal (rights availability and contracting), technical (material delivery) and financial (regular revenue share invoicing) tasks involved. Non linear platforms on the other hand fear that the marginal revenue with content from smaller partners do not merit the transaction cost – from contract to billing – per content supplier. Therefore the goals of the action are:

- Reducing the complexity of licensing/acquiring European audiovisual content (G1)
- Reducing transaction costs for licensing/acquiring content for non linear services (G2)
- Facilitating cross-platform and cross-border distribution (G3)

Ultimately all three goals increase the circulation of European audiovisual content across Europe and beyond. In order to achieve these goals the action Seed Your Rights will concentrate on the following three modules, which are a natural extension based on mediapeers' proven technology for less sophisticated market participants:

- Rights Management System (M1)
- Transaction Toolset (M2)
- Information Hub (M3)

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UK	PP 5	PEACEFUL FISH PRODUCTIONS LTD	Digital Alfie	€ 421,338.72	€ 175,000	41,53%

Digital Alfie is a pilot project (planned duration 24 months) aimed at deploying interconnected local online communities to support local cinemas and promote European content.

The consortium consists of consultancy peaceulfish (UK), social media & cutting-edge web factory AF83 (FR), software developer SiTec (AT), mobile marketing agency Mobile Event (FR) and content management and delivery provider GlobeCast (FR).

The aim is to implement online communities at 13 independent cinemas in Europe (FR, UK, DE, NL, AT, PL), interconnect them, and use them to attract people to these local cinemas. The idea is twofold: on one side, facilitating communication amongst local communities can ignite loyalty for the local cinema and motivate people to discover European content they would not have been aware of otherwise. On the other side, maintaining online communities can be taxing for a single exhibitor, but is

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more feasible in a network of exhibitors. In addition, within the educational dimension of this project, a central content sourcing facility will help exhibitors by providing information, content and support in implementing and using the marketing tool online community.

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Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
FR	PP 1	MOVING SCOPE SAS	Festival Scope	€550,000	€275,000	50%

Festival Scope is the first Internet platform created for audiovisual professionals allowing festivals' programming to be viewed online on demand. Partnering with film festivals and rights holders, Festival Scope promotes independent European cinema (fiction, creative documentaries, animation) in original versions with multilingual subtitles created by Sub-ti. Its aim is to increase distribution opportunities and help international professionals (distributors, sales agents, TV, festivals, exhibitors, journalists) to access and select content suitable for their needs. Film projects will also be highlighted to stimulate co-production opportunities and further European talents. The subscribers are registered by professional category; each profile is granted personalised access. User-friendly interactive functionalities enable direct contact. Festival Scope develops, with its network of partners, open standards to facilitate common actions and cost-effective solutions. Innovative marketing strategies will combine use of social networks, barter exchange and co-branding.