

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
ES	VOD	KIWI MEDIA SL	Shortz!	601.963,03	300,000 €	49,84%

<http://www.shortz-tv.com>

Shortz! is the mobile VoD portal of Kiwi media S.L. for high quality short films from Europe.

It was launched in March 2009 as an off-portal solution – the aim is for users all over the world to be able to access and navigate through their mobile WAP and browsers.

Kiwi Media has already achieved integration into various mobile network operators' (MNO) portals by mid 2009 other negotiations are ongoing – with a current focus on European MNO's. The objective is maximum distribution through operators' portals all over the world, apart from the stand-alone off-portal directly addressing the target group.

The approach of Shortz! remains a three step approach:

1. high quality content, suitable for mobile devices
2. an additional defined value proposition offering operators a tailored solution for the technical and systematic integration into their content offer.
3. a state-of-the-art marketing approach which uses all means of digital marketing - including social media optimization, new arising mobile applications (like smart phones) and mobile marketing.

The ambition is to be THE mobile VoD platform for predominantly European short movie for a maximum of viewers world-wide.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
FR	VOD	THE AUTEURS EUROPE SAS	The Auteurs Europe	2.564.369	1.100.000 €	42,90%

<http://www.theauteurs.com>

The Auteurs Europe aspires to offer its global audience the best of European Independent cinema. They aim to offer a state-of-the-art-line-up in terms of selection and programming.

In this respect they have hired the services of Marie-Pierre Duhamel Muller (Former president of the Festival Cinéma du Réel and now member of the selection committee for Venice Film Festival) who helped them in building their curated library and in programming the films. The company acquired films from different kinds of content owners: directors, independent producers, distributors, sales agents and they now have the rights to exploit more than 500 European films.

The Auteurs Europe created their virtual Cinemas in which they propose rotating programs curated by Martin Scorsese, Marie-Pierre Duhamel, and The Criterion Collection. The Library reflects their motto: diversity, rarity, quality.

The catalogue includes titles directed by Palme d'Or Winners like Haneke, Loach, Dardenne, Cantet, etc., but also classics (Bergmans's Kvinnodrom, Resnais' Hiroshima, Mon Amour, Antonioni's L' avventura etc), non mainstream titles such as short films of animation like Jan Svankmajer's Food, and political documentaries like Wagenhofer's We feed the World.

The Auteurs Europe focuses on auteur-driven films with strong visuals and unique content. They plan to continue being demanding in terms of artistic quality, format diversity and educational richness. With the number of titles already available starting to become significant, they now plan to increasingly focus on making movies available with different subtitles while increasing the number of films in the library.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
DA	VOD	FIDD APS	FIDD	1.100.000	550.000 €	50%

<http://www.movieurope.com>

FIDD is passionately working to optimize the earning potential of the filmmakers by developing new business models for effective digital distribution, shortening the value chain and revitalizing and maturing the back catalogues for worldwide sales. FIDD aggregates, digitizes and distributes films from the European Long Tail Treasure.

The mission is to take the lead in digital distribution of European films and provide a service second to none, to the film production companies all over Europe. FIDD offers a joint 50% co-ownership to the Filmmakers, with full economic transparency. FIDD is co-owned by 160 of the leading film producers from 16 European countries. Included in the list of founders and co-owners are award winning directors Lars von Trier, Bille August, Susanne Bier, and the production companies: Zentropa (DK), Kinotar (SF), Göta Film, WG Film (S), Magma Film (Ireland) and many more.

With more films, a new and improved site, new strong partnerships and the opening of FIDD's German based office, FIDD aims to continue the positive process of aggregating, digitizing, versioning and distributing of films of all kinds, from all over Europe, with an expected total of around 1.400 titles by the end of 2010. The site is planned to be available in 10 European languages. The catalogue is expected to contain around 400 titles in English and French, 430 titles in German and 900 in Danish.

FIDD is determined to increase the revenue by having a strong focus on the business side of the action in all business segments.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
FR	VOD	IDEALE AUDIENCE SAS	medici.tv	1.052.133	500.000 €	47,52%

<http://www.medici.tv>

Launched in April 2008, medici.tv aspires to be a worldwide VoD platform dedicated to high quality documentaries, music and performing arts films. In 2008/2009, medici.tv implemented a comprehensive VoD platform featuring various types of payable VoD alongside a unique offer of free live concerts in streaming.

Today, medici.tv is already the largest on-line library of classical programs and documentaries available in the world, with an on-line offer of nearly 280 titles (324 hours of programs as of June 2009) and which has a European and international dimension with an audience from about 180 countries. Medici.tv aims to be a unique combination of programs and business models whose diversity appears to be more than ever the key factor of its success.

Medici.tv's action in 2010 will be to strengthen the content in developing the VoD offer, while building up a quality and strong line up of live concerts, which is the largest source of traffic and of subscribers of paying VoD.

The international dimension will remain the other key factor of medici.tv's development through marketing and promotional actions and especially through a cross border approach of the editorial content.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
DE	DCD	REELPORT GmbH	Europe's Finest	1.015.000	500.000	49,26%

<http://www.finest-film.com>

Europe's Finest aspires to be the largest collection of film classics for D-cinemas in Europe as well as Europe's first Cinema on Demand service.

In 2010 the company plans to add at least 15 titles that round off existing series of classics. The goal is to create in-depth retrospectives.

In cooperation with partners like the Rotterdam film festival or Doc Alliance Films initiative, selections of outstanding 25 works of contemporary arthouse features and documentaries will be added. The aim, by the end of 2010, is to be able to offer to digital cinemas in Europe a selection of different programs ranging from a Bergman retrospective via a "portable" version of a major film festival up to a documentary selection for the gourmets of this genre.

The main focus of 2010 will be the marketing and distribution of the films to the digital cinemas. In cooperation with cinema networks, online platforms and institutions Reelport plans to establish Europe's Finest as the primary source for digital arthouse films that are not actively distributed by a traditional distribution company.

In the political arena the company will work with institutions and film related organisations to reduce barriers to the free distribution of European films across European borders.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
HU	VOD	DAAZO FILM ES MEDIA SZOGALTATO KFT	daazo.com – the European short film centre	102.714	51.357 €	50%

<http://www.daazo.com>

Daazo.com - European Short Film Centre is a Cinema/Media project with a growing collection of professional short films and a community web platform for young filmmakers. The collection is strictly specified for short films: you can watch, upload and share these films, and as a center for short films, they also highlight the most important news from the world of short films, as well as the latest festival deadlines. We provide all of our features for free.

To collect and present a selection of the best free-to-view European shorts is a unique mission on the Internet. This way Daazo encourages young film makers, film schools and festivals to upload and disseminate their films via Daazo - to help them in taking their first steps in the business, having "dynamic copies" of their works. With the upcoming features these can be instantly posted to the most popular social network sites (e.g. Facebook, Twitter) to get a lot of feedback and the widest visibility. This is an opportunity to promote themselves, find viewers, feedback and producers.

Daazo's aim is to create the perfect platform for short films. Nowadays shorts are becoming more successful than ever. Appearing online, getting a wider range of audience, short films are not only made for festivals, film schools or workshops, but for world wide distribution.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
FR	VOD	LOBSTER FILMS SAS	Europa Film Treasures	574.638,03	287.319,02 €	50%

<http://www.europafilmtreasures.eu>

The EUROPA FILM TREASURES platform aims to open a new window on the meticulous and devoted work of European film archives which safeguards part of the world's memory in images. In liaison with assignees and depositors, EUROPA FILM TREASURES presents precious films from the world over, safeguarded by the European Cinematheques.

In operation since 1 May 2008, EFT has proved to be a success: 15 million pages viewed, more than 800 000 single visitors and an average of 6000 single visitors per day. The current catalogue offers a selection of 28 film archives representing 19 countries and 76 films of all genres and all periods (from 1896 to 1999). New titles will complete this 2010 selection in the coming months.

The Internet user can view these films free of charge (original versions, full-screen format, subtitles available in 5 languages, music added for silent films) and discovering classic films through several accesses thanks to the editorial work.

Special focus for 2010 will include new films to add to the catalogue, more interactivity giving members the change to express opinions via blogs, intensive promotion all along the year (attending specialised cinema heritage festivals, both on-line & off-line promotion and increasing SEO actions) and new content such as special DOCUMENTATION and a new TEACHING RESOURCE (TREASURES QUEST).

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
FR	VOD	LE MEILLEUR DU CINEMA SAS	Universciné	2.306.057	1.000.000 €	43,36%

<http://www.universcine.com>

UniversCiné is an established VoD aggregator/distributor of French and European independent cinema in France.

The UniversCiné project aims at continuing its development in 2010, both, internationally, in Europe, by creating a Federation of independent VoD platforms and in France, by raising the market reach of its European cinema offer.

In Ireland, Belgium and Switzerland, UniversCiné will pursue the development of three VoD services that are managed locally by independent producers and distributors. They will operate in their respective national languages to provide their domestic audiences with a strong editorial environment.

Furthermore, UniversCiné aspires to create a larger "Federation", also including VoD platforms from Spain and Germany and a Finnish production company. The goals of this network will be to pool resources in order to achieve cost-efficiency, especially in the technical field; to allow for cross-territory rights clearing and to share innovative marketing strategies, with a special focus on the development of community-oriented features and recommendation tools.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
CZ	VOD	DOC-AIR os	Doc Alliance Films	324.901,27	159.450,63 €	49,08%

<http://docalliancefilms.com>

The Doc Alliance Films portal was launched on February 27, 2009 as an initiative of Doc Alliance, a partnership of 5 most significant European festivals: Visions du Réel, Dok Leipzig, Planet Doc Review Warsaw, CPH:DOX Copenhagen and IDFF Jihlava.

Its main objective is to present a contemporary, archive and student selection of European creative documentary films accessible to a wide audience all around the world. Legally and for an affordable fee, both film professionals and general audiences are able to stream or download 250 films from over 25 European countries in one of the three offered formats.

Doc Alliance Films is a selective portal; all the films are selected by a festival programme committee which focuses on films of thematic importance, strong issues as well as high aesthetic criteria for the authors' approach.

The 6-lingual portal supports the diversity of the creative documentary genre of both newcomers and established masters; both discoveries and continuations of recognized works; ensuring their wide circulation across space and time both inside and outside the EU after their limited run at festivals and cinemas.

During 2010 Doc Alliance plans to significantly increase the number of films in its catalogue. Another aim and important step to be taken in 2010 is the partner extension of the alliance. They are planning the extension of the European scope of the catalogue by cooperating with Italian, German and British companies.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
ES	VOD	COMUNIDAD FILMIN SL	Comunidad Filmin	300.700,86	108.979,13€	36,24%

<http://www.filmin.es>

The filmin project resulted from the union of eight of the most important production and distribution companies in Spain: Alta Films, Cameo, Continental, El Deseo, Golem, Tornasol, Wanda Visión y Vértigo Films. At first filmin joined forces with a technological company specialised in the creation of online communities, to create a portal that goes far beyond the mere concept of e-shop. Then they realized they needed a technology partner specialized in video streaming on the Internet. So they developed a partnership with Ikuna Media in order to provide the best streaming service available in Spain. Filmin was designed for anyone who lives off or for the best of independent cinema in Europe.

Filmin, aims to give members the possibility to download content on their portable devices or watch streaming movies in the best available quality. They plan to have a wide choice of films, from movies awarded in the most prestigious festivals, to cinematographic treasures available for the first time in Spain. Users will also be able to upload their own short-films or "reels" (photomontages) or read and comment on the latest news about festivals, film shoots or the Spanish box office. In addition, they will be informed about the courses taught at ESCAC (the cinema school of Catalonia, recognised as the best cinema school in Spain) and UAB (the most important College in Spain) which have agreed to collaborate actively to the project. Both entities will also provide short-films and documentaries to filmin's catalogue.

In other words, on filmin, users can be simple spectators but they can also be active protagonists.

In 2010 filmin aims to reach new frontiers setting strong agreements up with other European websites that enable them to increase the diffusion of the catalogue, as well as making agreements with various Films Festivals. They plan to boost the traffic on the platform and develop services for professionals.

Other important future objectives are related to technology:

- Better integration of filmin in community web 2.0 platforms like Facebook, Twitter, Myspace, Tuenti...
- Better system of short films uploading for the users, through Vimeo model,
- New database system that will allow a better rank in Google and an increase in the speed of browsing the web by 60%.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
FR	VOD	MK2 MULTIMEDIA SA	mk2vod.com	421.930,72	210.956,36€	50%

<http://vod.mk2.com>

The MK2VoD.com web site has been online since May 14, 2007. The site has been fully operational for over two years now and is constantly growing; the primary objective is to continue its development. MK2VoD offers over 1270 programs to an audience of knowledgeable movie lovers who are looking for film catalogues with movies geared for the general public, as well as independent films, specialized documentaries, TV series, animated films and films for young audiences.

One of the principal goals is to develop an mk2.com community, making the portal a place where surfers can exchange ideas on art in general and more particularly on cinema. This implies the creation of a joint mk2.com / mk2vod.com database as well as the integration of the mk2vod editorial line on the mk2.com site and vice versa. .

The aims of the company are to continue developing the catalogue and broadening the purchasing policies in order to continue offering a wide range of diverse and multicultural films. The constantly expanding catalogue includes titles from numerous countries, in particular European ones.

MK2VoD is greatly appreciated by its customers; they are loyal and often visit the site. Part of this clientele includes students, in particular film school students, both private and public.

One of the company's objectives is to offer specific programs to this audience who likes movies. In that perspective they propose some "educational complements" for several movies.

Ensuring customer loyalty remains a key element in the development process. The company has put various marketing actions into effect, but their goal is to be seen as often as possible by the largest number of surfers. In 2010 they aim to emphasize their marketing actions and seek help from specialized communication agencies.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
FR	VOD	FILMOLINE SAS	FILMOTV	3.573.140	500.000€	13,99%

<http://www.filmotv.fr>

FilmoTV aims to be a successful VOD 2.0 service in a competitive market, especially in France. FilmoTV intends to operate using two main innovations: subscription and massive editorial content.

- Subscription or SVOD. For the consumer, the aim is to offer a cheaper (10€ per month for 50 movies instead of 4€ each), and a more simple process: only one transaction to be carried out which lasts for several months instead of having to use a credit card each time and movies that are available to watch for two months instead of two days.

- Massive editorial content. The company understands the importance of quality content. FilmoTV has already commissioned and will continue to commission more than one hundred journalists and cinema specialists. Every film is highlighted by original video footage and a dedicated video channel has been built, both linear (for ISP purposes) and non-linear (for the web). This is the reason it is called FilmoTV. In their first year, FilmoTV produced a significant amount of content (videos, texts, quiz, etc).

In 20110 FilmoTV plans to strengthen their European-oriented policy, by partnering with other European companies, offering British, German and Italian festivals on the site, obtaining film rights for German films and by increasing the number of languages in the catalogue.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
FR	DCD	CN FILMS SAS	EDCL – European Digital Cinema Library	1.250.000	500.000€	40%

<http://www.cnfilms.fr>

American studios can take advantage of the economies of scale that digital cinema will generate through the sharing of technical and economical means on a whole territory and even the world. The objective of this project is to make sure that European films also benefit from these economies of scale and from the flexibility offered by digital cinema, still relying on the actual balance between producers, sales agents, distributors, and theaters. This can be achieved by sharing the costs and the technical means between several distributors of a same title.

This project wishes to build an online film library accessible at all times, gathering all different language versions of a film, and directly usable by any distributor who has bought the rights.

In order to have this library filled, the project will encourage the digitalization of European content, and its localization into different language versions. The EDCL project will then provide its distributor members with a flexible and easy to use distribution platform, where it will be able to access the digital content, and to distribute it in its territory.

The objective of the project is to have during this first year of the project around 60 European titles digitized and stored in the library, distributed by the 42 distributors members of the project.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
UK	VOD	ADM MEDIA Ltd	Brightwide.com	696.149	200.000€	28,73%

<http://www.brightwide.com>

The Brightwide project aims to launch a European leading platform screening the best of social and political cinema online, a unique and truly virtual film festival dedicated to socially conscious cinema.

Activities to be carried out include the completion of the website, to expand the interactive, community features of the platform, to complete the acquisition of the full library of Brightwide and to assist the marketing and communication activities around the Brightwide launch in UK and Italy as planned between November 2009 and January 2010.

As Brightwide will take its first step outside the UK into Italy they plan to partner with the highly respected Italian distribution and production company, Fandango and a media partnership and sponsorship with the Italian magazine “L’internazionale” (specialized in political and social commentaries and distributed to 60,000 subscribers) to set up a local operation.

Brightwide envisages the creation of a dynamic community, which brings together independent social and political film-makers with organizations and individuals who care about the issues and causes they portray in their documentaries and dramas.

Some of the objectives for 2010 are to create new affiliations with NGOs, develop the on-line community, carry out marketing actions, and to strengthen the brand.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
DE	VOD	EYZ MEDIA GBR (GRAVENOR, HABIGER und WILGFANG)	Realeyz.tv	609.365,82	200.000€	32,82%

<http://www.realeyz.tv>

EYZ Media licenses/markets sophisticated, often hard to find European audiovisual content via video on demand to a receptive audience via widgets (online applications enabling embedment into target audience-frequented web environments), landing pages, multilingual (German, French, English navigation; all available film language versions) and realeyz.tv platform (one-stop online cinema, film magazine (blog), web 2.0 social network).

In Phase 1 users access content via TVOD. realeyz.tv brings films to their audience via strategic marketing - embedding them into a network of NGOs (Oxfam, Greenpeace etc.), institutions, filmmakers who regularly create unique content (in the blog) and interaction (in the community) around each film. Phase 2 will implement innovative features: platform accessibility for sight-/hearing-impaired, access from major social networks like Facebook, AVOD and SVOD. Supported by unique social networking features (virtual couch) and thanks to the operators' longtime independent cinema experience, realeyz.tv aspires to leads users in and outside of Europe to the wealth of European audiovisual heritage and current creative AV content in a carefully curated, trusted environment, preserves/enhances linguistic/cultural diversity, networks players, thus opening up new market opportunities to them.

Some of the objectives for 2010 are: to expand their catalogue, to promote and strengthen the brand identity and to further develop their on-line community.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
UK	VOD	MERCURY MEDIA INTERNATIONAL Ltd	Joiningthedocs.tv	500.000	250.000€	50%

<http://joiningthedocs.tv>

joiningthedocs.tv (jtd) is an online documentary video rental service. In 2010 it will evolve into a multi- platform distributed service. It will offer films to customers on sites they are already using, rather than needing them to come to jtd.

Jtd will utilise a unique technology which allows films to be embedded anywhere on the web while simultaneously monetising them in the same location. Revenue, reporting, and user behaviour flow back to the central jtd core and facilitate transparent profit sharing with film producers & affiliates automatically & efficiently. The company plans to also develop 'Producer Tools' to enable filmmakers to upload films to jtd easily.

jtd has acquired a catalogue of high quality documentaries which it will add to throughout the action. jtd has partnerships with two VOD services to promote films to German & Eastern European speaking viewers and has a media partnership with Telegraph.co.uk – a significant English language newspaper website.

jtd aspires to offer the right film in the right locations at the right price, providing an attractive proposition for both users & producers. jtd aims to build into a new distribution model for European documentaries.