

Selected Actions: Call for proposals VOD/DCD EACEA/06/2011

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
FR	VOD	The Auteurs Europe SAS	MUBI	1.794.151,39 €	750.000,00 €	41,80%

<http://www.mubi.com>

MUBI aims to be the first global VOD service for the digital distribution and promotion of the best of European cinema.

2012 Targets:

Increase monetization and extent of distribution

- Expand Sony PlayStation 3 service to up to 6 additional countries
- Launch MUBI on Sony Bravia TVs in around 18 countries + their attached territories
- Develop & launch MUBI for iOS (iPad & iPhone)
- Develop & launch MUBI for Android (Samsung, LG, HTC, etc.)
- Sign deals with other telecom services

Improve user experience

- Move from progressive download to streaming to provide better viewing experience
- Deploy adaptive streaming for the best image/sound quality for variable bandwidth

Increase exposure and traffic for EU films

- Acquire & exhibit around 700 new EU films
- Reach up to 3,000,000 membership
- Increase number of festival & rightsholder partnerships
- Increase sponsored as well as partnered operations
- Increase EU premium content via MUBI YouTube channel

Develop new ways of promoting/distributing EU films

- Launch a test screening app with Cinando during Cannes Market
- Increase number of EU "DAY&DATE" releases in various countries worldwide

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FR	DCD	CN Films SAS	EDCL - European Digital Cinema Library	1.000.000,00 €	500.000,00 €	50,00%

<http://www.cnfilms.fr>

The objective of this project is to make sure that European films also benefit from economies of scale, and from the flexibility offered by digital cinema, still relying on the actual balance between producers, sales agent, distributors, and theatres. This can be achieved by sharing the costs and the technical means between several distributors of a same title.

To that extent, 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 aims to encourage the digitalization of European content, and its localization in 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 to the digital content, and to distribute it in its territory.

EDCL will also allow the sales agents to manage the access rights to the material stored in library, the delivery of "DKDM" (authorization of access to the files), and get reports on the use of the material and the distribution of the content in each territory.

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
HU	VOD	Daazo Film- és Médiaszolgáltató Kft	Dazoo.com - the European Short Film Centre	219.470,00 €	109.735,00 €	50,00%

<http://www.daazo.com>

Daazo.com - The European Short Film Centre aims to be a Cinema/Media project with a growing collection of professional short films and a community web platform for young filmmakers. The content is strictly specified for short films: you can watch, upload and share these works. Daazo organizes and takes part in applications, film contests and in filmmaking workshops. It also delivers the most important news from the short film industry, as well as the latest festival deadlines, interviews, essays. It releases its own magazine for short films, "World of Shorts. Daazo is available on multiple platforms like iPhone or Samsung Smart Hub system. In 2012 they plan to launch a proUser service which will enable filmmakers to present their short films in high quality and circumstances. Beside this, all other features are free.

To collect and present the best free-to-view European shorts is a unique mission on the Internet. This way Daazo aims to encourage young film makers, film schools, festivals and workshops to upload and disseminate their films via this platform, helping them take the first steps in the business, having "dynamic copies" of their works. This is an opportunity to promote themselves, finding viewers, feedback, crew 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 made not only for festivals, film schools or workshops, but for literally world wide distribution.

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Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
CZ	VOD	Doc-Air os	Doc Alliance Films	283.458,19 €	140.000,00 €	49,39%

<http://dafilms.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 Nyon, DOK Leipzig, Planete Doc Review Warsaw, CPH:DOX Copenhagen and IDFF Jihlava. From 2012, the Doc Alliance will be extended by the French festival FIDMarseille. 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 almost 570 films from 55 countries (out of which 31 are 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 creative approach.

The 6-lingual portal aims to support 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.

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
FR	VOD	Le Meilleur du Cinéma SAS	UniversCiné	2.536.665,00 €	1.000.000,00 €	39,42%

<http://www.universcine.com>

In 2012 the UniversCiné action aims to involve a growing network of up to 13 European countries.

The first axis of development will be the consolidation of the European Federation of Independent Cinema VoD Platforms – EUROVoD, and its progressive enlargement to new European territories. Members of EUROVoD will continue to pool more resources in several fields, such as technology and R&D, marketing and promotion, benchmarking and network, with the aim of further integration. The 'EUROVoD acquisition strategy' will be followed with the objective of acquiring around another 100 European films, most of them unreleased outside of their production countries. They will be highlighted simultaneously on each VoD platform of the network, in order to significantly increase the transnational circulation of European cinema and promote European talent.

The second axis will be to strengthen the strategic position of the co-beneficiaries VoD services on their respective markets. In addition to marketing & advertising operations towards large audiences, co-beneficiaries will pursue development of their 'multi-channel' distribution (web, IPTV, cable, Connected TV, tablets) and will reinforce ties with national public institutions.

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Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
AT	VOD	Flimmit GmbH	flimmit.com	782.069,27 €	391.000,00 €	50,00%

<http://www.flimmit.com>

Flimmit aims to be a universal platform for the online distribution of films. Two key features guarantee easy and legal access to films and related content in the Internet.

An in-house VoD shop that offers around 700 films, documentaries, movie classics, niche and independent films in various languages.

A film search tool that analyses, aggregates and compares well over 100,000 films and provides geo-targeted access to e.g. over 24,000 stream and download products thereof in the German-speaking market.

The site includes social media tools, filtering and recommendation features. Improvements in 2012 aim to cater for a refinement of the platform's usability. They include further development of community based services with a strong focus on social media features, implementing next generation social, personalization and recommendation tools. Furthermore multi-lingual access to films via IPTV, SVoD, AVoD and specialising of the in-house catalogue, adding newly curated European country editions and increasing the European dimension by cooperating with other VoD platforms.

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
NL	VOD	Stichting DocsOnline	DocsOnline	313.480,00 €	140.000,00 €	44,66%

<http://www.docsonline.tv/>

DocsOnline, more than a VOD-website for documentaries

At www.docsonline.tv, DocsOnline has aimed to gather a trendsetting collection of both recent and classic creative documentaries. Now, this traditionally inaccessible cultural treasure is available to a wide audience 24 hours a day.

Income for documentary makers

Half of the subscription fees paid by viewers go directly to those holding the rights to the documentaries that have been watched. DocsOnline aims to provide a platform for documentary filmmakers to present and promote their work and make it profitable.

Growing: Visitors can choose from over 300 quality documentaries on the site today. The aim is to continue growing this collection in the coming years.

Innovative approach: The site is innovative in various ways. The appealing and user friendly layout is thematically organized and encourages visitors to discover parts of the world previously unknown to them. Viewers watch documentaries on demand, when and where they choose, without depending on television networks. High quality and low prices make the range of documentaries unique. The interests of documentary makers are also promoted by DocsOnline. It is even possible to share a section of a documentary with other persons by using the innovative videocutter.

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Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
FR	VOD	Museec SAS	medici.tv	1.569.849,00 €	290.000,00 €	18,47%

<http://www.medici.tv>

Launched in April 2008, medici.tv became within 3 years the leading digital platform in the world for top quality documentaries and performing arts programmes, with a special focus on classical music.

medici.tv now offers almost 650 titles on Video on Demand combining a unique library of concerts, artist's portraits, documentaries, operas, archives and educational programmes. The catalogue aims to reflect the richness of the European audiovisual production in this area. Every year they present about 80 live events, free of charge, featuring the greatest artists, concert halls and festivals of our time. This "freemium" model is well established today and they are starting to get the benefits of this long-term approach.

The audience is international, coming from more than 180 countries and significant investments have been made to release medici.tv in Japanese and Chinese, in addition to the English and French versions.

2011 has been a very important year as a new website was launched (medici V2) in order to optimize performance, especially in terms of SEO (search engine optimization) with complete new front and back interfaces in HTML, and in terms of cross media, medici.tv is now available on iPhone and iPad. The other tablets and Smartphones like Android will continue to be a priority this year.

The business model is diversified between subscriptions revenues and sponsoring, completed by the company's own investments and public funding.

2012 would be therefore dedicated to strengthen the fundamentals of medici.tv: acquisition of great VoD programmes, superb line up of free live events, intensification of the promotional exposure and diversification of the channels via the mobility, IPTV and all the new screens which are appearing every time. This is a fascinating period of time in the media world. Museec aims, as a full independent and European player, to establish their platform as the international reference for cultural audiovisual programmes.

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Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
DE	VOD	EYZ Media OHG	realeyz.tv	760.385,57 €	370.000,00 €	48,66%

<http://www.realeyz.tv>

realeyz.tv aims to offer sophisticated, often hard to find European audiovisual content via VOD distribution. Focus: documentaries about music, culture, media, social issues, independent fiction, experimental works. realeyz.tv has developed on- and offsite solutions to deliver content to target audiences. The platform offers its growing usership multi-lingual access to films via TVOD, SVOD, EST, content aggregation to third-party platforms and innovative content widget systems. The site includes an online magazine and aims to offer connectivity to leading social network Facebook.

Third term focuses on audience expansion and sales increase through innovative on- and offsite (widget, mobile, connected TV) solutions that bring films to key target audiences. realeyz.tv increases accessibility for audiences regardless of language or impairment. An extensive professional marketing plan promotes outreach through on- and offline campaigns utilising affiliate marketing, social media and partner networks.

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
ES	VOD	Comunidad Filmin SL	Filmin	642.916,79 €	213.410,00 €	33,19%

<http://www.filmin.es>

The filmin project resulted from the union of nine of the most important production and distribution companies in Spain: Alta Films, Avalon Distribución, Cameo, El Deseo, Golem, Tornasol, Wanda Visión, Versus Entertainment and Vértigo Films. They joined forces with Vostok, Ooyala and Brightcove, technology companies, who are leaders in web design and streaming service.

filmin was designed for anyone who lives off or for the best of the independent cinema in Europe.

During the four years of life, filmin has been consolidated as one of the the best VOD platforms in Spain, promoting initiatives like the simultaneous film openings on the Internet and cinemas, the creation of a flat rate (Subscription VoD), launching online Film Festivals or working with traditional film festivals to create direct to VoD collections of Films awarded in those festivals.

On filmin, members have the possibility to download content on their portable devices or watch streaming movies in high quality. They 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 are also able to upload their own short-films or "reels, or read and comment on the last news about festivals, film shoots or the Spanish box office.

Also filmin is part of the European federation of platforms of Video on Demand: EuroVoD. They aim to encourage the exchange of European titles and to benchmark of some fundamental services.

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Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
DE	DCD	Reelport GmbH	Europe's Finest	810.000,00 €	400.000,00 €	49,38%

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

Europe's Finest aspires to be the largest collection of film classics and current arthouse films for digital cinemas. Major works of Denmark's most prominent director of silent films Dreyer, films like Fitzcarraldo, Nosferatu and Aguirre of Werner Herzog or in depth retrospectives of Rohmer or Fridrikson – all added last year - speak for themselves. As a preferred distributor for archives from all over Europe and a backup for prominent sales agents Reelport holds a unique position in the market place. They aim to be the only European-wide agency with hundreds of screenings in more than a dozen European territories.

In 2012 the objective is to add more intriguing titles to the Europe's Finest catalogue, adding a second pillar to Europe's Finest: A network of databases that will contain 90 % of all DCPs available in Europe. Also Reelport will propose a model contract that will allow for the theatrical screening of these films. With digitisation initiatives in France, Netherlands, Slovakia etc. the time was never better for a coordination effort to provide access to European film heritage.

Thus Reelport aims to improve the circulation of cinematic works by addressing the main obstacles to their diffusion: they aim to provide the knowledge on where the material is and a way of easily obtaining the rights.

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
DA	VOD	FIDD ApS	Movieurope	350.000,00 €	175.000,00 €	50,00%

<http://www.movieurope.com>

Movieurope – Films from Your Country.

Movieurope aims to service anyone anywhere with a selection of quality films from any European country.

All films will be packed in National Packages and/or spoken language, and will be a selection of feature films, documentaries, short films, animation and alternative content.

All films will be available in the original language and in as many subtitled versions as the rights holder can deliver.

Each National Package requires a minimum of 50 titles before launch. By 01.01.2012 FIDD aims to be ready to launch National Packages from; Denmark, Sweden, Norway, Finland, Iceland, Estonia and Austria.

The objective in 2012 will be; Polish, German, French, Spanish and Italian.

The users will be offered a monthly subscription to a National Package for around 6€ with unlimited access.

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Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
FR	VOD	Filmoline SAS	FILMOTV	2.096.300,61 €	300.000,00 €	14,31%

<http://www.filmotv.fr>

In 2012, FilmotV's action aims to achieve 3 main objectives:

- Consolidate the already existing services in France, Belgium and Luxembourg. FilmotV aims to be the only web pure player to propose a real «movie on demand» channel with a qualitative editorial line and a subscription offer.

FilmotV is not a regular movie VOD platform. The concept relies on a selective approach, massive editorial content and an original programming of the catalogue. The mission is to propose the best of European and International movies.

They plan to acquire around 500 new movies in 2012, mainly European, and to commission about 50 specialists of cinema to highlight every movie proposed.

- Strengthen the commercial development. They plan to reinforce the distribution of the branded offers on IPTV, connected TVs and Tablets. The objective is to bring the service on every device and network within the next 3 years.

- Initiate European platforms, involving UK, Germany, Italy and Spain. Ongoing market studies are being made in order to prepare the launch of a major European project inspired by the existing FilmotV concept and based on grouping and sharing resources.

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
ES	VOD	Kiwi Media SL	Shortz!	402.515,22 €	200.000,00 €	49,69%

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

Operated by Kiwi media S.L., Shortz! aims to be the biggest European mobile VoD offer presenting high quality and award winning European short films. It was launched in March 2009 as an off-portal solution – users all over the world can access and navigate through their mobile browsers and applications on their smartphones and tablets.

Kiwi Media achieved the integration into several mobile network operators' (MNO) portals between 2009 and June 2011, still with negotiations in process – not only focusing on European MNO's. Massive changes in mobile content distribution within operators and the rise of applications from 2009, motivated the development of Shortz! applications for smartphones and tablets. Kiwi Media intends to maximise the reach to end-users / consumers through distribution / sale of those apps and of the stand-alone off-portal as well as the number of on-portal integrations of operators. Recently operators started their own appstores providing new distribution channels as well as independent app stores with direct access to users. In addition to this, in 2012 Kiwi Media will pursue a multi-platform strategy, e.g. applications for Connected TV.

The approach of Shortz! – key elements:

1. high quality, award winning, European content suitable for mobile devices
2. compelling applications for smartphones and tablets as well as other platforms like Connected TV, with flexible pricing and revenue models
3. close cooperation with mobile operators and independent applications stores offering a tailored solution for the technical and systematic integration into their existing content portfolio as well as for the new application stores of the MNO's
4. innovative marketing and distribution approach using all possible means of digital marketing, including social media optimization and new arising possibilities of the distribution and marketing of mobile applications including strong distribution partnerships

The ambition is to be THE mobile VoD platform / application for mobile devices with a multi-platform approach predominantly European short movies for a maximum of viewers world-wide and building a brand for European high-quality short films.

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Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
FR	VOD	Lobster Films SAS	Europa Film Treasures	300.000,00 €	150.000,00 €	50,00%

<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. In liaison with assignees and depositors, EFT presents precious films from the world over.

In operation since 1 May 2008, EFT totalizes more than 19 376 000 of pages viewed, more than 1 713 500 single visitors and more than 1 900 000 film viewings.

30 film archives representing 19 countries currently propose a selection of 149 films of all genres and periods (from 1896 to 1999). New titles will complete this selection in the coming months.

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

Special focus for 2012 will include new films with new original music, redefinition and reinforcement of the website's identity with stronger communication, new graphic design for the whole website with better access to films, improved online promotion with a special attention given to social networks, increased participative approach and evolution of the business model.