

## Selected Actions: Call for proposals VOD/DCD EACEA/09/2013

Country	Action	Company Name	Project Title	Proposed Contribution	%
ES	VOD	Comunidad Filmin SL	Filmin	312.440,43	33,66%

<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 and Brightcove, technology companies, who are leaders in web design and streaming service.

During the five years of life, filmin has been consolidated as the best VOD platform 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. filmin has the largest online catalogue of films, tv series and shortfilms in Spain. It serves 150.000 films every month and deliver more than 5TB of audiovisual content to its thousand users.

filmin has been awarded with the Ciutat de Barcelona to the Most Innovative Company in 2013 or the Time Out Award to the Best New Company in 2012. filmin is part of the European federation of platforms of Video on Demand: EuroVoD. It aims to encourage the exchange of European titles and the benchmark of some fundamental services.

By the end of 2014 Comunidad Filmin SL plan to implement many innovative actions, such as optimising the user interfaces, providing a full multi-device experience, as well as streamlining and increasing the reliability of their production tools.

Country	Action	Company Name	Project Title	Proposed Contribution	%
AT	VOD	Flimmit GmbH	flimmit.com	300.000,00 €	49,96%

<http://www.flimmit.com>

Flimmit is dedicated to the infinite world of online-movies for the German-speaking market. With its two services, the Flimmit VOD shop and the Flimmit Online Movie Guide (Film Search), Flimmit is a multiple times awarded model throughout Europe. Its VoD-shop has a catalogue of more than 1,300 titles, two thirds of it of European origin.

With the content being available on various devices – cable networks & ISPs, online, Smart TVs, mobiles and tablets, Flimmit plans to be the gateway and will be able to deliver content technically simple and with different service levels. Being the main independent VoD platform in Austria, Flimmit aims to improve the quality and scope of the catalogue and tends to increase the cross-border distribution of films and technology across Europe through the EuroVoD partners.

## **Selected Actions: Call for proposals VOD/DCD EACEA/09/2013**

With strong partners in Austria and Germany, Flimmit will access new potential audiences and will focus on targeted marketing activities and its multiple-channel strategy.

Acquisitions in 2014 will concentrate on: high-artistic quality titles (festival films or commercial success), current titles (not older than 12 months after cinema release) and content from partners with interesting and popular catalogues.

<b>Country</b>	<b>Action</b>	<b>Company Name</b>	<b>Project Title</b>	<b>Proposed Contribution</b>	<b>%</b>
DE	VOD	EYZ Media GmbH	realeyz.tv	420.000,00 €	49,51%

<http://www.realeyz.tv>

The VOD platform realeyz.tv is a one-stop, online store offering the latest in art house home video releases, together with classics, quality TV productions, creative documentaries and artists' films. Based on open source technology, realeyz.tv guarantees a unified and entertaining customer experience in a trusted and secure e-commerce environment. Users obtain multi-lingual access to the catalogue via TVOD, SVOD, EST. All content is available on mobile and stationary devices: PC, Pad-PC, Smartphone, Smart TV and Game Consoles. Innovative solutions target E-learning users and supply inclusive film versions. Brand communication aims for relevant market shares of the international art house home video segment and sustainability through social media connectivity, targeted on- and offline marketing campaigns, territorial strategies and a broad network of prestigious content, media and festival partners. realeyz.tv brings the heritage and future of European film to audiences worldwide.

Among the activities for 2014 a key objective for realeyz.tv is to consolidate the brand identity as an art house online video store and attain a meaningful market share. They aim to expand the availability of first run titles, day and date releases, and online premières as a strategy toward establishing realeyz.tv as a leading European online art house video store in Germany. They also plan to include high quality European television content to accommodate consumer demand for TV product and thus create new revenue opportunities. They intend to implement marketing strategies tailored to other key territories such as Britain, France, the U.S, Northern Africa, Latin America, Eastern Europe and other foreign markets. In order to maximise overall market impact, research will be conducted into market-relevant Smart TV manufacturers, and into developing Smart TV apps for their devices. They will also focus on fine-tuning their smartphone content and marketing strategy and on releasing a realeyz.tv app for game consoles.

## Selected Actions: Call for proposals VOD/DCD EACEA/09/2013

Country	Action	Company Name	Project Title	Proposed Contribution	%
FR	VOD	Museec SAS	medici.tv	500.000,00 €	24,03%

<http://www.medici.tv>

After 5 years of intensive work (opening in May 2008), medici.tv is now recognized as the leading international digital platform for top quality classical music programs, combining a unique library of documentaries, artist's portraits, archives, concerts, operas and educational programs.

At the end of 2013, it will propose over 1.300 audiovisual programs all over the world through the platform and its satellites and it will release in 2014 186 new titles, which will represent about 1.550 hours of programs available.

This long term goal of the project is to convince people to adopt these new services in spite of a huge and illegal offer available on the Internet. This strategy aims at medium term breakeven. The project will continue to invest in the content, in R&D, in human resources, in marketing. Marketing is probably the weakest part of the business today and it is the key focus of the next 18 months.

Country	Action	Company Name	Project Title	Proposed Contribution	%
FR	VOD	Eurovod	Eurovod	850.000,00 €	40,1%

<http://www.eurovod.org>

The EuroVoD project will develop and consolidate a pan-European network of VoD platforms, initiatives of independent rights holders. The action involves 19 partners and 14 European countries and is structured on both national and European levels.

On a European level, the project will focus on: acquisition of 100 European films on a multi-territorial basis, by and for all partners; collaboration with European Film Festivals, Academy awards and Cinematheques, in order to reinforce online promotion of 50 European films; organisation of original events: the European Online Film Festival 'Streams' (26 titles from 13 countries) and Day & Date releases of selected titles; creation and development of a pan-European commercial brand; collaboration on R&D, progressive convergence of the technological systems ; production of analyses and reports on VoD markets of 7 European countries.

On a national level, each co-beneficiary will strengthen its position on its national market through acquisitions and Marketing & Promotion on a local level, as well as technological development of a new generation of services in order to achieve and improve the multi-channel & multi-device distribution scheme of the VoD offers.

## Selected Actions: Call for proposals VOD/DCD EACEA/09/2013

Country	Action	Company Name	Project Title	Proposed Contribution	%
FR	VOD	Filmoline SAS	FILMOTV	300.000,00 €	12,21%

<http://www.filmotv.fr>

Launched in 2008, Filmotv has been participating in the development of Subscription VOD in France and Europe and succeeded in becoming in 5 years the French leading SVOD service dedicated to Cinema. This leading position was reached while remaining true to editorial guidelines based on a clear focus on European cinema, and a strong editorial approach.

Filmotv is now facing the possible introduction in Europe, of strong competitive services by end 2014. Filmotv action in 2014 relies on an aggressive strategy to cope with these new entrants and strengthen our position in the French & EU market. Major stakes are:

- Provide up-to-date and competitive interfaces, in line with customers' expectations, by improving techniques, tools and marketing features.
- Consolidate a distinctive editorial positioning, which goes through a much European oriented strategy to acquire, expose and promote EU films, & massive content production.
- Pursue the multi screens distribution to strengthen and extend the presence across all channels.

It will continue cooperation with Wild Bunch EU subsidiaries and local players to initiate projects in other EU countries and evolve towards a more global European model.

Country	Action	Company Name	Project Title	Proposed Contribution	%
UK	VOD	Curzon Cinemas Ltd	Curzon Home Cinema	450.000,00 €	50,00%

[http://www.curzoncinemas.com/film\\_on\\_demand/](http://www.curzoncinemas.com/film_on_demand/)

Curzon's unique proposition offers customers the opportunity to watch quality films when and where they want to, both in one of their Public Cinemas and in their own Home Cinemas. The Curzon World group combines cinema and home exhibition with film distribution (Curzon Film World, Artificial Eye and Chelsea Films) to offer its customers quality film content by all available means. Curzon is the leading UK exhibitor of independent & foreign language film, with nine UK cinemas, five Curzon Franchise sites and several other sites in development. Curzon's Home Cinema service (CHC), rebranded in April 2013, offers a true Home Cinema experience, with customers seeing the same high quality film programme they experience in the public Curzon Cinemas, at the same time, Day and Date, or as soon after as is practical, streamed to the highest possible technical level. CHC's new films are augmented by complementary titles from the same director and/or featuring the same actors, themes or genres, as well as Q&As with the actors and directors and themed seasons of other films. CHC is on the web and on Samsung SmartT, and will launch on three major digital platforms in late 2013/ early 2014.

## Selected Actions: Call for proposals VOD/DCD EACEA/09/2013

Country	Action	Company Name	Project Title	Proposed Contribution	%
UK	VOD	Distrify Ltd	Movies.com	388.559,76 €	49,46%

<http://www.movies.com>

Distrify is a Transactional VoD platform delivering European and other films across Europe and beyond. The unique viral distribution platform allows films to be purchased and streamed from an embeddable trailer shared on any website or online social profile. The growing, culturally diverse catalogue includes over 1500 films from UK, Denmark, Sweden, France, Czech Republic, USA, India and more. Distrify will continue to enhance its socially curated platform to promote the sales and discovery potential of the catalogue and turn buyers into repeat customers. Launched in February 2013, MUVIES.COM, enables fans and curation partners to promote collections of the films with targeted recommendations. MUVIES is marketed strategically in territories with the highest sales (UK, Czech Republic, Germany) and largest potential markets (France, Scandinavia). MUVIES offers advanced language and sharing functions that form the innovative technological basis for increasing circulation of European films. Combining viral film discovery and intelligent recommendations enables the catalogue to spread beyond borders, supported by targeted, trackable social engagement.

The focus for 2014 is on enhancing customer experience and customer retention via cross-platform connected device support and increased payment options, increasing Distrify's curating partner network, increasing sales in Europe, and categorizing the catalogue with deep metadata for improved search and discovery.

Country	Action	Company Name	Project Title	Proposed Contribution	%
NL	VOD	Stichting DocsOnline	DocsOnline	100.000,00 €	33,33%

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

At [www.docsonline.tv](http://www.docsonline.tv), DocsOnline has gathered 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. Half of the subscription fees paid by viewers go directly to those holding the rights to the documentaries that have been watched. DocsOnline provides a platform for documentary filmmakers to present and promote their work and make it profitable. Visitors can choose from over 420 quality documentaries on the site today. The coming years this collection will grow. 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 the 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 offers the possibility to share a section of

## Selected Actions: Call for proposals VOD/DCD EACEA/09/2013

a documentary with other persons by using the innovative videocutter. The objectives for 2014 are to expand the catalogue with 75 additional documentaries, to increase the number of viewers, and to create and facilitate an actively participating community that is attractive for others to join.

Country	Action	Company Name	Project Title	Proposed Contribution	%
DE	DCD	Reelport GmbH	Europe's Finest	250.000,00 €	48,08%

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

Europe's Finest is currently the largest collection of European film classics and current arthouse films for digital cinemas. Major works of Antonioni or Pasolini or in depth retrospectives of Rohmer or Fridrikson speak for themselves. As a preferred distributor for archives from all over Europe and backup distribution for prominent sales agents it has the potential to hold a unique position in the market place. As the only European-wide agency with hundreds of screenings in more than 24 European territories, the marketing challenges are significant and these will be the focus for 2014.

In 2014 it will considerably step up marketing efforts by joining forces with two major players: DCinex, the largest service company in Europe for digital cinema, and Hollywood Classics, the major distributor for Hollywood titles with a considerable collection of European films. Together they will set up and operate Finest Classics. This platform will not only allow the project to jointly market the films under a new, common brand, but will also create a point of entry not only to the projects own catalogues but to a wide range of European film heritage.

## Framework Partnership Agreements

Country	Action	Company Name	Project Title	Proposed Contribution	%
CZ	VOD	DOC-AIR	Doc Alliance Films	139.992,01 €	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 7 most significant European festivals: CPH:DOX Copenhagen, Doclisboa, DOK Leipzig, FID Marseille, Jihlava IDFF, Planete Doc Film Festival and Visions du Réel Nyon. Since 2013, Doc Alliance has been extended by the Portuguese festival Doclisboa. 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 more than 800 films from 56 countries (out of which 30 are European countries) in one of the offered formats.

## Selected Actions: Call for proposals VOD/DCD EACEA/09/2013

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 7-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 distribution across space and time both inside and outside the EU after their limited run at festivals and cinemas.

The catalogue of the [www.DAFilms.com](http://www.DAFilms.com) portal includes a total of 828 documentary and experimental films; about 250 films more will be presented during the year 2014.

Country	Action	Company Name	Project Title	Proposed Contribution	%
HU	VOD	Daazo Film – Es Mediaszogatato Kft	Daazo.com –the European Short Film Centre	100.000,00 €	50 %

<http://www.daazo.com/>

Daazo is an online hub for filmmakers and film lovers. It provides content on its website; smart phone platforms; Samsung connected tv app; social media platforms; World of Shorts magazine and newsblog. On the various platforms of Daazo there are short films from all around Europe - uploaded by emerging filmmakers and collected by the editors. In the center of the project is the website Daazo.com, which is open for watching and uploading films for free and sharing it with its social media features. The mobile and connected TV platforms offer short films to watch and useful content about short films: interviews, festival deadlines, essays, good-to-knows, etc.

Daazo presents its content for free. Short film is yet a relatively unknown form of entertainment, and the online audience is not open for paying even a reasonable price for short content in the age of YouTube and Vimeo. The business model of Daazo the content is free and the incomes come from different sources: selling advertisements on different platforms; sponsorships; professional services and features. As a new innovation in 2014, Daazo intends to develop and introduce a system for subtitling the uploaded films, making them available on many different European languages

