

Call for proposals EACEA 28/2015: summary of selected projects

Applicant organisation	Nationality	Application Title	Action	Co-beneficiaries	Maximum Grant Awarded
UNDER THE MILKY WAY INTERNATIONAL	FR	WALK THIS WAY 2016	2	<u>Co-beneficiaries:</u> Gaumont (FR), Pathé (FR), Films Distribution (FR), Match Factory (DE), Films Boutique (FR), Europa International (BE). <u>Associated partners:</u> Beta Films (DE), Protagonist (UK), Yellow Affair (SE), NEFS (PL), Celluloid Dreams (FR).	650.000

COMPENDIUM:

Walk This Way (WtW) federates European companies looking to address the challenges of the digital era by coordinating experimentations on new economic models for digital films distribution. More specifically, WtW manages the pan-European release of a large catalogue of films on the most prominent VOD platforms in Europe. For this second edition, WtW combines the VOD expertise of the digital distributor Under The Milky Way with the marketing skills of The Film Agency to release a varied selection of 50 European films in partnership with leading EU Film companies, either directly or under the Europa International banner such as Outlook Filmsales (at), Beta films (de), Memento films (fr), The Yellow Affair (fi), Celluloid Dreams (fr) and New Europe film sales (pl). The action is structured in 3 parts: 1/ Aggregate a diversified slate of films and assemble attractive packages in terms of countries/languages and relevant editorial lines. 2/ Present this offer, technically prepared (including the production of numerous requested subtitles), to the leading pan-European platforms such as iTunes, Amazon and Google Play, as well as local platforms such as Flimmit or Filmin to maximize exposure, coverage, availability and reach European audiences. 3/ Develop and coordinate digital marketing and promotion campaigns to generate sales, both on a territory-by-territory basis and on a transversal level. The WtW action is a collaborative, concrete, and transparent answer for European right holders to benefit from the new digital forms of distribution. It allows for ongoing experimentations and develops sustainable innovative business models to support the EU film industry's competitiveness. We are convinced that digital distribution represents a unique opportunity for the European film industry to go beyond frontiers and meet the Digital Single Market objectives like providing the EU audience with "More choice with greater access to content, goods and services from EU countries".

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STICHTING INTERNATIONAL FILM FESTIVAL ROTTERDAM	NL	IFFR Live	3	Doc and Films (FR), TrustNordisk (DK), Fortissimo (NL)	280.000

COMPENDIUM:

IFFR Live celebrates and expands the live festival experience of watching a film together, in the presence of the filmmaker and cast, through the use of new technologies and social media. It is a series of film events (minimum of 5) presented during the International Film Festival Rotterdam concentrated on 2-3 days. Each premiere is screened simultaneously at the festival, in at least 60 cinemas across Europe and on multiple established VOD platforms. Via a live streaming connection, the audiences on all platforms can join the interactive Q&A and ask questions via Twitter using #livecinema. A dashboard is made available in each cinema and all other platforms, which shows the live video stream from Rotterdam, the IFFR Live Twitter feed, the Instagram feed and more. Through IFFR Live a new model for the promotion and distribution of films is developed. It intensifies the festivals relationship with sales agents, exhibitors and VOD platforms to bring high quality artistic film to new audiences. IFFR Live was successfully launched in 2015. Main ambition is to extend the solid foundation laid during the first edition. By adding theatres within territories already participating (Spain, Poland, United Kingdom, Serbia, Slovenia, Italy, Bosnia-Herzegovina, Luxembourg and The Netherlands), and by targeting new additional territories such as France and Germany - with a large independent cinema audience which adds to the overall audience engagement. Important assets of the next edition are the development of a tailor-made release strategy for each film, concentrating the events in a shorter period to ease promotion, working with VOD platforms with an established subscription base and by keeping the framework flexible so new partners (other festivals, cultural institutions) can join the project at a later stage. Publicity generated through IFFR Live events, together with response from the audience, will be valuable in finding additional audiences within and outside of Europe.

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WILD BUNCH SA	FR	SPEED BUNCH 4	3	Versatile (FR), Elle Driver (FR), Wild Side (FR), Filmoline (FR)Bim Distribution (IT), WB Germany (DE), Vertigo (ES)	150.000

COMPENDIUM:

Since its creation, Wild Bunch has always been convinced of the necessity of adapting the production and distribution of filmed entertainment to the new environment. More specifically, Wild Bunch strongly believes that it is important to experiment new distribution patterns for European movies in Europe. This is why, quite naturally, Wild Bunch applied to the three previous calls and is certain that it is indispensable to pursue the experimentation after Speed Bunch 1, 2, 3 and is applying to this 4th call. Its integrated and multi domestic distribution network, its capacity to access various European films and its experience and relationships in the world of digital distribution, as well as its provocative and innovative line-up legitimate Wild Bunch participation to the experimentation. Finally, thanks to Speed Bunch 1, 2 and 3, Wild Bunch initiated new partnerships and accumulated knowledge and thinks to be able to pursue the experimentation with more efficiency, when it comes to the films releases or to the analysis of the results. Speed Bunch 4 will test the release of 1 film on 2 to 6 territories (Germany, Spain, France, Italy and/or UK and Austria) by the end of December 2016: day and date in Italy, Spain and/or UK, applying to exploitation windows in place in France and Germany or testing new eCinema release schemes. The project, Speed Bunch 4, relies on the global in-house capabilities of Wild Bunch:

- As a sales agent with Wild Bunch, Elle Driver and/or Verstile
- As a direct distributor with:
 - In France : Wild Side
 - In Italy : BIM Distribuzione
 - In Germany : Wild Bunch Germany
 - In Spain : Vertigo
 - In UK : with a partner
- As an electronic distribution service with FilmoTV (France).

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CURZON FILM WORLD LIMITED	UK	TALE OF TALES D&D	3	No	345.763,14

COMPENDIUM:

With Tale of Tales D&D we are planning the most ambitious release of a feature film simultaneously in cinemas and on VOD platforms in the UK and Ireland to date. This visually ravishing high-profile European co-production, from acclaimed director Matteo Garrone and renowned producer Jeremy Thomas, starring Salma Hayek, Vincent Cassel and Toby Jones, will open on more cinema screens than any day-and-date release so far, whilst being available on the widest range of VOD platforms possible. A key point of expansion will be in the Irish territory, where traditionally day-and-date releases open on 2 or 3 screens – we will be aiming to open the film in 20 locations on date across the whole of Ireland, a strategy never before attempted. We will also be hosting a nationwide UK premiere of the film ahead of release, with cast and crew in attendance, which will be satellite broadcast to cinemas in the UK and Ireland as well as being live-streamed on VOD platforms. Our ambition is to involve all three multiplex circuits in this live-broadcast premiere event, as well as the independent cinemas that will screen on release, allowing audiences across both territories unprecedented access to a day-and-date film. Supported by excellent UK reviews out of Cannes and the most extensive marketing campaign ever dedicated to a day-and-date release, we will position Tale of Tales as a key cinematic event of spring 2016, an entertaining adult fairytale in the vein of Pan’s Labyrinth shot across a variety of spectacular locations in Florence, Tuscany and Sicily. By experimenting with a high-profile, critically-acclaimed and commercially appealing film such as Tale of Tales, which we are confident can reach a wider audience than any day-and-date release so far, we will be able to demonstrate to the European film industry a business model for successful innovation with regards to multiplatform releasing, which is undoubtedly the future of independent film distribution.

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INDEPENDENT PAN-EUROPEAN DIGITAL ASSOCIATION	FR	TIDE 4 (2016)	3	Autlook (AT), Alambique (PT), Karma Films (ES), Feltrinelli Editore (IT), Under The Milky Way (FR), The festival Agency (FR)	500.000

COMPENDIUM:

TIDE 4 is the continuity of The TIDE Experiment's three previous actions supported by the European Commission's Preparatory action and MEDIA. TIDE provides an adapted framework to facilitate quasi-simultaneous releases of European films on multiple platforms in different EU territories, using common material and marketing tools. As of today, the results have been significant with 47 releases for 9 films covering 15 territories. In addition to the Day-and-Date model, TIDE also experiments, since 2015, with Festival-to-Date releases, where films are simultaneously released in festivals and on VOD platforms. TIDE 4 has 5 main objectives: 1. Strengthen the experimentation of D&D releases in the most suitable markets. In 2016, we will primarily focus on 3 countries: Spain, Portugal and Italy, where local distributors are joining as co-beneficiaries of the action. However, each TIDE 4 release can include additional releases in other EU territories. 2. Develop the Festival-to-Date scheme, which enables to reach out to new types of audiences and films. 3. Continue to support each release with specific promotion and marketing actions adapted to the audience targeted both at local and transversal levels. 4. Continue the work of collecting and organizing data sharing systems with stakeholders in the European film industry. TIDE 4 will release 5 films managed by various actors of the European industry to set up valuable and efficient experimentations using transversal marketing methods across platforms and countries. This collaborative approach and the involved members' expertise ensure continuous monitoring of the action and data collection. The TIDE experiment is a sustainable, collaborative, concrete and transparent answer for the European Film Industry that is longing for new digital forms of distribution, promotion and business models.