



Filmotech

Introduction
October 15th, 2010
Brussels

We have a new name

Old name (working title):

Filmotech

New name:

Ximon

- Filmotech's role
- Considerations & learnings
- Sneak preview of website

Ximon's role is to distribute video content to consumers



**National Feature Film
Archive**



**National TV
Archive**



**National Digitization
Project**



**Non-profit
legal entity**

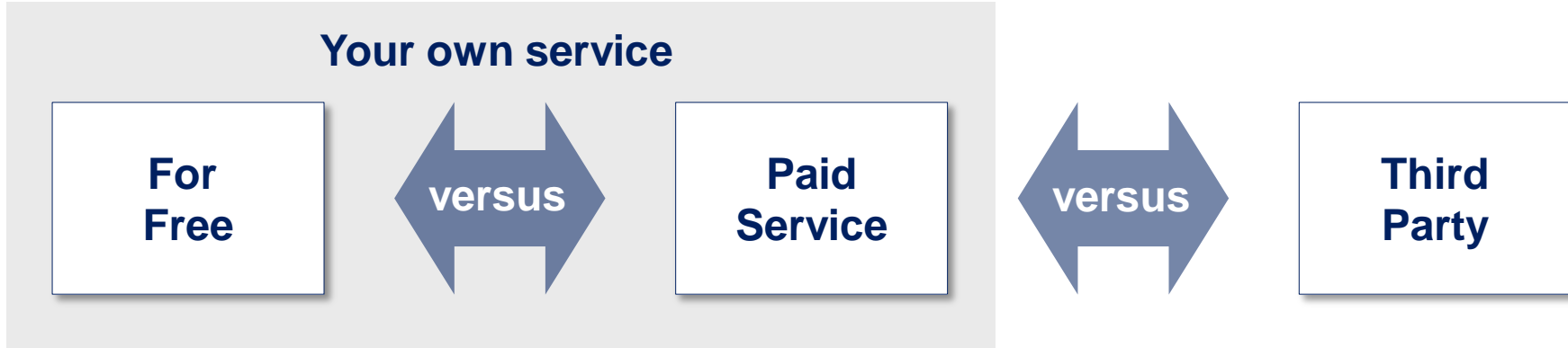


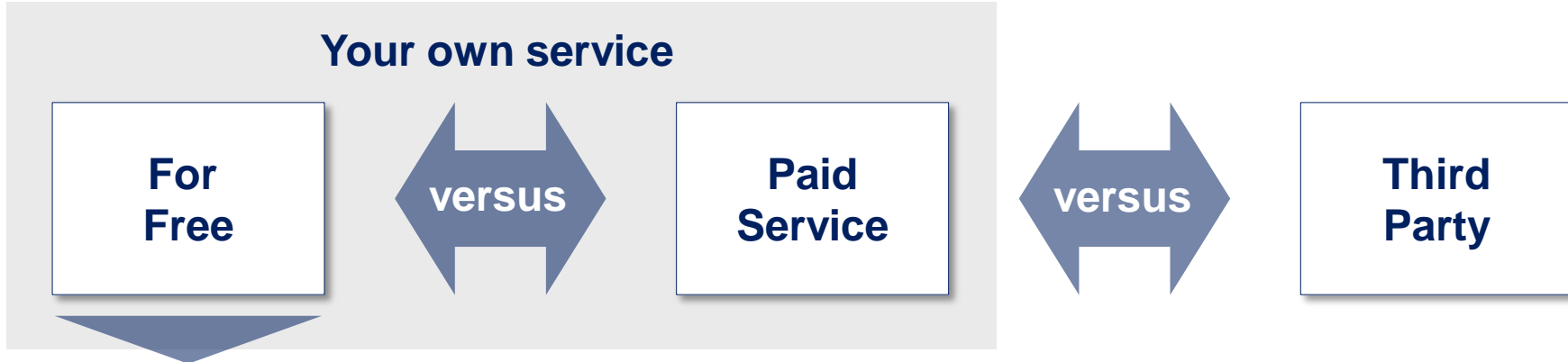
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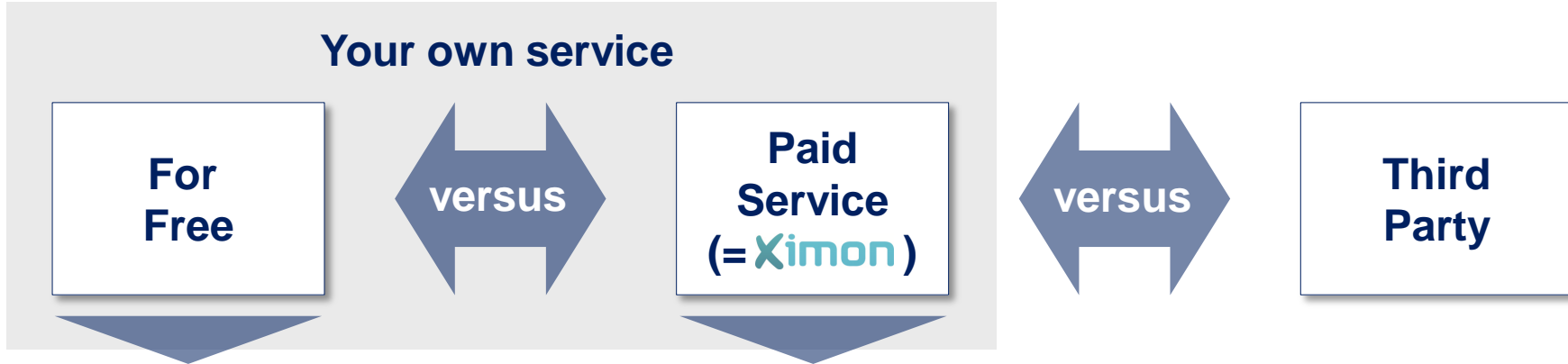
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Models for sharing content with consumers

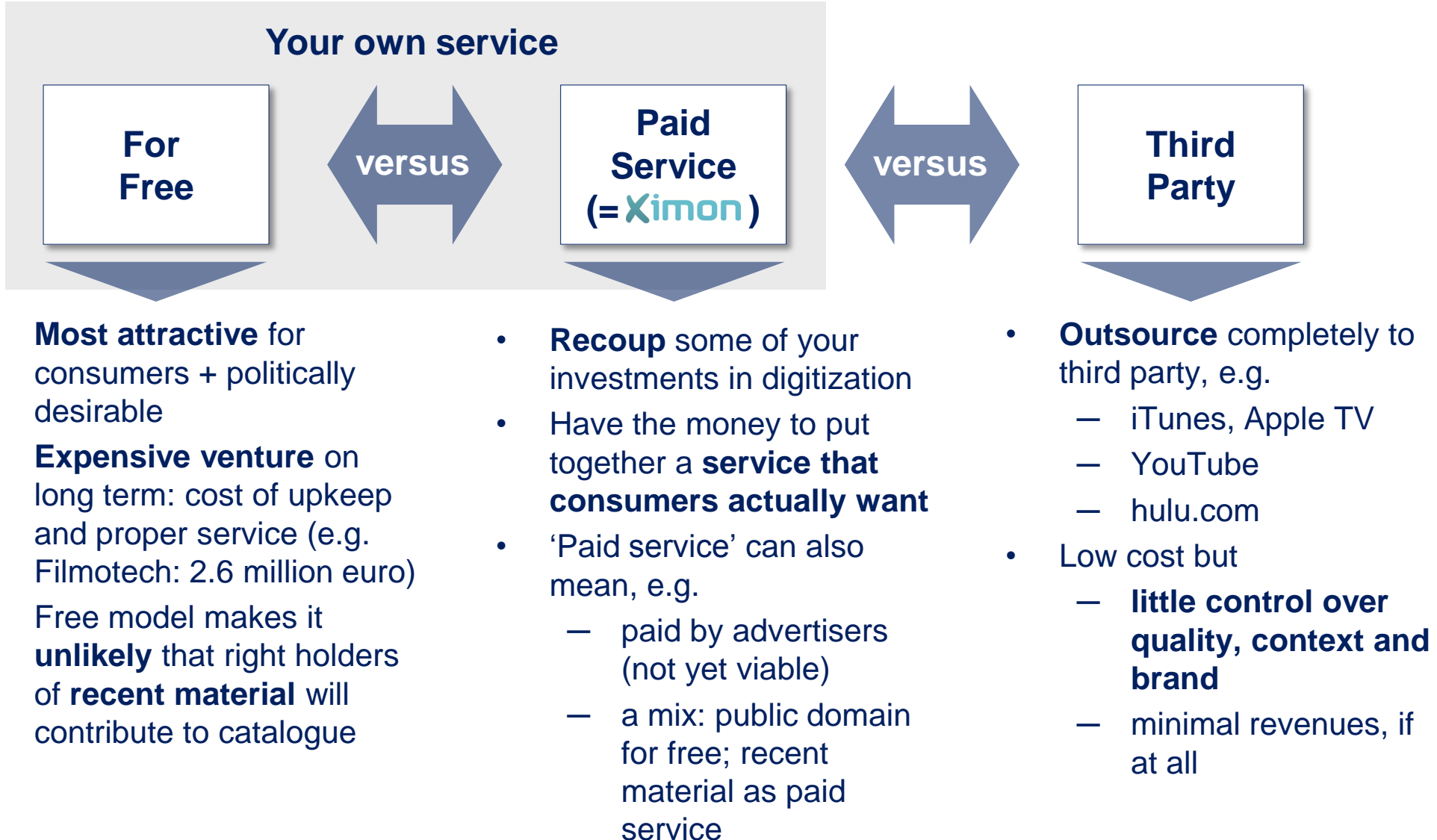




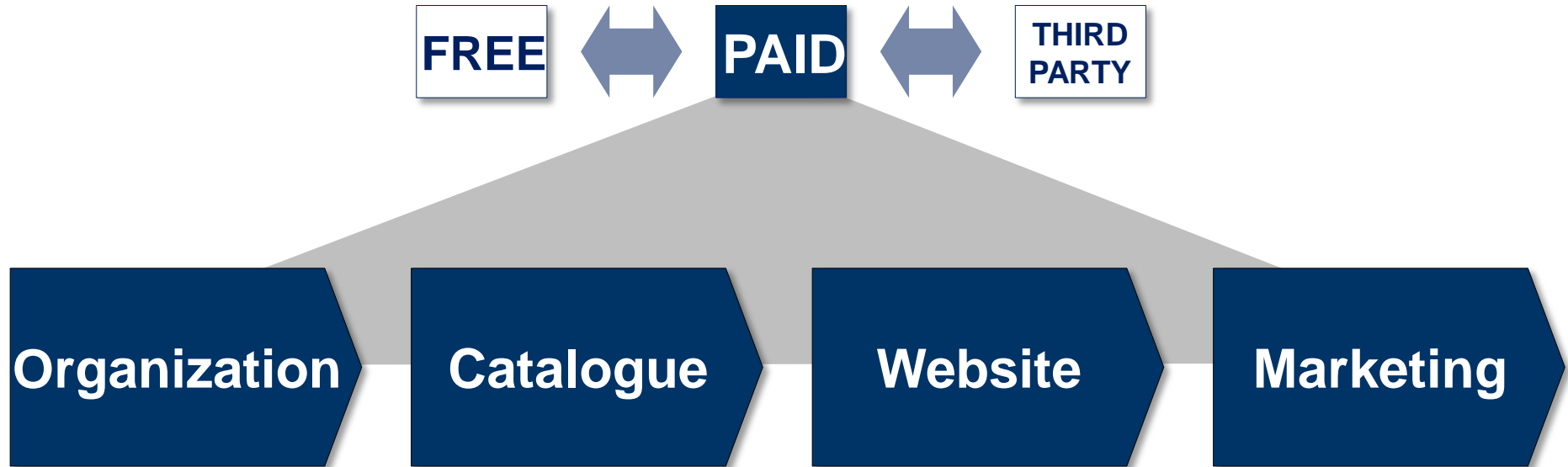
- **Most attractive** for consumers + politically desirable
- **Expensive venture** on long term: cost of upkeep and proper service (e.g. Filmotech: 2.6 million euro)
- Free model makes it **unlikely** that right holders of **recent material** will contribute to catalogue



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- Free model makes it **unlikely** that right holders of **recent material** will contribute to catalogue
- **Recoup** some of your investments in digitization
- Have the money to put together a **service that consumers actually want**
- 'Paid service' can also mean, e.g.
 - paid by advertisers (not yet viable)
 - a mix: public domain for free; recent material as paid service



What we learnt: critical success factors



1

Organization

- Create a **stand-alone** entity to implement initiative
- Hire experienced staff in the fields of **start-up management, online video and online marketing**. It's not an archive institute.
- Allow '**commercial**' thinking (even though it is a non-profit venture)

Catalogue

Website

Marketing

Organization

2

Catalogue

Website

Marketing

- Add as much **attractive content** as you can
 - recent feature films, TV-drama as well as foreign material fitting your target audience
- Popular content serves as **traffic builder** for your site
- **Unlikely** that archive-video's alone will attract enough consumers to financially break-even

Organization

Catalogue

3

Website

Marketing

- Asking money of consumers does put **demands on your service**
 - outstanding video quality & delivery
 - user-friendly website
 - easy and safe payment process
- **Ximon can help:**
 - website & video specifications, GUI, Interaction Design etc.
 - RfPs for website, content delivery etc

Organization

Catalogue

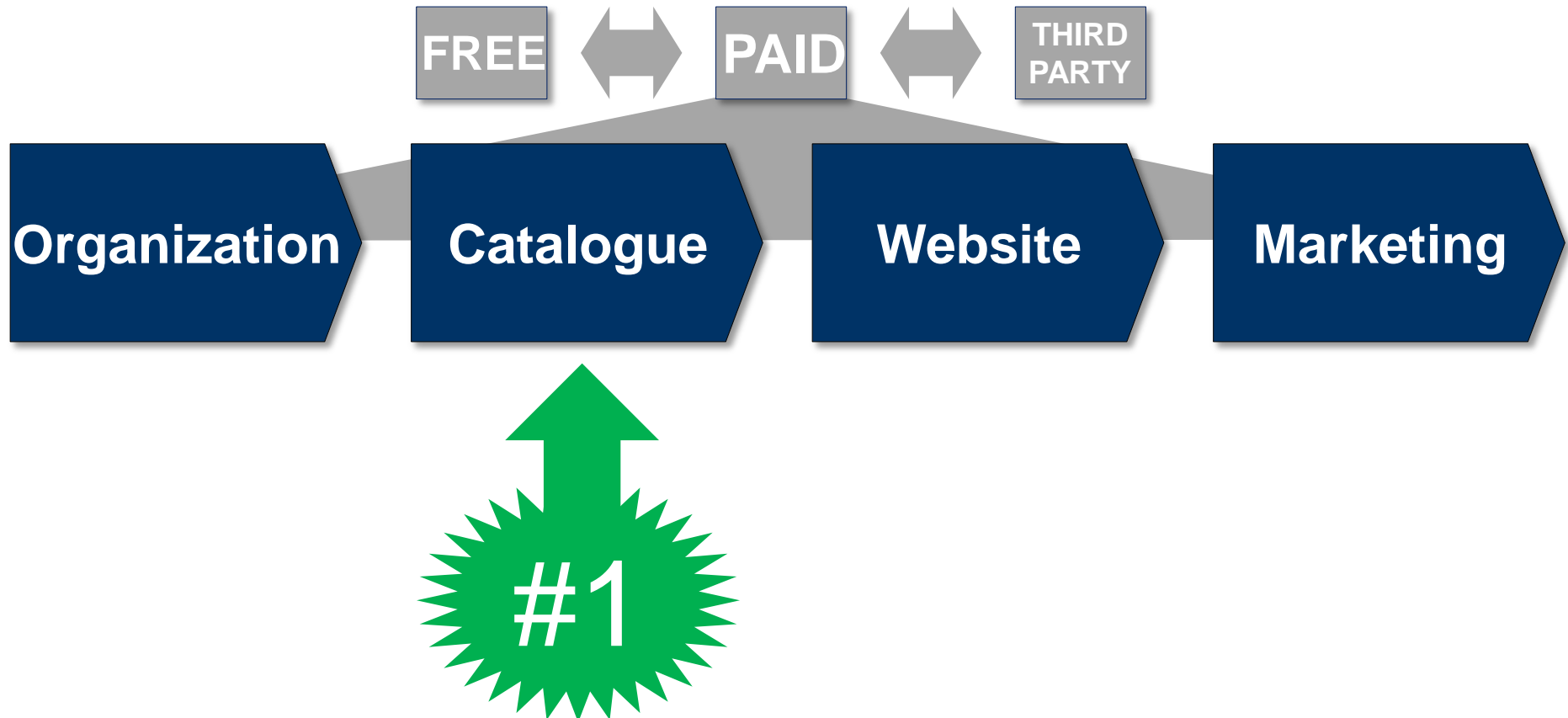
Website

4

Marketing

- **Choose your niche**, do not compete head-on with large VOD-sites
 - how does proposition fit in national market?
- Ensure enough **money for marketing communication**
 - minimum is a substantial budget for ‘Search Engine Advertising’ (SEA)
- Use public’s sympathy for initiative: source of lots of **free publicity**
- **Embedded player & links** in community sites

How do you differ from the VOD-competition in your country?



**‘Long tail catalogue’ is your key advantage:
use it in marketing positioning and communication**

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Video: sneak preview of website



Once implemented, Ximon's platform allows many add-ons (... at little extra cost)

businesses & schools

- different proposition (same product)
- supported by educational institutes (course material)

indirect channels

- cable networks
- iTunes, hulu.com, Apple TV
- sister sites of Ximon abroad

advertising model

- not yet attractive...
- .. but need to build up experience

mobile devices

- iPad, iPhone, Android, Windows Mobile
- increasingly a must-have

'recommendation'

- help consumer finding content it does not know exists (serendipity)

internet-television

- migrate from PC to TV
- substitute TV programs for Ximon content
- advertising budget € 800 million (NL, 2010)

cinema distribution

- JPEG2000
- business model to be developed
- using "DCI" digital cinema specifications

'independent film distribution'

- foreign films
- when no distributor can be found for NL
- fully online-model

Ximon is happy to share its experience and know-how with you

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