

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
ES	VOD	KIWI MEDIA SL	Shortz!	761.190,00	380.000,00 €	49,92%	380.000,00 €	49,92%

Shortz! is a mobile VoD project of Kiwi Media S.L. which aims to bring high quality films to mobile phones across Europe. Kiwi is already operating 5 mobile channels in 7 European countries. With shortz!, Kiwi Media's objective is to add quality European content to the list. The VoD portal will be accessible standalone (off portal) and through operators (on-portal).

To overcome the problem of persuading Mobile Network Operators (MNOs) to use quality content (they are more interested in offering sports, news etc.), Kiwi has adopted a three step approach for shortz!:

First: Content. Kiwi are acquiring content from all over Europe and have already collected a significant number of great films suitable for mobiles.

Second: Tailored Offer. To facilitate the dissemination of the channel to MNOs, Kiwi Media plans to develop a solution to host the channel themselves. The MNOs will only have to create links to it, making it extremely easy to incorporate shortz! in their platforms.

Third: Marketing. Kiwi Media plans to put a strong professional effort in marketing shortz!. Not only to the MNOs but also to the European audience.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
FR	VOD	LE MEILLEUR DU CINEMA SAS	UniversCiné	2.705.608,00	1.300.000,00 €	48,05%	900.000,00 €	33,26%

UniversCiné is an established VoD aggregator/ distributor of French & European independent cinema in France and the editor of the platform www.universcine.com. Its goal for 2009 is to intensify its previous actions, with a specific focus on European development.

UniversCiné intends to continue implementing its distribution strategy by integrating community-oriented tools on its website and by signing new deals with ISPs to get access, through them, to more households connected to TVoIP services.

UniversCiné plans to maintain its demanding editorial line, providing cinema lovers with a more and more comprehensive offer of quality independent European productions.

In the meantime, UniversCiné will be involved in two VoD projects, in Benelux and in Ireland. Two platforms will be set up by local players from the film industry who wish to join the network of European partners. UniversCiné will be working together with companies from Finland, Belgium, Ireland and Germany. This growing network allows for reciprocal rights clearances and makes it possible to pool resources, especially in the technical fields, and thus to obtain a greater cost-efficiency.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
CH	VOD	CINEXE AG	Cinexe	2.188.580,00	490.000,00 €	22,39%	400.000,00 €	18,28%

Cinexe is a Pan-European distribution and sell-through system. At first, the interface will be available in English, French, German and Italian.

Cinexe aims to offer a unique promotion space: as a user, you can easily flick through full-screen trailers and clips, and you can bookmark the movies you like. This channel is driven by user feedback. As a result, the most popular films are on top of the playlist helping to promote special and new films. All previews and films are shown in at least DVD quality in full screen on the computer or TV set. There is no screening in small windows. Cinexe runs on all operating systems, not only on Windows.

This cinematic area is connected to a user-friendly download-store, where all movies are categorized by tags.

Every element is directly accessible using a very simple address. Cinexe fits into the web 2.0 sphere: the system is plugged into social networks like Facebook, MySpace or Twitter and interacts with systems such as YouTube or Google and with all kinds of blogs. Cinexe features a new friendly copyright protection system.

Licensors have full control over everything that happens with their content at any time by using a sophisticated real time statistics' tool. The license fees are transferred directly to the licensor's account.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
FR	VOD	CELLULOID DREAMS SALES SAS	The Auteurs Europe	2.629.632,00	1.245.216,00 €	47,35%	600.000,00 €	22,82%

Celluloid Dreams, a European international distributor of quality films and Bazaar Inc, a technology company in Palo Alto have partnered to create THE AUTEURS EUROPE, a European community based VOD platform, dedicated to the best of independent cinema, which aims to:

A/ Digitally distribute a highly curated selection of European films in and outside Europe:

- connect distinctive European films to an under-served international audience;
- enrich the catalogue with contextual contribution;
- create an interactive community experience to attract, entertain and guide users to watch, rate, review, and discuss films;
- legally offer a broader access to films and to by-pass piracy;
- build and educate a large global community interested in European films.

B/ Work with all players of the Industry in Europe :

- aggregate films from rights owners or their representatives;
- localize web applications in key European territories;
- transfer technological knowledge to European developers;
- preserve linguistic and cultural diversity;
- carry out cross-marketing;
- programme digital cinemas;
- provide accurate market information to improve European productions;
- market new releases;
- partner with events ...

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
HU	VOD	FILMKLIK KERESKEDELMI ES SZOLGALTATO KFT	Filmklik	1.698.009,49	849.004,74 €	50,00%	400.000,00 €	23,56%

FILMKLIK is currently in its second year of operation in Hungary and aims to recreate the platform in as many territories in Eastern Europe as possible. Letters of intent have been signed with Poland and the Baltics. The partnership with the Czech & Slovak Republics is underway, with Romania & Bulgaria to follow.

The platform network owned by Filmklik EU is available exclusively to selected members of the EEAP family (now owned by A-Company) against a participation fee for exploiting their movies and benefiting from ads revenue on this tailor-made infrastructure.

The main objective of the FILMKLIK project for 2009 is to continue to increase each national platform's catalogue and to build an efficient marketing policy and strong social networking structure in order to differentiate itself from competitors. Major emphasis must be put on generating traffic on the platforms. Although the biggest challenge the Filmklik project faces is the multilingual diversity of the regions, using English versions of each platform the company aims to promote cross border visits between them and to encourage partners to aggregate home made products on their sites. The business strategy offers good terms to distributors and licensors and the national partners are encouraged to improve the platform on a daily basis and stimulate social networking technologies as much as possible.

FILMKLIK's long term objective is to create a secure and legal technical network where file transfers between platforms are quick and safe, creating different language versions is cheap and fast and VOD-rights are exploited fully in the territories in a legal and secure way.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
DE	DCD	REELPORT GMBH	Europe's Finest	1.301.000,00	650.000,00 €	49,96%	500.000,00 €	38,43%

Europe's Finest is creating a pool of European film classics and will make them available to digital cinemas as 2k digital copies. The films will be offered on an "on-demand" basis, letting the cinemas decide when and how often they prefer to screen the films. It is the goal of Europe's Finest to support the digital screenings of library titles and current films that have not found a distributor in a particular territory in cross border distribution.

To support the cinemas in the marketing of these classics to their local audience, a "Europe's Finest" brand will be established by traditional and new media campaigns as well as by a series of events.

With Europe's Finest, three goals can be reached by a single project: Firstly, films of major importance for European film culture are made available in digital format, including some cases where optical prints were not available. Secondly, cinemas will be able to make better use of digital cinema investments and the audience will have the chance to experience great European films in the environment that these works of the 7th art deserve: the cinema.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
FR	VOD	IDEALE AUDIENCE SAS	medici.tv	1.103.298,00	551.600,00 €	50,00%	400.000,00 €	36,25%

In April 2008, Idéale Audience launched its worldwide VoD platform, medici.tv, dedicated to high quality and diverse documentaries, music and performing arts films. Medici.tv also broadcasts online many live concerts from prestigious events - the Verbier, Aspen, Aix en Provence festivals with some of today's greatest musicians.

In 2009, medici.tv's development will focus on using several types of VoD (transaction payment or subscription and free VoD funded by advertising and sponsorship).

The company's core business is combining programmes of very different types and origins in order to reach critical mass, hence medici.tv will also focus on developing rich editorial content.

Finally, the company aims to develop its impact in key territories. Thanks to a bilingual French and English website and multi-territory licensing deals, medici.tv is one of the few VoD platforms with a European and international dimension which

the company intends to develop via promotion, marketing and partnerships tailored to each targeted territory because it believes that international online distribution is the future for classical music and documentary films.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
FR	VOD	FILMOLINE SAS	FILMOTV	5.536.590,00	700.000,00 €	12,64%	500.000,00 €	9,03%

FilmoTV aims to be a successful VOD 2.0 service in a competitive market. 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.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
FR	VOD	LOBSTER FILMS SAS	Europa Film Treasures	552.729,26	276.364,63 €	50,00%	276.364,63 €	50,00%

The EUROPA FILM TREASURES website, in operation since 30th April 2008, opens a new window on the work of the European film archives. In liaison with assignees and depositors, EUROPA FILM TREASURES presents precious films from the world over, safeguarded in Europe.

With a consortium of 28 film archives representing 23 countries, the site offers a first selection of 53 films of all genres and from all periods (from 1899 to 1999). It is planned that new titles will complete this 2008 selection in the coming months.

Currently the Internet user can view these films free of charge, in their original versions, in full-screen format, with subtitles in a choice of 5 languages and can also discover the history of the film as well as the technical specifications.

The objectives for 2009 include increasing the number of partner archives, proposing a new selection providing a programme of around 10 hours and making the website more interactive by enriching the available content.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
CZ	VOD	DOC-AIR OS	Doc Air	323.799,99	160.000,00 €	49,41%	160.000,00 €	49,41%

Founded in 2006 by Jihlava Documentary FF, www.doc-air.com is a European festival initiative for online distribution of creative documentary films. Its main objective is to present a contemporary archive and student selection of European creative documentary films accessible to a worldwide audience. They will be able to stream or download 500 films from over 25 European countries in one of three offered formats in 6 different languages legally and for an affordable fee.

Doc Air is a selective portal, all the films are selected by a festival programme committee which focuses on films of thematic importance, strong issues but also high aesthetic criteria for the authors' approach.

Doc Air supports diversity of creative documentary genre of both newcomers as well as established masters: discoveries and follow-up of recognised works and ensures their wide circulation after their limited run at festivals and cinemas across time and space.

As for 2009, Doc Air intends to expand internationally to become a unique virtual gateway to the 5 of the most important European festival events: Visions du Réel, Dok Leipzig, Planet Doc Review Warsaw, CPH: Dox Copenhagen and IDFF Jihlava, already known as DOC ALLIANCE.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
FR	VOD	MK2 MULTIMEDIA SA	mk2vod.com	555.633,45	277.816,73 €	50,00%	277.816,73 €	50,00%

The MK2VoD.com web site has been online since May 14, 2007. The site is constantly growing and the primary objective is to continue this development. MK2VoD offers over 1,105 programs to an audience of movie lovers who are looking for film catalogues geared to the general public as well as independent films, specialized documentaries, TV series, animated films and films for young audiences.

Another principal aim of the project is to develop the MK2VoD blog community, making the site a place where internet surfers can interact on a specific platform. The idea is to provide movie lovers with a space to exchange ideas on

independent art cinema. The company is currently negotiating the creation of a European film community with the founders of moviepilot.de.

The project plans to continue developing the catalogue and broadening the purchasing policies which are necessary 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 plans to soon take an even bigger step with the acquisition of targeted gay and lesbian films for a new space devoted to the gay community.

Ensuring customer loyalty remains a key element in the development process. MK2 has launched various marketing actions but the goal is to be seen as often as possible by the largest number of surfers. There will be an emphasis on marketing actions and help from specialized communication agencies. MK2VoD is to offer specific programs to the young audience, who are comfortable with new distribution technologies such as VoD. The company also wishes to increase the appeal of the MK2VoD offer by diversifying its economic model. This implies considering a system of free access to the platform financed by advertising.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
ES	VOD	COMUNIDAD FILMIN SL	Filmin	391.952,47	156.780,99 €	40,00%	156.780,99 €	40,00%

The filmin project results 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 and Vértigo Films. They joined forces with Demini, a technological company specialised in the creation of online communities, to create a portal that goes beyond the mere concept of e-shop. Filmin was designed for consumers attracted by the best of independent European Cinema.

The objective is that members have the possibility to download content on their portable devices or watch streaming movies in high quality. They will 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), have access to the Job Network to find or post job offers, or read and comment on the latest news about festivals, film shoots or the Spanish box office. Lastly, they will be informed about the courses taught at ESCAC which has agreed to collaborate actively in the project. The school will also provide short-films to filmin’s catalogue.

On filmin, users can be simple spectators but they can also be active protagonists.

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NL	VOD	STICHTING DOCSONLINE	DocsOnline	270.000,00	120.000,00 €	44,44%	120.000,00 €	44,44%

DocsOnline aims to be more than just a VOD-website for documentaries. At 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 101 documentaries on the site today. By the end of 2008, the aim is to have 200 films available, the ultimate goal is to offer 500 films within the next few years.

The site aims to be innovative in various ways. The appealing and user friendly layout is thematically organized and aims to encourage 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.

The organization aims to be transparent and to develop cooperation with other organizations.

Visitors to the site can search for documentaries by theme—a title or name isn't necessary. The site's design allows visitors to find documentaries they are interested in easily and quickly. The 'World Map of Conflicts' search function displays various centres of conflict in the world today. Visitors click on a troubled region and information and documentaries appear. There is also a 'World Map of Culture' search function, where various documentaries on the cultures of the world are presented.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
DE	VOD	MOVIEPILOT GMBH	Moviepilot Europe	1.057.160,00	480.000,00 €	45,40%	300.000,00 €	28,38%

Moviepilot is a fast growing European Web 2.0 movie and video-on-demand community with an innovative social utility which aims to offer the first completely personalized entertainment guide in Europe.

The goal with moviepilot is to change the way people make entertainment choices and to help good European films to rise to the top – to be discovered and seen online.

Moviepilot chose an innovative approach to establishing a pan-European Video-on-Demand Service across Europe: they concentrate on the word “Demand” in “Video-on-Demand”.

In a future scenario where more and more films are produced and distributed due to the reduction in cost of production and distribution, the future challenge of a video-on-demand service is not only to make films digitally available – BUT to help audiences to discover films they will like. Moviepilot aims to realign all the necessary information about movies in all relevant distribution channels and a high quality European Video-on-Demand service with the users’ personal taste in movies and their relevant word of mouth network.

The number of movies available in cinemas, on television, on DVD or as Video-on-Demand are proliferating rapidly. For these huge masses of content new and powerful navigation tools are needed. Word-of-Mouth is still the most important driver for the success of any movie – whether blockbuster or arthouse pearl. Built-in Audiences and ongoing relationships with audiences will be key success-factors in the future.

Moviepilot aims to offer a Video-on-Demand Service built upon information, recommendation and Word-of-Mouth. Moviepilot started the platform in fall 2007, launched the Video-on-Demand Service in April 2008 with only 35 films – but some of the most decorated European movies were available. At present it offers about 70 mostly full length feature films. It is planned to expand the catalogue to over 300 European titles by the end of 2008 and to 600 European titles by the end of 2009 – focusing on the best contemporary European cinema movies and classics. In 2009 Moviepilot will be available in German, Spanish, English, French and Polish versions with either Dutch or Portuguese to be added.

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UK	VOD	MERCURY MEDIA INTERNATIONAL LTD	joiningthedots.tv	608.874,47	305.571,00 €	50,19%	200.000,00 €	32,85%

Joiningthedots.tv is a documentary VOD (Video On Demand) platform offering long-form documentary films via streaming and download to a worldwide audience. Its aim is to become the leading transactional documentaries portal and a compelling social networking destination.

Launched in April 2008, joiningthedots.tv has already established itself as a market leader in the UK and has established innovative partnerships with Britain’s leading documentary film festival, its leading art-house cinema chain and a national newspaper. Its catalogue features films from all over the world, with a majority from European film makers.

The project aims to develop its interactive functionality and become “the destination” for documentary lovers and support film making talent across Europe. It intends to launch user groups on social networking sites such as Facebook, My Space, Bebo, Avvaaz and others. It plans to continue to develop its catalogue by adding 5-6 films per month and aims for 4,620 subscribers at the end of year one with a target of 35,200 paid transactions. It will present each title in three or more language options thus creating a genuinely European portal. It plans to partner with 5 European distributors to increase the European content with a focus on countries with a low production base and establish IPTV partners. The German language version should launch in July of 2009 and the preparatory work for the French version will follow with a target launch date of January 2010.

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DA	VOD	FIDD APS	FIDD	2.594.651,00	1.297.326,00 €	50,00%	300.000,00 €	11,56%

The Filmmakers Independent Digital Distribution (FIDD) aims to build an infrastructure that brings the European Film Industry into a global digital world. FIDD is passionately working to optimize the filmmaker’s earning potential by developing new tools for effective digital distribution, shortening the value chain and revitalizing and maturing the back catalogues for worldwide sales.

FIDD is in the process of finishing Phase 2, with the initial technological platform and its design and interface, digitization, organisation, promotion and marketing. The initial plan of expanding with films from the Baltic countries has been widened to a larger territorial operation, now including 14 European countries: Austria, Croatia, Denmark, Estonia, Finland, Germany, Iceland, Ireland, Latvia, Liechtenstein, Lithuania, Norway, Slovenia and Sweden.

The project is now in Phase 3 which plans to focus on the process of aggregating content from all over Europe, with an expected additional 500 new titles by the end of 2009. The project also plans to continue the various tasks such as digitizing, versionalising, protection and datamining systems as well as distribution on both an internet based online portal, in addition to other emerging new telco based digital media distribution networks.

In 2009 the aim will be to focus on developing content universes, concentrating on the partnership with Magma World in implementing an animation universe, “ToonTelly” (formerly “Wackotoons”)- with content from animation producers from all over Europe. The project will also focus on further development of Movieurope’s community based online marketing events, such as Dogma Mobile. It is also planned to increase promotion activities to increase visibility and presence within the industry and to upscale advertising activities such as google adwords as well as TV/radio spots.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
IT	VOD	RETI IN RETE SRL	Film Is Now.EU - F.I.N.E.	1.146.088,00	495.000,00 €	43,19%	350.000,00 €	30,54%

Film is Now (www.filmisnow.it) aims to be the first and biggest Italian independent website for the legal and authorized digital download of films and audiovisual works in general.

The service is based on “SmartVideo Technology”, the company’s proprietary platform, which controls the process of digital delivery, starting from encoding to the on-line publication as well as covering after-download assistance.

At present, the Film is Now library includes about 700 titles but the aim is to reach 2.500 by the end of 2011.

The films can be downloaded on a permanent or a rental basis.

Starting from this solid base, the development strategy for the proposed action can be summed up in the formula “Film is Now goes to EU and 2.0”.

It provides:

- strengthening the supply of European films, with particular attention to independent cinema and focusing on the future acquisition of multinational and multilingual rights;
- evolution of the service according to the logic of “Web 2.0”, with great focus on participatory content and developing a strong web community;
- Transformation of the local website in a transnational portal, finding at least 10 European partners by the end of 2011.
- multi-location of the platform on a European basis, with transfer of technology and know-how to and from every local partner participating the action;
- distribution of content in local languages.

The action aims to build a European critical mass in the VOD/EST market.

Starting from the solid foundation of FilmsNow.it, in order to build a solid European independent entity, the company intends to join forces on the technical (for new CRM platform & new DRM approach) and artistic front (for strong catalogue covering forgotten and not-yet-exploited niches), enlisting for this action at least 12 new European partners in the next 3 years, in order to compete on the global market of digital content.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
HU	VOD	DAAZO FILM- ES MEDIASZOGALTATO KFT	daazo.com - European Short Film Centre	76.354,00	38.177,00 €	50,00%	38.177,00 €	50,00%

Daazo.com - European Short Film Centre is a Cinema/Media project with a growing collection of professional short films and a community webplatform for young filmmakers. This is not a viral site like many other video pages - the collection is strictly specified for short films.

The catalogue presented on the website is intended to be a selection of the best European shorts from the past few years - this section makes the site a unique place on the Internet, where you can watch the entire quality collection absolutely free. In the user-generated section young filmmakers are encouraged to upload and distribute their films on Daazo, the aim is to help them take their first steps in the business, provide them with "dynamic copies" of their works which can be distributed easily, a means to obtain feedback, give them wide visibility and to enable filmmakers to be their own producer.

The company's mission is to create the perfect platform for short films. Nowadays shorts are becoming more successful than ever. They are found online more regularly and are attracting a wider range of audience. The project intends to demonstrate that short films are not only made for festivals, film schools or workshops but for literally worldwide distribution.