

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
AT	VOD	FILMLADEN FILMVERLEIH GMBH	Filmladen Arthouse & Service Portal	250.954,59	125.477,30 €	50,00%	125.477,30 €	50,00%

The ambitious introduction of a small "arthouse" platform with wide cross border goals. Starting from a local catalogue of specialised European Arthouse films, the project aims to extend the portal to other territories. The project intends to take the new developments in digital technology and to adapt in a way that meets the needs and the ambitions of the European Arthouse distribution sector.

The project intends to be an essentially national (Austrian) platform for VOD as well as a hub and linking point for similar national platforms across Europe. A second step would see the service offer the processing of rights and digitisation and organisation of the works / sites for the partners.

This service portal would offer new exciting opportunities to Rights Holders outside of the mainstream distribution media and would allow many films which are never seen outside of their country of origin to have the potential to find a wider audience. This method could also be applied to all other types of audiovisual works. In order to facilitate this approach and the widest possible opportunities for content providers, the project aims to keep costs as low as possible for the digitisation and protection of the works concerned.

The initial launch will depend heavily of the available 173 title Filmladen catalogue which is 88.4% European (many with European Rights).

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
NL	VOD	STICHTING CINEMIEN (CINEMIEN FILM & VIDEO DISTRIBUTIE)	Homescreen TV	261.993,00	130.996,00 €	50,00%	130.996,00 €	50,00%

HOMESCREEN TV will feature the extensive catalogue of Cinemien and will be organised in thematic "channels". These will be recent feature films, feature and documentary films on themes such as Arts, Architecture, Religion and Current Affairs. Other themes will include Classic features and groups of titles on historical themes.

With a predicted launch date of 1st April 2008, the VOD target audience is the "Art-House" 25-55 age bracket throughout the Benelux region. A specific editor will "feed" the platform and ensure the distinctive editorial profile and attractive content presentation is maintained while another staff member will control the image and promotional effort. The primary marketing effort will be directed through the internet. Extensive use will be made of cross promotional opportunities between theatrical distribution, the current DVD offer and the future portal. Additional information and data including film cast, trailers etc. will be included.

The portal/platform will offer a wide range of options from streaming to download in a wide range of bandwidths (with top quality equivalent to DVD) to suit customer specifications. HD quality to be added later. Geo-filtering and DRM solutions will be in place.

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NL	VOD	STICHTING DOCSONLINE	DocsOnline	360.001,00	180.000,00 €	50,00%	180.000,00 €	50,00%

Docsonline is more than a VOD portal for documentaries. At www.docsonline.tv, DocsOnline has gathered a small trendsetting collection of both recent and classic creative documentaries available to a wide audience 24 hours a day.

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

The project aims to significantly grow the number and range of the offering and to expand the audience and income streams.

The target is to add 2 films per week to the current selection of 60 and to reach 200 by the end of 2008. 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. The project also aims to improve the quality of the experience on the site and to utilise new intuitive search methods to help users find the film corresponding to their interests. They also plan to allow producers to link directly to the portal through their own site allowing visitors to the producers sites to access the VOD offer directly.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
DE	VOD	NOWTILUS ONLIVERTIEBSGESELLSCHAFT MBH	NOWTILUS	380.000,00	180.000,00 €	47,37%	180.000,00 €	47,37%

NOWTILUS represents a Distribution Platform for European Producers and Independent Distributors. Operating a Video-on-Demand Platform for Special Interest Content, NOWTILUS offers a cost-effective and high-grade solution to make European Productions available for everyone everywhere using the most established DRM and Geolocation System for territorial restrictions to ensure a secure and controllable distribution. The project intends to envelop at least 15 European countries with www.nowtilus.eu and www.nowtilus.tv and its affiliate partner websites and to establish itself as the prime mover for digital distribution of Special Interest content. The high potential is the coverage of various special interest fields provided to numerous users within the growing online community. Users will not be overwhelmed by hundreds of films; they get a customized offer of films matching their interests. The personal user registration allows the portal to recognise their personal preferences and favorite films. An integrated algorithm connected to the database (a Content Management System / CMS) compiles a fine selection of 30 matching title recommendations at each visit. Such recommendation lists are the essential part of developing the community, allowing for example the legal sharing of films and compilations. By extending and sharing personal recommendation lists, the user fosters viral distribution. He becomes an affiliate partner with access to Special Interest Channels of NOWTILUS.

The preparatory phase & Beta testing started in June 2007 with a projected launch date of December. The mixed asset media management system will allow streaming and downloading for VOD, HTML, WAP & MMS services. With an innovative affiliate and partner programme the project will expand the audience and also the revenue stream through Pay on Demand, subscription and advertising. The ambitious target in the first phase is to reach 10,000 users per month generating 100,000 visits per month.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
FR	VOD	IDEALE AUDIENCE SAS	Medici-arts.tv	598.635,00	250.000,00 €	41,76%	250.000,00 €	41,76%

Idéale Audience has built a reputation for distinctive, world-class Documentary in both the production and distribution sphere. With the current upsurge in VOD services in the world, the time is now right for the introduction of a specialised offer in the Documentary field which will greatly help in overcoming the "tyranny" of the television hour and allow a wide range of quality creative documentaries to be seen by a wide audience in the format originally intended by their authors. The project consists in launching a new VOD platform dedicated to documentary, music and performing arts films. The catalogue will contain some of the classic documentary works as well as the current catalogue of Idéale Audience and concerts. The platform would launch with a target of 120 titles (drawn mostly from the Idéale Audience catalogue) and would aim to add 80 -100 works per annum from Idéale Audience, Euroarts and other old and new partners. They would aim for 50,000 visitors per month by the end of 2008 (including third party IPTV) generating 25,000 streaming and downloading transactions. The press launch is planned for January 2008 with the full platform available to the public in April of that year. The target territories are France, UK, Germany & Holland.

As a producer, Idéale Audience aims to generate specific video programming to enhance the editorial line and enrich the viewing experience such as interviews with Directors, webcasts etc. Discussion forums and links with major events are also planned.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
FR	VOD	LOBSTER FILMS SAS	Treasures from European Archives	553.174,38	276.587,19 €	50,00%	276.587,19 €	50,00%

The project Treasures from European Film Archives, initiated two years ago by Lobster Films, is driven by the wish to give a wide public access to the images that recount our pan-European culture. The aim of the Treasures project is to create a VOD site in five languages, EUROPA FILM TREASURES, which will offer streaming of selected films from the prestigious collections of 37 European film archives. The web site will include extensive documentation about each film in the collection, as well as privileged access to the educational sector by means of teaching kits and interactive games aimed at the young audience. To complement the site, a DVD version will be available.

The project will require extensive development before the public launch date to prepare the material and the portal. The launch date is April 15 2008. The technical operations will be handled by ENKI Technologies and streaming will be used to control copyright issues and prevent technical difficulties for potential users. Lobster will be focused upon the acquisition and preparation of the material and the editorial and marketing focus of the portal. The target is to have non-exclusive VOD rights worldwide for the material and thus there will be no Geofiltering giving the portal as wide a potential audience as possible. The aim is to present the platform in 5 languages, DE, EN,ES, FR & IT. Extensive efforts will be made to find sponsorship and to develop the advertising potential of the portal.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
FR	VOD	MK2 MULTIMEDIA SA	mk2vod.com	762.519,36	299.321,36 €	39,25%	299.321,36 €	39,25%

The MK2 VOD service, MK2VOD.com was launched in May 2007 and has reached some 550 titles. Over the course of the project this number is projected to increase with a target of over 2000 by 2009. Drawing extensively on the StudioCanal catalogue together with titles from France Television, MK2 and Les Armateurs the offer is centered around quality "auteur" film from Europa and around the world. The selection will also include documentary and other programmes. The strategy is to develop a niche: MK2 VOD is offering (currently) French viewers a broad selection of lesser-known pics, as well as providing a host of cinephile-friendly virtual extras. It proposes the kind of films that people surfing the Internet might not have thought about watching or have never heard of. To make the site user-friendly, it presents the films organized thematically, offering things like a Cannes cycle or a Midnight Movie selection or a Sunday selection. There will be a strong editorial line linking recommendations, advice and the thematic "events".

The current limitation of territorial availability is largely driven by rights issues and MK2 will seek to extend the reach of the service by striking partnerships with rights holders in other territories where possible and through acquisition of additional rights. The service is current available as Dload to Rent and through IPTV platforms with Dload to Purchase to be added.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
HU	VOD	BUDAPEST FILM KULTURALIS SZOLGALTATO KFT	Filmklik	1.187.672,35	593.836,17 €	50,00%	400.000,00 €	33,68%

After 10 months of work by Budapest Film, the test version of Filmklik.hu with 80 available titles was launched on June 1st, 2007. The platform is not complete. New payment methods are scheduled (summer 2007), social networking technologies will be added and user-friendly features are planned to be introduced. Filmklik.hu has also to be equipped with a special platform with catalogue titles available only for professionals, mainly TV & IPTV editors, who can get detailed information about digital content available for Hungary. The main objective of the FILMKLIK project is to finish filmklik.hu at first stage and to recreate this VOD-platform in partner countries in their respective languages meeting their various requirements at second stage. The partner companies are EEAP (East European Acquisition Pool) -members located in East & Central European countries. This Pool has been releasing movies around the territories for 3 years now. Member companies are adjusting activities in acquisitions, marketing and media campaigns and now they intend to make a joint step into digital distribution.

The completion of the Filmklik.hu platform in the autumn of 2007 will be followed by a consultation phase, then a design and preparation phase. Adapted platform development for partner countries will be complete for summer 2008 when testing will commence with the launch to follow in autumn of 2008.

FILMKLIK's long term objective is to create a secured, legal technical network, where file transfers between platforms are quick and safe and creating different language versions is cheap and fast.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
DE	VOD	MOVIEPILOT GMBH	Moviepilot Europe	986.400,00	490.000,00 €	49,68%	490.000,00 €	49,68%

Moviepilot is an innovative approach to establishing a European VOD service. Closely linked in the early days to highly successful web 2.0 music community Last.fm, Moviepilot has already launched in Germany as a film community site. Given the success of Last.fm the web community is expected to grow rapidly and one of the engines of this growth will be a diversified film offer. The site will also establish partners for information exchange and links such as Cineuropa.

A number of Rights holders have already signaled their intention to participate (such as Betafilm, Kinowelt, DGI & Nordisk) and the platform hopes to become established in 5 languages and 7 territories by the end of 2008. A partnership with Cineuropa is foreseen to boost the strength of the editorial content. Filmatic (a sister company of music specialist Finetunes) will participate as a technology service provider. The community aims to have more than 1 million registered users by the end of 2008 and to be able to offer them a catalogue that will include 500 European feature films. The target territories after Germany are Spain, the United Kingdom, France, Portugal, Switzerland and Austria.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
FR	VOD	LE MEILLEUR DU CINEMA FRANCAIS SAS	UniversCiné	2.477.800,00	1.238.800,00 €	50,00%	900.000,00 €	36,32%

UniversCiné is an initiative from independent film producers and distributors launched in 2001. The objective of this organisation is to establish an open and collaborative approach for the VOD distribution of quality independent films. The platform is currently available at www.universcine.com. Initially consisting of almost exclusively French films (due to the partnership producers) the diversification of the catalogue has been broadened by the addition of distributors to the initiative. The level of French films has now fallen to 64% and this will decline progressively to 39% in September of 2008.

UniversCiné intends to significantly grow the platform by increasing the number and range of films available reaching a monthly target of 250,000 visitors by the end of 2008. The platform has a clear editorial focus and is targeting an on line catalogue of 900 titles by the end of 2008. This target includes a 45% Non National European goal of which half would come from low production capacity countries. The platform would also extend its reach to IPTV in 2008.

The project intends to link with their partners in other territories to established locally based platforms, tailored for the individual territories needs but having a central core of films common to the network. The other platforms should be developed along the lines of UniversCiné by creating partnerships with local production and distribution interests. A longer term goal is to add productions across the range of sites this way and for the consolidated sites to be able to negotiate with third parties for additional films.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
DA	VOD	SCANDINAVIAN MOVIE CHANNEL APS	FIDD - The Filmmakers' Independent Digital Distribution	3.262.397,33	1.631.198,66 €	50,00%	1.000.000,00 €	30,65%

FIDD has established a Scandinavian company, with 50% joint ownership of 125 of the leading Scandinavian filmmakers, amongst them Zentropa, Angel Film, Bille August (DK) Göta Film, WG Film, PeÅ Holmquist (SE) Motlys, 4½ (NO) Kinotar (SF), and Saga Film (IS). FIDD has established processes for handling the works of the partners technically, legally and editorially. It has built a database of titles and established a Danish language TV channel (www.skandinavia.tv).

The next phase of the project is to establish firstly a Scandinavian VOD platform and then to expand this to the Baltic States. They will establish the server park, play out system, hosting, DRM and Billing systems while designing and building the on line services. This will be followed by the launch of the Scandinavian platform followed by the Baltic one. Long term ambitions include the eventual extension to the rest of Europe.

Some 500 titles have been cleared and prepared for the digitization phase. They include all genres of film with feature, TV series and documentaries mainly. Initial content will be of Scandinavian origin expanding to include Baltic content by 2008. The VOD platform will provide for streaming and downloading and will allow end users access through PC, IPTV and STB routes.

Country	Action	Company Name	Project Title	Total Budget	Requested Contribution	%	Proposed Contribution	%
DE	DCD	REELPORT GMBH	Europe's Finest	1.951.000,00	975.000,00 €	49,97%	700.000,00 €	35,88%

Europe's Finest will create a pool of 50 European film classics and 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. 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.

The project will operate with the support of some significant rights holders of classic European film who will make them available on a pan-European basis. The project will select and prepare the films in early 2008 and the distribution cycle will start in May 2008.

With Europe's Finest, three goals are reached by a single project: Firstly, films of major importance to the European film heritage are preserved. Secondly, cinemas will be able to make use of digital cinema investments. And last but not least, the audience will have the chance to experience great European films in the environment that these works of the 7th art deserve: the cinema.