

Selected Actions: Call for proposals VOD/DCD EACEA/05/2010

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
DE	VOD	EYZ MEDIA GBR (GRAVENOR, HABIGER und WILGFANG)	realeyz.tv	€ 855,456.78	€ 400,000	46,76%

<http://www.realeyz.tv>

realeyz.tv aims to offer sophisticated, often hard to find European audiovisual content via VoD distribution. Focus: documentaries about music, culture, media, social issues, independent fiction and experimental works. realeyz.tv has developed on and off site solutions to deliver content to target audiences. The operation aims to offer its growing community of users a multi-lingual access to films via TvoD, SVoD, AvoD innovative content widget systems. The site includes an online magazine and a community section with unique Web 2.0 features.

The second term (2011) plan is to focus on catalogue consolidation through strategic partnerships with high profile quality content providers. It aims to secure audience expansion through innovative offsite solutions (widget and mobile) that bring films to key target audiences. realeyz.tv strives to increase accessibility for audiences regardless of language or impairment. An extensive professional marketing plan promotes outreach through online and offline campaigns utilizing social media and partner networks.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
FR	VOD	LE MEILLEUR DU CINEMA SAS	Universciné	€ 2,268,127	€ 1.000.000	44,09%

<http://www.universcine.com>

In 2011 the UniversCiné action, involving several European countries, aims to be organised upon two main axes:

1) the strengthening of the already existing VoD platforms in France, Belgium, Ireland, Switzerland and the launch of two new ones, in Germany and Poland. In these 6 countries, the commercial position of these independent cinema VoD projects plans to be reinforced through the distribution of their labelled offers on IPTV, webportals or connected TVs.

2) the development of the VoD Federation EUROVoD as a laboratory for market research and benchmarking and a tool for exchanging know-how and creating long-term partnerships throughout Europe, especially in order to increase the transnational circulation of films on VoD.

EUROVoD aims to organise collaboration between co-beneficiaries and partners from 12 European countries: gathering information on the markets and carrying out a common acquisitions strategy. It plans to implement further mutualisation/sharing of resources between the partners in the technological and marketing fields, in order to reduce the costs of every platform.

Selected Actions: Call for proposals VOD/DCD EACEA/05/2010

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
FR	VOD	THE AUTEURS EUROPE SAS	The Auteurs Europe aka MUBI Europe	€ 3,499,299.96	€ 1,000,000	28,58%

<http://www.mubi.com>

The Auteurs Europe aims to be the 1st community-based online VOD service dedicated to the promotion and the digital distribution of the best of European cinema.

Targets for 2011:

1. Increase monetization
 - Deploy the app for Sony PlayStation 3 in 28 countries and localize in 7 EU languages
 - Sign with TV manufacturers (Bravia)
 - Develop app with content aggregators (e.g. Boxee)
 - Develop compatibility with mobile devices (iPhone, iPad)
2. Enhance exposure, partnerships & traffic for EU films
 - Select and buy 700 new films
 - Create 30 online digital cinemas for EU filmmakers
 - Reach 500K new members
 - Sign 200 new partnerships (festivals & right-holders)
 - Do online festivals & partnered competitions
3. Intensify promotion for EU films
 - Build services for right-holders to promote their EU films faster and better
 - Develop an app for test/premiere screenings for Cinando
 - Build app to improve EU talents' promotion, reduce travels & expenses
 - Promote EU premium content via our YouTube Channel
4. Create new business model
 - Develop 'CINEMA ON DEMAND' with Europa cinemas, AA, Smartjog, Movie Mobz
 - Create new distribution model of 'DAY&DATE' EU releases worldwide
 - Create new physical places with the community's support

Selected Actions: Call for proposals VOD/DCD EACEA/05/2010

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
FR	VOD	MUSEEC SAS	medici.tv	€ 1,486,729	€ 370,000	24,89 %

<http://www.medici.tv>

Launched in April 2008, medici.tv is a worldwide VoD platform dedicated to high quality documentaries and music and performing arts films.

In just 2 years, medici.tv has successfully implemented a comprehensive VoD platform featuring various types of paying VoD alongside with a unique offer of free live concerts in streaming.

medici.tv is already the largest on-line library of classical music programs available in the world, with an on-line offer at the end of 2010 of 590 titles (almost 650 hours of programs) and which has a European and international dimension with an audience from over 200 countries. The focus in 2011 will be the North American and the Chinese markets (the Chinese version platform will be launched in July 2010).

Medici.tv aims to be a unique combination of programs and business models (VoD, sponsoring, 3rd parties revenues) whose diversity appears to be more than ever the key factor of its success.

Medici.tv's action in 2011 will be to strengthen the content in increasing the VoD offer around 800 titles (adding around 225 titles in 2011 to the 210 titles of 2010 and the 380 titles released in 2008 and 2009), while building up a top quality line up of live concerts featuring the most prestigious artists, concert halls and music festivals.

These free concerts generate a lot of traffic and expose the VOD catalogue to hundreds of thousands of visitors. medici.tv plans to then be in a position to convert this large community of performing arts fans into paying subscribers.

2010/2011 will be the 3rd season on line. New screens (the smartphone application is opening the 16th of July), IPTV, strong and creative marketing campaigns, international exposure are the main targets. The V2 of the website will optimize the experience for the user and take advantage of new technologies.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
FR	DCD	CN FILMS SAS	EDCL – European Digital Cinema Library	€ 600,000	€ 300,000	50%

<http://www.cnfilms.fr>

Economies of scale and central organisation are one of the key potential benefits of digital cinema distribution. The objective of this project is to make sure that European films and distribution companies are also in a position to benefit from the economies of scale and from the flexibility offered by digital cinema while still relying on the actual balance between producers, sales agent, distributors, and theatres. This can be achieved by sharing the costs and technical tools between several distributors of the same title. The project has partnered with the large European Distribution organisation "Europa Distribution".

The project wishes to build an online film library which is accessible at all times, gathering all of the different language versions of a film and directly usable by any distributor who has bought the rights. In order to have this library filled, the project will encourage the digitalization of European content and its localization

Selected Actions: Call for proposals VOD/DCD EACEA/05/2010

in different language versions. The EDCL project will then provide its distributor members with a flexible and easy to use distribution platform where they will be able to access the digital content and to distribute it in their territory.

Selected Actions: Call for proposals VOD/DCD EACEA/05/2010

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
ES	VOD	COMUNIDAD FILMIN SL	Comunidad Filmin	€ 437,880.19	€ 203,617.59	46,50%

<http://www.filmin.es>

The filmin project results from the union of seven of the most important independent production and distribution companies in Spain: Alta Films, Cameo, El Deseo, Golem, Tornasol, Wanda Visión and Vértigo Films. They joined forces with Vostok, Ikuna, and Ooyala, technology companies, who are leaders in web design and streaming service.

filmin was designed for anyone who lives for the best of independent cinema in Europe.

During the first three years of its life, filmin has aimed to be 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) or working with film festivals to create direct to VoD collections of Films awarded in those festivals.

On filmin, members have the possibility to download content on their portable devices or watch streaming movies in high quality. They 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 are also able to upload their own short-films or "reels, or read and comment on the last news about festivals, film shoots or the Spanish box office.

filmin is also part of the European federation of platforms of Video on Demand: EuroVoD. We aim to encourage the exchange of European titles and to be the benchmark for some fundamental services.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
CZ	VOD	DOC-AIR os	Doc Alliance Films	€ 299,403.52	€ 147,883.52	49,39%

<http://docalliancefilms.com>

The Doc Alliance Films portal was launched on February 27, 2009 as an initiative of Doc Alliance, a partnership of 5 significant European festivals: Visions du Réel Nyon, DOK Leipzig, Planete Doc Review Warsaw, CPH:DOX Copenhagen and IDFF Jihlava.

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 almost 400 films from 43 countries (of which 25 are European) in one of the three offered formats.

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 authors' approach.

The 6-language portal supports the diversity of the creative documentary genre (newcomers and established masters); both discoveries and continuations of recognized works; ensuring their wide circulation across space and time both inside and outside the EU after their limited run at festivals and cinemas.

Selected Actions: Call for proposals VOD/DCD EACEA/05/2010

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
AT	VOD	FLIMMIT	flimmit.com	€ 1,006,865.24	€ 400,000	39,73%

<http://www.flimmit.com>

The Flimmit film portal aims to be modern and up-to-date offering easy and fast access to movies. Flimmit's main business objective is to increase the distribution of films within the Internet world. The film portal offers two services: a Film Search with more than 65,000 films for users looking to get information on films and related products and a Video on Demand shop providing an exclusive collection of more than 500 films for downloading and streaming. Flimmit strives to make access to films their priority. The goal of Flimmit is to deliver results on film search requests as accurately and extensively as possible, as well as to provide easy, trusted and legal access to buying or renting films via the VoD shop.

Flimmit aims to offer:

- The latest news on films and special offers all at a glance
- The biggest legal Video on Demand (VoD) platform in Austria with more than 500 films in store
- Films in best picture and sound quality at a bargain price – to view immediately, without having to leave home

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
DE	DCD	REELPORT GmbH	Europe's Finest	€ 602,000	€ 300.000	49,83%

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

Europe's Finest aims to be the largest collection of film classics and current arthouse films for D-cinemas in Europe as well as Europe's first cross-border Cinema on Demand service. In 2011 we aim to restore, digitise and encode at least 14 titles of which 8 will be library titles to round off the existing series of classics. The goal is to create in depth retrospectives and a coherent selection of some of Europe's most famous directors. For contemporary films we continue to work with festivals and institutions to create selections of films like Czech fairy tale movies or the best of Finnish cinema. The main focus of 2011 will be the marketing and distribution of the films to digital cinemas and to festivals. In cooperation with cinema networks, online platforms and institutions they aim for screenings in at least 15 territories of the European Union in around 100 separate venues.

Selected Actions: Call for proposals VOD/DCD EACEA/05/2010

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
HU	VOD	DAAZO FILM ES MEDIA SZOGALTATO KFT	daazo.com – the European short film centre	€ 177,320	€ 88,660	50%

<http://www.daazo.com>

Daazo.com - The European Short Film Centre is a Cinema/Media project with a growing collection of professional short films and a community web platform for young filmmakers. Daazo aims to provide content which is strictly specified for short films: you can watch, upload and share these works. Daazo aims to organize and take part in applications, film contests - like PARK - Netminutes or Matter of Taste project - and in film-making workshops too. As a center for short films, Daazo also highlights the most important news from the world of shorts, as well as the latest festival deadlines, interviews, essays. All of these features are free. To collect and present the best free-to-view European shorts is a unique mission on the Internet. Daazo strives to encourage young film makers, film schools, festivals and workshops to upload and disseminate their films via this platform, helping them in taking the first steps in the business, having "dynamic copies" of their works. This is an opportunity to promote themselves, find viewers, obtain feedback, crew and producers. Daazo's aim is to create the perfect platform for short films. They feel that nowadays shorts are becoming more successful than ever. Appearing online, getting a wider range of audience, short films are not only made for festivals, film schools or workshops, but for literally world-wide distribution.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
UK	VOD	CURZON CINEMAS Ltd	Curzon Film On Demand (CFOD)	€ 613,992.11	€ 300,000	48,86%

<http://www.curzoncinemas.com>

Curzon Artificial Eye (CAE) is the UK's only integrated film and cinema group, bringing together distribution, exhibition and sales into a single entity. CAE's purpose is to connect customers to quality film content by all available means. Curzon Cinemas is the UK's leading exhibitor of independent and foreign language film, with six London cinemas and several more UK sites in development. Curzon plans to present its customers with a high-quality film service online. The aim is that customers can access film and cinema information, book cinema tickets, watch films online and buy DVDs. Curzon's Film On Demand service (CFOD) aims to offer a true cinema experience at home, with the same films that customers can experience in the cinema, often at the same time ("day and date") or as soon thereafter as is practical, streamed to the highest possible technical level, in HD and 5.1 if the customer's connection permits. The new films presented online will be augmented by complementary titles from the same director or featuring the same actors or themes or genres. CFOD will also be offered to customers of Curzon's business partners, which include HMV, Waterstone's, The Guardian and Sky.

Selected Actions: Call for proposals VOD/DCD EACEA/05/2010

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
ES	VOD	KIWI MEDIA SL	Shortz!	€ 601,164.45	€ 300,000	49,90%

<http://www.shortz-tv.com>

Operated by Kiwi media S.L., Shortz! aims to be the biggest European mobile VoD portal offering high quality and award winning European short films. It launched in March 2009 as a off-portal solution – users all over the world can access and navigate through their mobile browsers and through applications on their Smartphones.

By mid June 2010, Kiwi Media achieved the integration into various mobile network operators' (MNO) portals – focusing on European MNO's. Kiwi Media aims to maximise the distribution through operators' portals worldwide (on-portal), apart from its own stand-alone off-portal offering, directly addressing the target group, as well as a maximum of downloads of Shortz! applications from third party portals like itunes.

The approach of Shortz! – key elements:

1. high quality, award winning, European content suitable for mobile devices
2. close cooperation with mobile operators offering a tailored solution for the technical and systematic integration into their existing content portfolio – complementing additional content other than news, lifestyle and adult programming
3. compelling application for smartphones and tablets (e.g. iPad) with flexible pricing
4. innovative marketing approach using all possible means of digital marketing, including social media optimization and new arising possibilities of the distribution and marketing of mobile applications

The ambition is to be THE mobile VoD platform / application for predominantly European short movies for a maximum of viewers world-wide and a brand for European high-quality short films.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
UK	VOD	ADM MEDIA Ltd	Brightwide.com	€ 417,307.76	€ 200.000	47,93%

<http://www.brightwide.com>

The Brightwide project aims to create a leading European platform screening the best of social and political cinema online. A unique and truly virtual film library dedicated to socially conscious cinema targeting an important audience.

This project plans to utilise the support in the consolidation of the project in the UK and Italy and the launch of the Brightwide website in France. Activities will include the further development of Brightwide website, the expansion of the interactive community features of the platform, the enlargement of Brightwide's library, a wide range of online marketing and communication activities and a targeted advertising campaign during 2011.

Selected Actions: Call for proposals VOD/DCD EACEA/05/2010

With the assistance of MEDIA funding, Brightwide plans to continue the creation of a dynamic online community, which brings together independent social and political film-makers with organizations and individuals who care about the issues and causes they portray in their documentaries and dramas.

Selected Actions: Call for proposals VOD/DCD EACEA/05/2010

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
NL	VOD	STICHTING DOCSONLINE	DocsOnline	€ 315,000	€ 135.000	42,86%

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

DocsOnline aims to be more than just a VOD-website for documentaries. At www.docsonline.tv, DocsOnline has strived to gather a trendsetting collection of both recent and classic creative documentaries.

Half of the subscription fees paid by viewers go directly to those holding the rights to the documentaries that have been watched. DocsOnline aims to provide a platform for documentary filmmakers to present and promote their work and make it profitable. Visitors can choose from over 271 quality documentaries on the site today. By the end of 2011, the aim is to have over 300 films available, the ultimate goal offering around 500 films within the next few years. The site aspires to be 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 can watch 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 is also possible to share a section of a documentary with other people by using the innovative videocutter.

Docsonline aspires to be transparent and looks forward to further cooperation with other organizations.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
DK	VOD	APPLICATE A/S	MyFilmStation.com	€ 1,029,645.93	€ 250,000	24,28%

<http://www.myfilmstation.com>

Myfilmstation (MFS) aims to offer a unique open source approach to VOD and to address consumers' need for a "one stop shop" for films on the internet.

Myfilmstation plans to offer consumers the possibility to find almost any film ever made with a very user-friendly search interface. This combined with advanced recommendation software will inspire the user to find European films they never knew existed. In short Myfilmstation aspires to be the film world's answer to Google.

The aim is that the user will be able to find info on when and where the film will be on different media and how to buy it. No matter if it is in Cinemas, VOD, DVD/Blu-Ray or TV.

Myfilmstation will also provide rights owners with a powerful easy to use tool to upload their film themselves and sell as VOD. In short the ambition is to be a professional YouTube for rights owners.

The aim is that the open source approach will ultimately create a large amount of traffic and will thus bring focus to the core business of the site: to distribute European film via VOD.

Selected Actions: Call for proposals VOD/DCD EACEA/05/2010

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
FR	VOD	FILMOLINE SAS	FILMOTV	€ 1,748,557	€ 250,000	14,30%

<http://www.filmotv.fr>

FilmoTV is a movie VOD service built upon two main innovations: subscription and massive editorial content.

- Subscription. For the consumer the aim is to be cheaper (10€ by month for 50 movies instead of 4€ each), and more simple: only one transaction for many months instead of taking a credit card each time, and movies can be watched for two months instead of two days.
- Massive editorial content. FilmoTV already commissioned and will continue to commission more than one hundred journalists and specialists of cinema. Every film is highlighted by original video footage, and a dedicated video channel has been built, both linear (for ISP purpose) and non-linear (web purpose). This is the reason it is called FilmoTV. FilmoTV aspires to produce more content (videos, texts, quiz, etc) than their competitions put together.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
FR	VOD	LOBSTER FILMS SAS	Europa Film Treasures	€ 500,000	€ 250,000	50%

<http://www.europafilmtreasures.eu>

The EUROPA FILM TREASURES platform aims to open a new window on the meticulous and devoted work of European film archives which have safeguarded part of the world's memory in images. In liaison with assignees and depositors, EUROPA FILM TREASURES presents precious films from the world over.

In operation since 1 May 2008, EFT is already a great success: almost 17 millions of pages viewed, more than 1 260 355 unique visitors and around 1.5 million film viewings.

30 film archives representing 19 countries currently propose a first selection of 123 films of all genres and all periods (from 1896 to 1999). New titles will complete this 2011 selection in the coming months.

The aim is that the Internet user has the possibility of viewing these films free of charge (original versions, full-screen format, subtitles available in 5 languages, music added for silent films) and can discover classic films through several accesses thanks to the editorial work.

Plans and special focus for 2011 will include new films, business model evolution, new graphic design, intensive online promotion integrating social networks and finally the creation of a new diffusion space thanks to web TV.

Selected Actions: Call for proposals VOD/DCD EACEA/05/2010

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
UK	VOD	MERCURY MEDIA INTERNATIONAL Ltd	Joiningthedocs.tv	€ 500,000	€ 250.000	50%

<http://joiningthedocs.tv>

joiningthedocs.tv (JTD) is an online documentary film streaming service. In 2010/11 it is evolving into a multi-platform distributed service, and simultaneously transforming its marketing approach.

Its aim is to introduce new ways to reach and engage diverse audiences through social media and advocacy and developing robust B2B revenue models around affiliates, technology, channel functionality and licensing.

JTD is positioned to capitalise on technological convergence and user behaviour – from the iPad and the Apps economy to micropayments and OpenGraph, to make the growing catalogue of high quality documentaries even more attractive to users and attracting a new subscriber base.

JTD has partnerships with VOD services to promote films to German, Italian & Eastern European viewers and has a unique media partnership with Telegraph.co.uk with 29 million monthly unique visitors.

JTD aims to offer the right film in the right locations at the right price, creating a new distribution model for European documentaries.