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Project Location

Country:
Italy
City:
Rome

Organization

Organization Name:
Romefilmmarket.com
Organization Type:
Company
Specify:
Lazio regional funds

Website

www.indiefilmchannel.tv

Privacy Law

Consenso al trattamento dei dati personali
Do you authorize the FMD to the treatment of your personal data?:
I do authorize the FMD to the use of my personal data.

Project Type

Education up to 29 years

Project Description

Description Frase (max. 500 characters):

Indiefilmchannel.tv is the first Italian VOD platform completely dedicated to first and seconda

operas of European films. Indie?s catalogue, formed by shorts, docs, feature films focuses bothon emerging talented directors. IndieTV wants to be a valid distribution channel for all that European first and second operas that hardly reach main audience, promoting their intra-European circulation and cultural diversity, and a reference point for the indie cinema lovers and professionals, fighting piracy effectively.

Project Summary (max. 2000 characters):

European Independent first and second feature films, documentaries and shorts, continually have to face with lack of opportunity to reach the main audience. The main part are visible only in the occasion of bigger film festival, some are nationally distributed by independent distribution companies, that cannot guarantee a uniform distribution (i.e. number of theatre in bigger city vs small town) and a long last presence in the traditional distribution circuit, a minimal part is internationally distributed, but the screening are most special events. IndieTV aims to be the first European VOD platform dedicated to authorize streaming of first and second European films directors, becoming so the main archive of these operas. Our main objectives are, on one side, to be the alternative distribution channel for emerging independent directors and producers to commercialize first operas, on the other, to be the reference platform for indie cinema lovers and professionals, where watch niche films and programmes hardly available on other VOD platforms. In addition, a big effort will be made also to collect the first operas of now established directors in order to supply also their first operas. Indiefilmchannel.tv platform is a project made by Romefilmmarket.com Srls (RFM), a digital start-up founded in October 2015, with the support of Lazio Regional Funds, by three cinema professionals keen on independent cinema. From January 2016 to November 2016, RFM has focus its efforts, on one hand, on the creation and testing of the platform from a technological point-of-view (encoding of the films, subtitling, translation of side information, pay modality ?), and, on the other, the setting up of the catalogues, through scouting activities and participation to the main European Film Markets (MIPCOM, Berlinale, Cannes, ?).

How long has your project been running?

2014-11-01 00:00:00

Objectives and Innovative Aspects

In this first year of creation, IndieTV aims to mantein its original nature, to be a VOD platfrom with a TVOD commercial-free modality and with a revenues-sharing agreement with films suppliers (70/30). At the core of the project there will be cultural products, and even the reaching of a breakevn-point in 2017/2018 will be essential, in these first three years public supports as Lazio Regional Funds and EU Media Funds, will be essential to guarantee a high-quality free of commercial and able to dedicate special discount to cinema student and free contents for directors and producers. Starting from these considerations, the revenues generated by the platform will come only by the paid user transactions. To realize this prevision we are taking into consideration the following information: a feature films is available at an average 2,99/3,99 Euro per screening, a documentary 1,99 Euro and a short 0,99 Euro; the European SVOD programmes will be screen at 9,90 Euro per month, and Day-and-Date at 4,90 for screening.

Results

Describe the results achieved by your project How do you measure (parameters) these. (max. 2000 characters):
Indie catalogues is supplied both from European independent distribution companies, among the others we remember Java Film, Synergetic Distribution, Wide Management, Stardust Pictures, Koch Media, Videa, Cinecittà Luce, Minerva, Mariposa, Nomad Film, Zalab, Movimento Film and directly from independent producers and filmmakers. At the moment, IndieTV?s catalogues is composed by 597 indiependent films. The 48% of the catalogue (287 titles) are first or second feature films, the 38% (223 titles) are shorts, and 14% are documentaries, short and feature. The 73% of the catalogues is composed by European Films. More than 34 countries, 20 European and 14 extra-European, are represented in the catalogues. These films belongs to the main various genre as animation, anime, action, comedy, drama, erotic, fantasy, horror and thriller. Besides this variety, IndieTV catalogues focuses only in first and second feature films, both of emerging directors, premiered or awarded in international films festival, and established directors. Each film has a single description with the following info: country and year of production, format, leghts, genres, direction, cast, synopsis and awards A qualitative internal menu divides the films into categories that permits to the users to surft inside the catalogue. Besides type of audiovisual (shot, doc, ?) and type of genre, an important part of the category is the Festival section, where the films are divided on the base of their festival premieres, as Berlinale, Venice Fim Festival, RIFF Awards, Cannes, Sundance (?.)
How many users interact with your project monthly and what are the preferred forms of interaction? (max. 500 characters):

Our target audience can be divided into three main clusters: young between 18- 45 years old, well-educated, cinema lovers and cinema student, strong internet users who loves to enjoy contents through internet whenever and whatever they want; professionals ? directors, producers and distributors, looking for special contents mainly from Film Festivals; audience that hardly has access to theatres due to lack of structures in their territory. We have about 500 users in this moment. All users must be logged to access the platform, and the website is conceived as a social network provided with major web 2.0. features, dedicated to the audience. The audience involved in the promotion and rating of the films, it is able to attend discussion forums on-line, and to participate as on-line jury members in the cases of Day-and-Date European Festival special screenings

Sustainability

What is the full duration of your project (from beginning to end)?:
From 3 to 6 years
What is the approximate total budget for your project (in Euro)?:
From 75.001 to 500.000 Euro
What is the source of funding for your project?:
Grants
Specify:
srls
Is your project economically self sufficient now?:

Yes
When is it expected to become self-sufficient?:
2018-01-01 00:00:00

Transferability

Has your project been replicated/adapted elsewhere?:
Yes
What lessons can others learn from your project? (max. 1500 characters):

People love TV content, but they don't love the linear TV experience. Internet TV - which is ondemand, personalized, and available on different devices - is replacing it. This new era is likely to be big and enduring thanks to the flexibility and ubiquity of the Internet around the world. It is expanding rapidly because it is getting faster and more reliable on different devices, while penetration of smart TVs and adapters is also rising (Ecosystem Growth); consumers can watch content on demand, on any devices, and the experience is personalized to individual tastes (Freedom and Flexibility); Internet TV apps have frequent improvement updates and streaming is the primary source of UHD 4K video content (Rapid Innovation).

Are you available to help others to start or work on similar projects?:
Yes

Background Information

Barriers and Solutions (max. 1000 characters):
The following obstacles and shortcomings that could jeopardize the success of the project, especially without the availability of adequate funds, are as follows: ? Limited financial resources could slow down the project at an early stage; ? reduced work team; ? Difficult public loyalty: the credibility of other platforms offering the same service and the acquisition of exclusive rights does not allow the vertical integration of the market and the development of fair competition on the downstream market. ? Inability to carry out projects in support of computer literacy (eg Memory Icons) which is one of the main problems for the development of the digital content industry. ? Difficulties in creating attractiveness to the independent market: individual and collective capacity of an audience is only through the constant use of a product; Its valorization becomes indispensable. Solution: ? Ecosystem Growth: The Internet is getting faster and more reliable, while penetration of smart TVs and adapters is also rising ? Freedom and Flexibility: Consumers can watch content on demand, on any screen, and the experience is personalized to individual tastes ? Rapid Innovation: Internet TV apps have frequent improvement updates and streaming is the primary source of UHD 4K video content.
Future plans and wish list (max. 750 characters):
To verify the impact and the results of the project we intend to fix some expected results, that willbe our main reference points to judge the success of the action. From a quantitive point of-view, we aim by the end of the project (30/11/2018) to: * exponentially increase the number of users, bringing them from roughly 500 to 10.000; * to realized 9 European SVOD Thematic Monthly Programme and to have, as average, 100 subscribers per month; * to stipulate 9 Film Festival partnership and to organize at least 45 Day-and-Date Festival Special Screening (5 for each Film Festival), with at least , an average of, 100 ?tickets? sold by single screening; * Exponentially increase our catalogue from 597 titles to 1200 titles and increasing the European part of catalogues moving it from roughy 73% to 80% in 12 months. From a qualitative point-of-view, important data to verify if our marketing strategie has successfully

operated is the description of the user retentation. Here important quality indicatorswill be: ?monthly spending average? and ?monthy average of views?.
vod; indie; streaming; platform; cinema [1]

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Source URL: http://2017.gjc.it/en/progetti/indiefilmchanneltv

Links
[1] http://2017.gjc.it/en/keywords-separate-commas/vod-indie-streaming-platform-cinema