

# A new approach to distribution

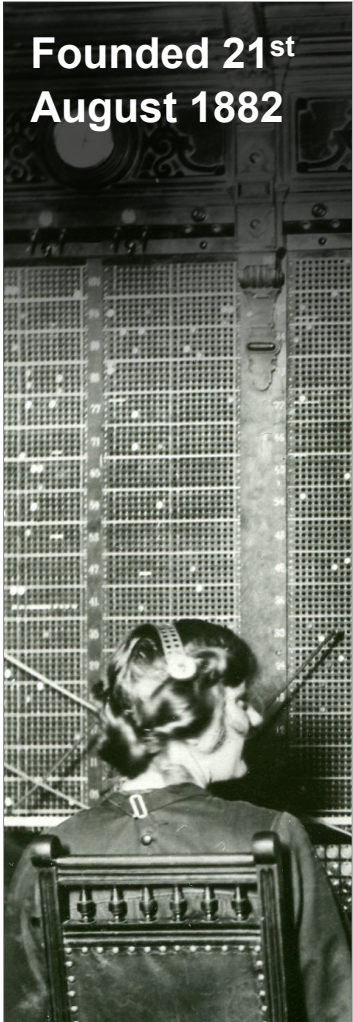
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2nd Europa International Conference  
Athens, November 24th 2013

Casper Hald  
Head of VOD, Senior Director

# TDC Group at a glance 1/2

Founded 21<sup>st</sup>  
August 1882



~9,000  
employees



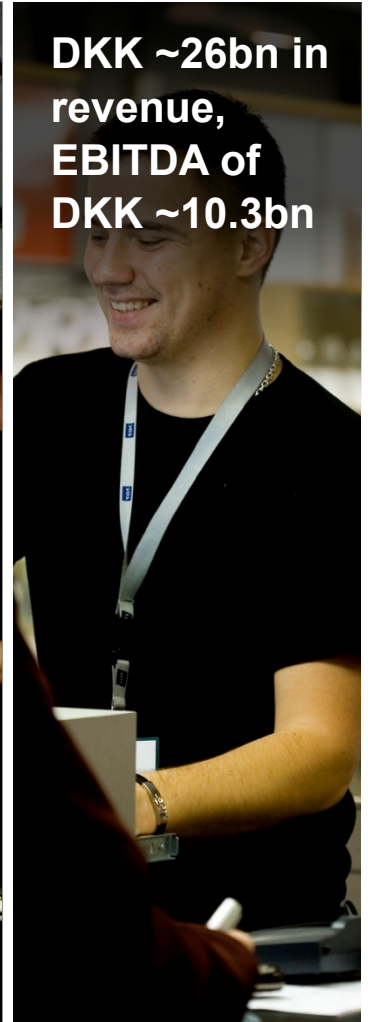
~9 million  
customer  
relations



+40,000 km  
fiber networks



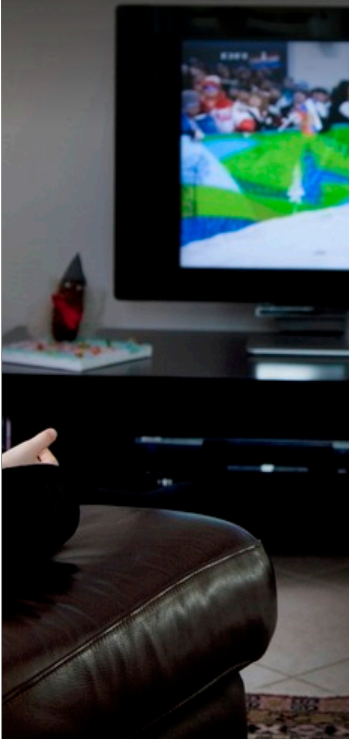
DKK ~26bn in  
revenue,  
EBITDA of  
DKK ~10.3bn





# TDC Group at a glance 2/2

~1.4m TV customers



600m streams/downloads from Play



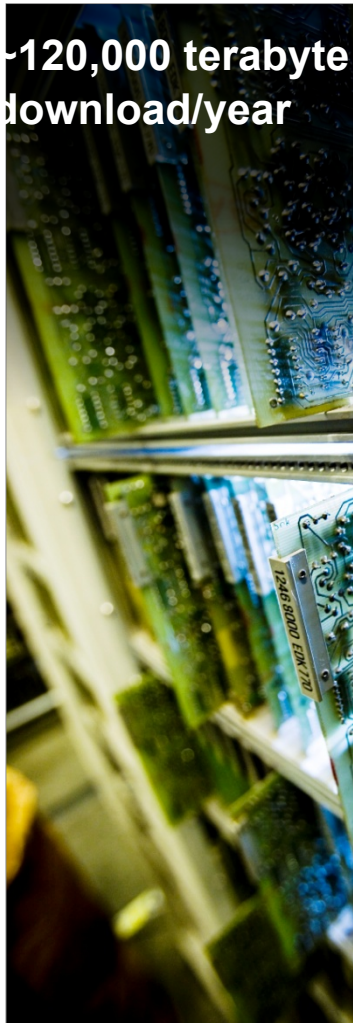
~8.5bn voice min/year



~10bn SMS/year



~120,000 terabyte download/year



# Video On Demand platforms

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youSee®



youBio®







Abonnement

Leje

Vælg en genre



Vælg et tema



Premierefilm



En sang for M...  
2012



Iceman, The  
2012



Lasse Rimmer ...  
2013



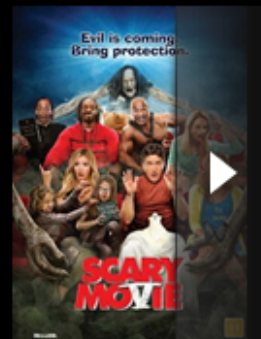
Great Gatsby ...  
2013



Nordvest  
2013



Side Effects  
2013



Scary Movie 5  
2013

# TOP 30 - TVOD Box Office – 2013 - TDC Group

Rank	Title	Country
1	Intouchables	Indy – French language
2	Den skaldede frisør	Danish
3	Alle for to	Danish
4	Sover Dolly på ryggen?	Danish
5	Skyfall	US Major (MGM)
6	Taken 2	Indy – English language
7	Jagten	Danish
8	Min søsters børn i Afrika	Danish
9	Kapringen	Danish
10	Good day to die hard, a	US Major (20th Century Fox)
11	Far til fire - til søs	Danish
12	Ted	US Major (Universal Pictures)
13	Hobbiten – an unexpected journey	US Major (MGM)
14	Django unchained	US Major (Sony Pictures)
15	Olympus has fallen	Indy – English language
16	Oblivion	US Major (Universal Pictures)
17	Iron Man 3	US Major (Disney)
18	Twilight 4 - Breaking Dawn 2	Indy – English language
19	Vilde Rolf (Danish dub)	US Major (Disney)
20	Fast & Furious 6	US Major (Universal Pictures)
21	Max Pinlig 3 - på Roskilde	Danish
22	Jack Reacher	US Major (Paramount Pictures)
23	En kongelig affære	Danish
24	Hangover 3	US Major (Warner Bros)
25	Hotel Transylvania (Danish dub)	US Major (Sony Pictures)
26	Operation Argo	US Major (Warner Bros)
27	Impossible, The	Indy – English language
28	Looper	Indy – English language
29	Life of Pi	US Major (20th Century Fox)
30	Nordvest	Danish

## US Major films

**14**

## Local films

(Danish language)

**10**

## Independent films

(English language)

**5**

## Independent film

(French language)

**1**

# **Let's discuss a new approach to distribution...!**

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## **Let's get organized!**

- Approach the digital platforms as one unit with 35 brand houses / subsidiaries.
- Take ownership of the European Film category – The European Major!
- Communicate and market the best content from all brands.
- Use scale to get a simple and cost efficient workflow of operations.

## **Let's get closer to the money!**

- Bypass all rights film distributors.  
=> Deal direct with the VOD platforms!
- Bypass the aggregators to iTunes and Netflix.  
=> Get the cut from the consumer retail price you deserve!

## **Let's get our own channel:**

- Launch a non-linear SVOD channel featuring Independent European films from 35 brand houses.