Europa International Conference
27-29 November 2015

WALK THIS WAY
European cinema on demand
There are about 1,600 movies produced every year in Europe. Only a small minority of these films are distributed outside of their country of origin …

… Can digital distribution help?
Walk This Way’s Objectives

1. Aggregate a **diversified slate of films** and create attractive collections.

2. Provide VoD Platforms with **ready-made encoding** and subtitled packages.

3. Coordinate **digital marketing** and promotion campaigns to maximise revenues.
Walk This Way’s Assets

1. **Digital Shift**: Bringing concrete opportunities to exploit content on new distribution channels.

2. **Economies of scale**: Reducing the financial risk of making content technically available on VoD platforms.

3. **Benchmarking**: Increasing the availability of European films and conducting case studies of cross border digital distribution.

4. **Visibility**: Generating awareness and prominence for European films on global platforms.
The Walk This Way’s Team

Partners:

International Sales Agents:
Operations & Management

Selection and presentation of movies

Editorial line

Digital Distribution

Exploitation on VoD platforms

Marketing and promotion

Logos and brands:
- Pathé
- Gaumont
- Walk This Way
- Under the milky way
- FILMS Boutique
- Fortissimo Films
- Reel Suspects
- The Yellow Affair
- Memento Films
- Autlook Filmsales
- Flimmit
- Vide à la demande
- IPEDA
Main Challenges

1. Building a coherent *editorial line-up* from scratch.

2. Managing the *Digital Supply Chain* for multi-territorial distribution.

3. Defining an *efficient transversal and local* marketing strategy
Challenge # 1: Editorial Line

- **All films** must have been sold in at least 5 territories. They must also be made available in at least 5 other territories. This eligibility criteria is meant to guarantee a minimum potential level.

- **Films: Diversified** origins, rights availability, genre, commercial potential, targeted audience, local markets, etc …

- Define a **VoD line-Up** to structure operations and the marketing strategy.

- **Packaging:** how to package the movies in a consistent line-up given the criteria?
Mainstream

The Films

Author-driven
The Line-up

Collection 1: Men on the Edge
The Line-up

Collection 2: Docs from around the world
The Line-up

Collection 3: Unexpected Love Stories

[Images of movie posters: ISZTAMBUL, Desire, You and the Night, Vanishing Waves]
The Line-up
Collection 4: French Comedies
The Line-up

Collection 5: Scandinavian Collection

OPEN UP TO ME

THE ARBITER

21

KONG CURLING

GLORIOUSLY WASTED
The Line-up
Stand-alone films

1. Citadel
2. Silent Sonata
3. La Belle et la Bête
4. Is the Man Who Is Tall Happy?
5. The Monk
Challenge # 2: Digital Supply Chain Management

**SOURCING**
Legal (VoD agreements) and sourcing of material.

**PRODUCTION**
Packaging *localised* metadata, artworks, synopsis and coordinating the creation of subtitles.

**ENCODING**
Quality Control, synchronisation and *delivery* to the platforms

**SUPPLY CHAIN**
Trade marketing & localization: pricing, prominence, support for the Under the Milky Way network of agents, presentation to platforms and trade marketing
Challenge # 3: Starting a VOD marketing plan in an empty page...

1. To promote each of the collections as a whole rather than the titles individually using “locomotive” effects and content value for media.

2. To promote the biggest territories in Europe with advertisement investment which have the capacity to irrigate the message to others (i.e. the UK).

3. To mix international, transversal and local tools and find the right balance. A Think global-Act Local approach.

4. To involve a digital PR/publicity agency that has offices or partnerships across Europe to think local, transversal and international at the same time.

5. To mix existing tools like Facebook, Twitter, YouTube Trueview, blogs and PR approaches in a unique way adapted to VOD-efficiency.
Walk This Way Digital Marketing Approach

VOD-effective marketing mix

- Own content
- Paid content
- Earned content
The Walk this Way Online Ecosystem

**BLOG**
- Cineuropa Walk This Way blog

**PR**
- Liaising with Blogs and media through Way To Blue

**ADVERTISING**
- Video Seedings
- Banners, Google adwords, iTunes iAds

**VIRALIZING**
- Youtube-Tru-View advertising

**SOCIAL MEDIA**
- Social Media Management and ads

**WAY TO BLUE**

**LOCAL AUDIENCES**

**EMERSE**

**SONY**
- XBOX LFE
- Google play

**ITUNES**
- Amazon

**THE FILM AGENCY**

**IPEDA**

**WALK THIS WAY**

**CINEUROPA**
Walk This Way Blog by Cineuropa

MEN ON THE EDGE: HEROES ON THE BRINK

As of 22 April, the Walk This Way project will be officially launched on the majority of video-on-demand platforms...
Way To Blue – Digital PR
Men on the edge
Spain, Denmark, Italy, United Kingdom

<table>
<thead>
<tr>
<th>Top-line Summary</th>
<th>Results</th>
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<tbody>
<tr>
<td>Total YouTube Views</td>
<td>95,718 views</td>
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<tr>
<td>Video promotion – Seeding</td>
<td>38,840 views</td>
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<tr>
<td>Video promotion – TrueView</td>
<td>50,717 views</td>
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<tr>
<td>Banner promotion</td>
<td>6,478,833 impressions</td>
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</table>
The Film Agency – Social Media

Walk This Way retweeted
Esquire España @EsquireEs · Apr 24
Hombres al límite, Héroes al canto: El mejor cine europeo en VOD
goo.gl/1kcrKD

View translation

Walk This Way
@WalkThisWayVOD

„Für einen Mann ist es Freiheit für einen anderen Besessenheit“ Hier der Trailer von
#TwoMenInTown #MenOnTheEdge

Walk This Way
@WalkThisWayVOD

Lose Your Head
Estamos en España este inquietante film inspirado en la desaparición de un joven portugues durante una noche en los locales nocturnos de Berlin, "Lose Your Head" cuenta en su reparto con el español Fernando Teixeira, etc.

View translation
**Metrics**

**WTW Film Origins 1**
- Non EU MEDIA Country, 1
- low production capacity, 10
- high production capacity, 23

**WTW Film Origins 2**
- United Kingdom, 1
- Bulgaria, 1
- Sweden, 2
- Finland, 4
- Germany, 4
- France, 18
- Slovenia, 1
- Norway, 1
- Lithuania, 1
- Hungary, 1
Visuals
## Walk This Way in 9 figures

<table>
<thead>
<tr>
<th>Films selected</th>
<th>Subtitles created</th>
<th>Territories involved</th>
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<tbody>
<tr>
<td>34</td>
<td>180</td>
<td>20</td>
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</table>

<table>
<thead>
<tr>
<th>Marketing budget</th>
<th>Languages addressed</th>
<th>Trailer views</th>
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<tbody>
<tr>
<td>180K</td>
<td>15</td>
<td>More than 100K</td>
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<table>
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<tr>
<th>Blog articles &amp; interviews produced in a year</th>
<th>Units sold on the first collection in the first 3 weeks</th>
<th>Results to be communicated</th>
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</thead>
<tbody>
<tr>
<td>More than 180</td>
<td>More than 6,000</td>
<td>... and more results to be communicated as soon as the information is accessible.</td>
</tr>
</tbody>
</table>

... and more results to be communicated as soon as the information is accessible.
Follow Ipeda’s projects
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www.twitter.com/walkthiswayvod