

Europa International Conference
27-29 November 2015

WALK THIS WAY

European cinema on demand



Walk This Way - Context

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:



THEFILMAGENCY

**EUROPA
INTERNATIONAL**

International Sales Agents:



**REEL
SUSPECTS**

**The
Yellow
Affair**



aUTLOOK[®]
FILMSALES

FILMS *Boutique*

FORTISSIMOFILMS

**memento
films**



IPEDA

Operations & Management

Selection and presentation of movies

Editorial line

Digital Distribution

Exploitation on VoD platforms

Marketing and promotion



FILMS *Boutique*

FORTISSIMOFILMS



memento
films

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THEFILMAGENCY



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

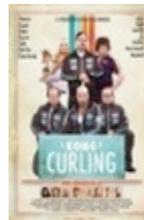
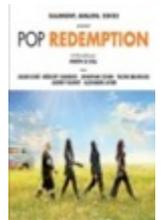
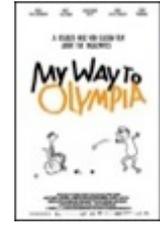
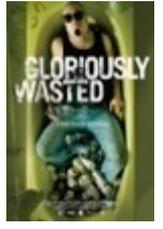
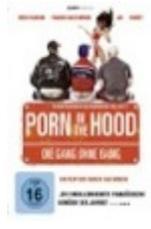
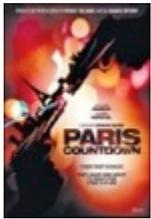
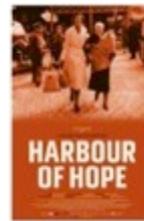
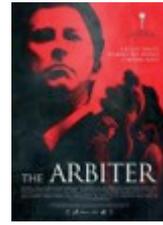
- **All films** must have been sold in at least 5 territories. They must also be made available in at least 5 other territories. This eligibility criteria is meant to guarantee a minimum potential level.
- **Films: Diversified** origins, rights availability, genre, commercial potential, targeted audience, 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

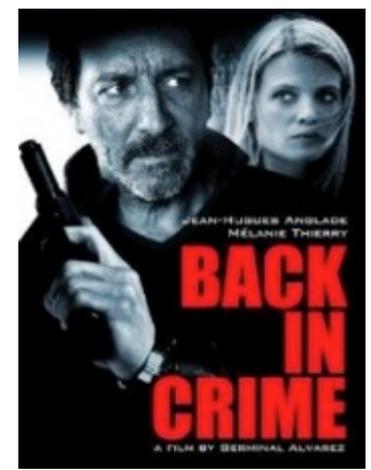
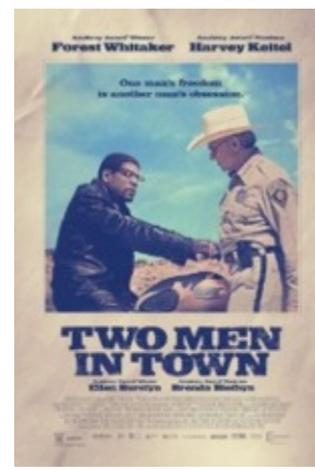
The Films

Author-driven



The Line-up

Collection 1: Men on the Edge



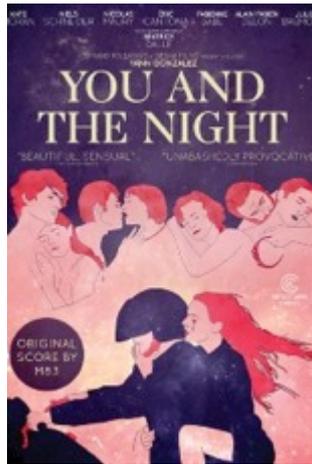
The Line-up

Collection 2: Docs from around the world



The Line-up

Collection 3: Unexpected Love Stories



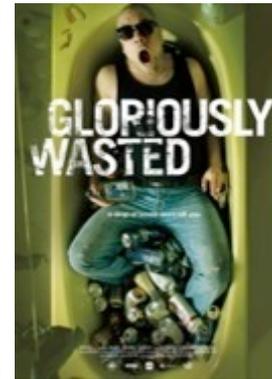
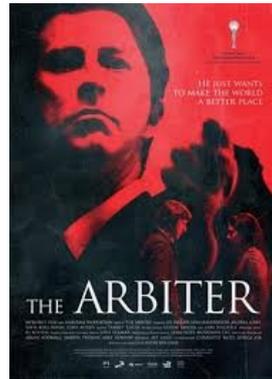
The Line-up

Collection 4: French Comedies



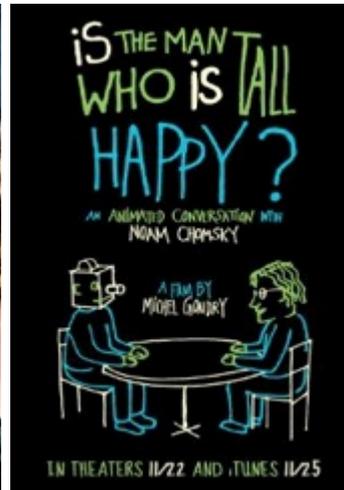
The Line-up

Collection 5: Scandinavian Collection



The Line-up

Stand-alone films



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, YouTubeTrueview, 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



Walk This Way Blog by Cineuropa

WALK THIS WAY BLOG

NEWS VIDEOS INTERVIEWS NEXT RELEASES CATALOGUE



MEN ON THE EDGE: HEROES ON THE BRINK

News Men on the Edge Next release

As of 22 April, the Walk This Way project will be officially launched on the majority of video-on-demand platforms. For this brand-new project, the films offered via iTunes, Google, Sony and Amazon across many European countries have been brought together under the umbrella of the *Men on the Edge* collection.

On the line-up are five European thrillers and detective films with a five-star cast, in which the lead characters find themselves in unrelenting positions, thrust into situations on a razor's edge, and whirling us away from Paris to New Mexico, via Berlin.

Two Men in Town by Rachid Bouchareb (2014) was a competitor at the 2014 Berlin Film Festival and features the huge American stars Forest Whitaker, Harvey Keitel and Ellen Barkin. The film, shot against the backdrop of the New Mexico desert landscapes, follows Garnett, an ex-convict trying to go straight. However, he hasn't reckoned with local sheriff Bill Agall, who intends to make him pay for the mistakes of his past.

In *Armed Hands* by Pierre Jolivet (2012), the action takes place in France, in both Paris and Marseille, set against the backdrop of the struggle against arms and drugs trafficking. Actors Léa Seydoux and Roshdy Zem and singer Marc Lavoine share the billing in this fast-paced crime story.

Paris Countdown (2013), the first French-Belgian feature film by screenwriter Edgar Marie, also has an impressive French cast, comprising Jacques Gamblin, Olivier Marchal, Laure Marsac and Reda Kateb. Nightclub owners Milan and Jonas have broken off their friendship following a deal where they had to inform on a psychopathic criminal. His return changes things: the two former friends have to get back together over the course of one night.

Another feature film, *Back in Crime* (2013) by Germinal Alvarez, brings together French actors Jean-Hugues Anglade and Milarie Therry (winner of the César Award for Most Promising Actress in 2010). A police inspector is mysteriously transported back to the past, some 20 years earlier, just before the

WALK THIS WAY NEWS

Walk This Way: explore European cinema, by genre, via video on demand

WALK THIS WAY VIDEOS

Armed Hands Paris Countdown Two Men in Town Lose Your Head

Men on the Edge - Trailer

WALK THIS WAY INTERVIEWS

Like Seydoux and Vincent Cassel, actors in *Beauty and the Beast*

WALK THIS WAY RELEASES



TWO MEN IN TOWN, THE FACE-OFF BETWEEN TWO CULT STARS: FOREST WHITAKER AND HARVEY KEITEL

News Men on the Edge Next release

In *Two Men in Town*, French-Algerian director Rachid Bouchareb uses the backdrop of the New Mexico desert landscapes to bring together two huge stars of the American screen: Harvey Keitel (Silver Bear for *Smoke*, actor in numerous films including *The Grand Budapest Hotel*, *Reservoir Dogs*...) and Forest Whitaker (Best Actor Award at Cannes for *Bird* by Clint Eastwood, Oscar for Best Actor for *The Last King of Scotland*).

Also feature Guzman and

A composer by Garnett (of a local police hopes that to master the officer, Emil quickly catch his deputy w

Adapted from starred Alain superbly po change, rep violent rage the fateful sp

Rachid Bou



LÉA SEYDOUX AND VINCENT CASSEL, ACTORS IN CHRISTOPHE GANS' BEAUTY AND THE BEAST



Way To Blue – Digital PR

L'ARALDO dello Spettacolo
Prima pubblicazione: 14 Marzo 1989
Versione Online dal 13 Dicembre 2012
Direttore Responsabile: Francesco Ferrara Masera

L'EDITORIALE **CINEMA** ARTE MUSICA DANZA E TEATRO LIBRI CITAZIONI

Home / Cinema / Walk This Way: il miglior cinema europeo in video on demand

Walk This Way: il miglior cinema europeo in video on demand

EL BLOG DE **CINEONLINE**

Fotogramas & VOD

Walk This Way: Cine europeo inédito en VOD

FHM Ellas los prefieren listos
Entrena tu cerebro

HOME BARRA LIBRE CHICAS OCHO MASTER FHM TV

HOME MUSICA TV JUEGOS CONCURSO PLANADOS

¡Cine indie a cascoporral!
Sorteamos 10 bonos para iTunes para disfrutar de uno de estos cuatro títulos de la colección Hombres al límite.

By *Redazione* on aprile 21, 2014

MEN ON THE EDGE

A partire da questo aprile, 34 film europei saranno editorializzati e distribuiti sulla maggior parte delle piattaforme pay-per-view del continente, nei 19 Paesi facenti parte del programma Creative Europe dell'Unione Europea

Cinemamente

News - Trailer - Recensione - Video - Rubriche - Festival - Box Office - Home

Documentari - Commedia - Thriller - Documentari - Azione - Animazione - Horror - Fantascienza

Breaking News: **Trasloca il Festival di Cannes per il weekend** / **Trasloca il Festival di Cannes per il weekend** / **Trasloca il Festival di Cannes per il weekend**

MEN ON THE EDGE

Walk This Way, il cinema europeo di genere arriva a-demand

Esquire

Acerca de...
¡Correr es el blog de Way to Blue, una agencia digital ubicada en el transito del cine. ¿Quieres que tus películas? Por eso, aquí os contamos todas las novedades y estrenos del séptimo arte.

Hombres al límite, Héros al canto: El mejor cine europeo en VOD

Walk This Way Lanceres På VOD

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tiramillas.net Deigual.

cine música televisión deporte tendencias tecnología videojuegos

Hombres al límite, el mejor cine europeo en Video on Demand (VOD)

MEN ON THE EDGE

Let's Start With This

THE WALK THAT MAY PROTECT BEINGS VS TWO NEW FILMS.

Llega a España 'Hombres al límite', el mejor cine europeo en VOD

miércoles, 22 de abril de 2015 David Pérez **Armed.Hands cine** Cine en Internet **Hombres al Límite** **Love Your Head** **Paris Cœur à Paris** **Two Men in Town** **Walk This Way** **Sin comentarios**

A partir de hoy, el proyecto "Walk This Way" se lanza oficialmente en la mayoría de plataformas de Video on Demand. Este nuevo proyecto agrupa las películas ofrecidas a través de iTunes, Google, Sony y Amazon en muchos países europeos bajo la colección Hombres al Límite.

MEN ON THE EDGE

BRAZOS ARMADOS PARIS CŒUR À PARIS MEN ON THE EDGE

El proyecto "Walk This Way" se lanza oficialmente en la mayoría de plataformas de Video on Demand. Este nuevo proyecto agrupa las películas ofrecidas a través de iTunes y Amazon en muchos países europeos bajo la colección Hombres al Límite.

Se trata de cuatro thrillers y películas de detectives europeas con un reparto de actores que los protagonistas se encuentran en posiciones insostenibles, espáñoles de la navaja, y que nos llevan desde París a Nuevo México pasando por...

telepizza.es

"TWO MEN IN TOWN" (2014), de Rachid Bouchareb
Compió en el Festival de Cine de Berlín 2014, y cuenta con la interpretación de las grandes

Men on the edge

Spain, Denmark, Italy, United Kingdom

Top-line Summary	Results
Total YouTube Views	95,718 views
Video promotion – Seeding	38,840 views
Video promotion – TrueView	50,717 views
Banner promotion	6,478,833 impressions



The Film Agency – Social Media

Walk This Way retweeted

I'm With Geek @ImWithGeek · Apr 24

See the company that's telling you to #WalkThisWay to come great movies!! imwithgeek.com/film/introduci...



7 4

Walk This Way
@WalkThisWayVOD

„Für einen Mann ist es Freiheit für einen anderen Besessenheit“ Hier der Trailer von #TwoMenInTown #MenOnTheEdge ow.ly/Mb1rm

View translation



Walk This Way
Posted by Raquel Cabrera Simón · 30 April at 18:10 · Edited ·

#LoseYourHead en el TOP 5 de las pelis más vistas de #filmin. ¿Todavía no la has visto? ¡Este finde largo es la ocasión perfecta!

Lose Your Head
Estrenamos en España este inquietante film inspirado en la desaparición de un joven portugués durante una noche en los locales nocturnos de Berlín. "Lose Your Head" cuenta en su reparto con el español Fernando Tielve, el niño...

FILMINES | BY FILMIN

Walk This Way retweeted

Esquire España @EsquireEs · Apr 24

Hombres al límite, Héroes al canto: El mejor cine europeo en VOD geo.gl/1kcrKD

2 1

You added a new photo.
Posted by Raquel Cabrera Simón · 24 April at 13:00 · Edited ·

Walk This Way
Posted by Raquel Cabrera Simón · 28 April at 13:24 ·

Partying in Berlin will make your head spin! #LoseYourHead #filminOnTheEdge <http://ow.ly/1kcrKD>

Lose Your Head : Partying in Berlin will make your head spin!
After a week drinking itself into oblivion, two young Portuguese brothers for Black Friday film in a chaotic Berlin Festival in 2010. German director Stefan Weitz's brother's collaboration.

Walk This Way
Posted by Raquel Cabrera Simón · 14 April at 10:00 ·

A partir du 22 avril, 34 films européens seront disponibles sur iTunes, Amazon, et Google Play dans plus de 19 pays. Pour connaître le calendrier de sortie c'est ici <http://www.WalkThisWayBlog>
<http://walkthisway.cineuropa.org/itw.aspx>...

See translation

Walk This Way, explorez le cinéma européen, par genre, en vidéo à la demande
L'union fait la force. A partir de ce mois d'avril, 34 films européens seront éditorialisés et distribués sur la plupart des plateformes de vidéo à la demande...

WALKTHISWAY.CINEUROPA.ORG

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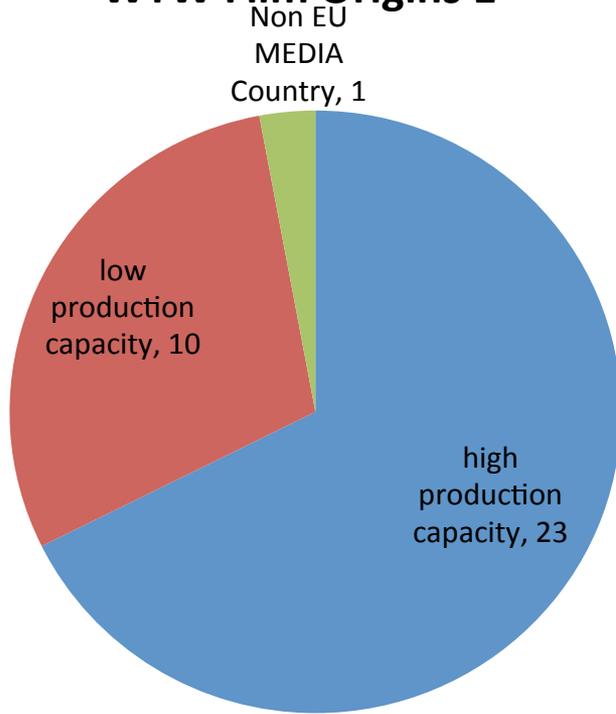
Monique Hanzhoro and Laura Hanzhoro like this

Write a comment...

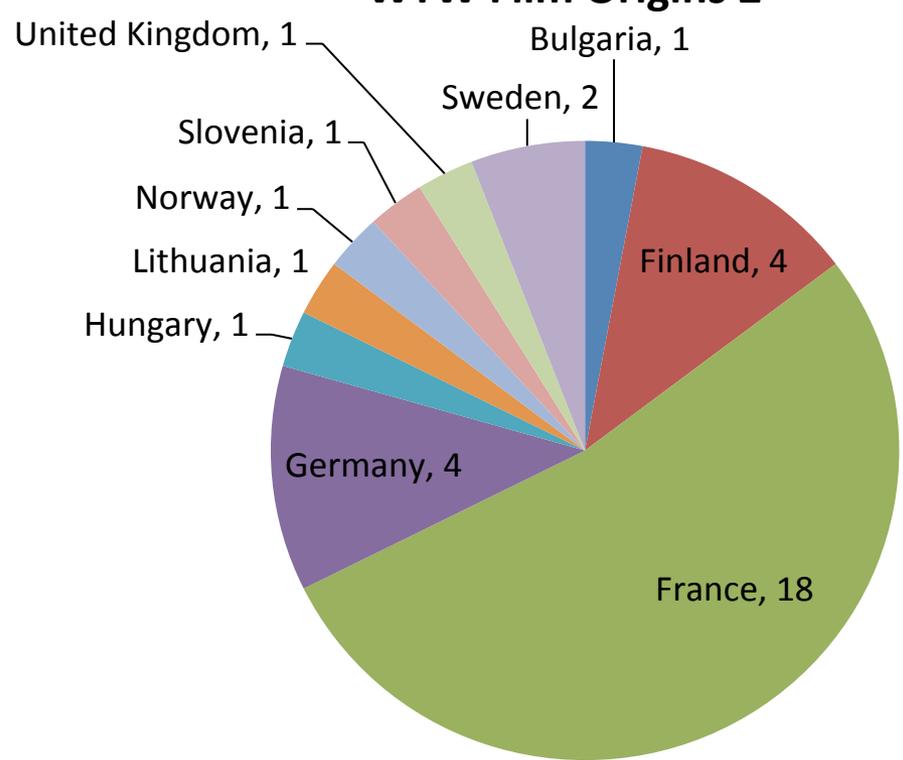


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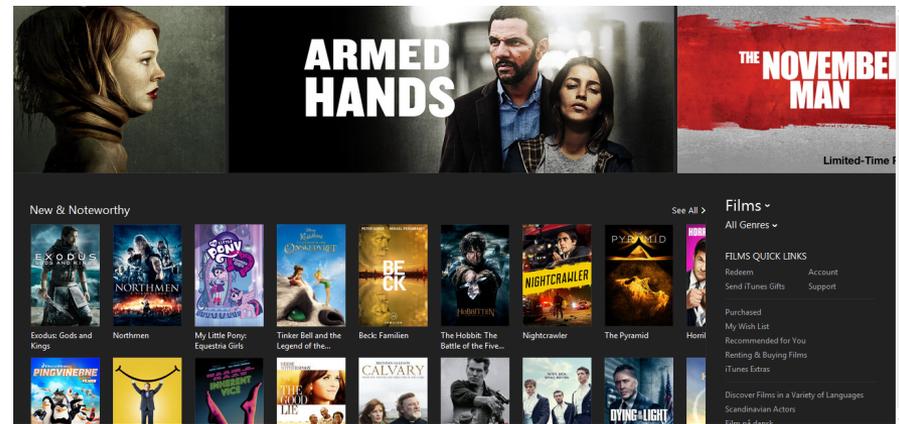
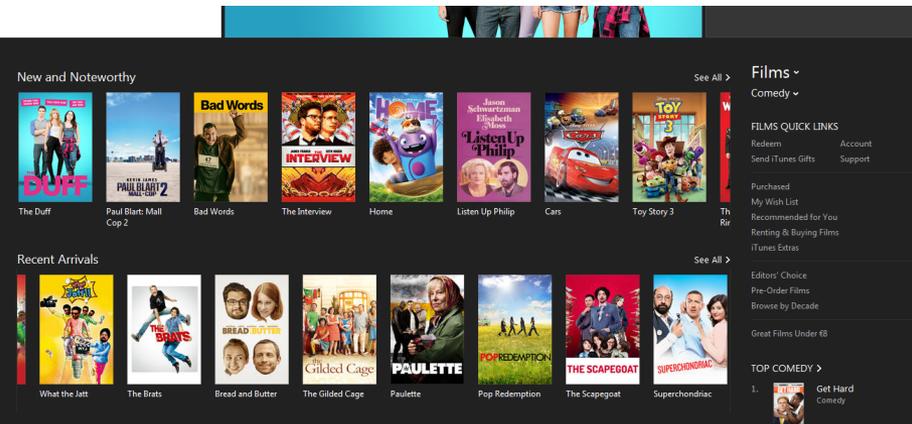
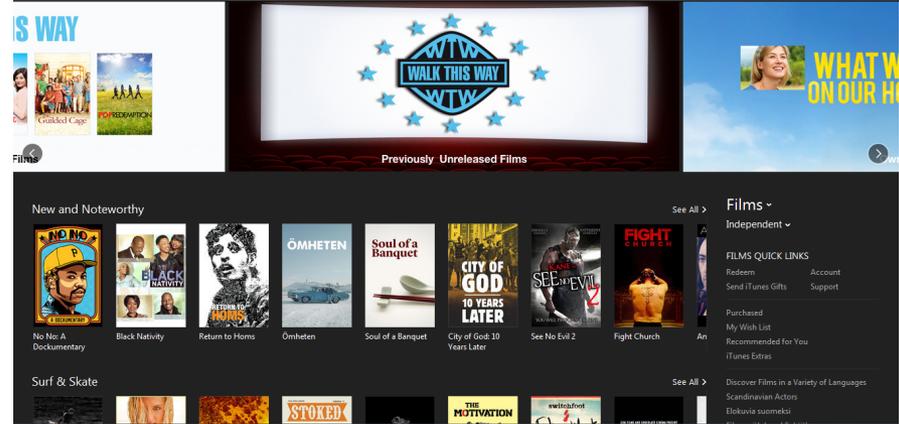
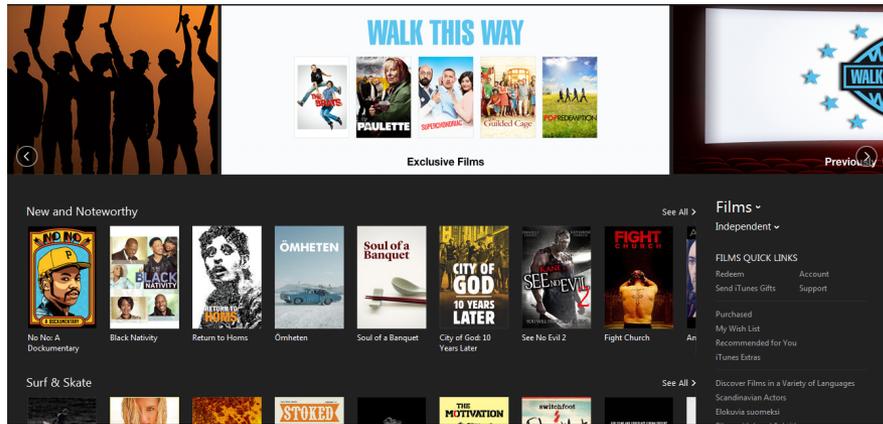
WTW Film Origins 1



WTW Film Origins 2



Visuals



Walk This Way in 9 figures

34 Films selected

180 subtitles created

20 territories involved

180K marketing budget

15 languages
addressed

More than 100K trailer
views in a month

More than 180 blog
articles & interviews
produced in a year

More than 6,000 units
sold on the first
collection in the first 3
weeks ...

... and more results to
be communicated as
soon as the
information is
accessible.



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