FBO

FestivalBoxOffice

1   ABOUT THE FBO

Festival Box Office is internet based platform which collects on one place all important data and figures about worldwide festivals presentation of the films.

It is conceived as an interactive platform that is consisted of data about:

-the number of the festivals where film was screened

-number of film`s screens at festival(s)

-number of festival screenings

-audience attendance

-total income from the ticket sales

Also FBO will collect information about non-commercial screenings outside of the festivals.

Until now, there was no centralized site that contains festival box office data.

Data will not be publicly presented. Each potential member of the FBO network needs to have an account to access the data.

FBO collects all the data about the films that have participated at the international festivals. These parameters are essential elements that provide an insight into a movie success outside regular cinema distribution. As such, these data can be relevant indicators for producers, directors, festivals, sales agents, funds for further developing of film projects.

With a detailed festival movie overview this platform would provide quantitative data that can be used as **a powerful production tool.**

Making a database of at least 4000 festivals from which in one place can be found relevant information, this tool will enable for every user of these target groups a complete overview of data:

-**Producers/ directors/ sales agents/**- evaluation of the film success on the festivals. Showing results of a movie on every festival can bring closer look to his effectiveness. It can also help in circulation of a film on various festivals.

-**Festivals**- audience response to specific titles and their commercial success. Also, based on the success of a film on one festival, the programmer of another one can decide whether to include the film in their program or not.

-**Film funds**- more detailed evaluation of movie success on which will be based future support for the authors, projects and films.

FBO - Festival Box Office contributes to the building of festival audience that is becoming an increasingly significant part of the film market by raising quality of the information flow about film presentation in film industry and allowing data regarding film performance to be evaluated. FBO is a platform that enables the evaluation of performance of European films on festivals in Europe and worldwide. FBO provides

essential information regarding festival venue data; total and average audience attendance, number of festival screenings, total and average income from ticket sales. FBO gives more detailed picture of the film potential to festivals, producers, international distributors, film financiers and funds.

FBO platform will be consisted of two sections- Public Pages and User-based section. Public Pages for the widest audience will be consisted of information which is non-existent on the market at this moment. This is the part of FBO platform where everyone can see the various list of Best Films: by Number of visitors, by Attendance percentage, by Number of festivals in which film participated as well as by Number of screenings. Audience will also have the opportunity to read reviews and news from festivals, as well as film critiques. User-based section is a part for film professionals. The idea is that FBO platform functions as information hub from which each of the target groups can use, measure and exchange that data. The overall interest for European audio-visual works will be increased and this way we'll show and prove huge interest of audience in European films on festivals. Data from our base remains as permanent document and can be further used as tool for professional, educational or statistical purposes.

2   INNOVATION TROUGH FBO PLATFORM

One of the FAQ among festival audience is: how many people were in theatre? Was it full?

Until now, there has been no possibility to get the answer on this question from somebody who wasn't attending the screening.

The FBO Festival Box Office web platform will provide this information on very ergonomic and user-friendly way. This will allow audience to follow results of films or authors they are interested in. Or to find out more about success of films from specific production company, international or national distributor or film fund(er).

Registered film professionals will have a chance to easily get reports about festivals success of their films, using report templates that we'll develop. This will make application process for funding purposes much easier through reporting previous success of the films. And needless to say, this will increase the number of audience, since there has been no mechanism for collecting this information so far.

Once registered on the FBO Festival Box Office web platform, audience will have opportunity to go through information in a very common and modern way.

Well organised hyperlinks between information in the database will allow easy access to desired information. Especially made watch list will be on disposal so audience can easily concentrate on specific information needed from whole database. This watch list will allow easier overview and better acceptance of information from the audience.

In order to enhance information flow about festivals success of the films to the audience, we'll develop capacity to personalise your own Newsletter. This way, audience will have the opportunity to define which information about chosen author, or genre, or country, or producer, or distributor, or festival, or country of origin or any data from our web platform it wants to receive. Audience will also have the possibility to define how often it wants to receive Newsletter – daily, weekly, monthly, quarterly, yearly, or after single change of desired data.

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3   OVERVIEW OF THE FBO SERVICE

Festival Box Office is internet based platform which collects on one place all important data and figures about worldwide festivals presentation of the films.

It is conceived as an interactive platform that is consisted of data about:

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-number of festival screenings

-audience attendance

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Also FBO will collect information about non-commercial screenings outside of the festivals.

FBO collects all the data about the films that have participated at the international festivals. These parameters are essential elements that provide an insight into a movie success outside regular cinema distribution. As such, these data can be relevant indicators for producers, directors, festivals, sales agents, funds for further developing of film projects.

The purpose of this service, with a detailed festival film overview, is to provide quantitative data that can be used as a powerful production tool.

Using the service

The service provides the following functionality:

- **Festival box office-** overview of movie presentation on festivals.
- **Festival database-** making a database of about 4000 festivals from which in one place can be found relevant information, this tool will enable for every user a complete overview of data
- **Festival Line up-** line-up of each festival who is a FBO member
- **Movies**:

    -Best movies- through statistical records highlighting films that had best festival presentation

    -Movie search

    -Movie editing

    -Data editing

    -Movie list- list of all movies analyzed on FBO

- **Statistics**

  -Tendencies of the market- through analysis of the financial success of films it is possible to see what are the trends on the market and possibly predict future trends, which is very influential for the production and funding of future works

  -Profiling the audience taste for each Festival- cluster of festivals (ex: by region), to measure a film`s future audience

- **Users-** members, clients
- **Weekly bulletin**
- **Film(s) in focus**
- **Festival(s) in focus**
- **Underestimated movie(s)**

Access

Access to FBO is controlled by **member account:** Each potential member of the FBO network needs to have an account to access the data. Once the user send the request to join the network, FBO team will check the user`s background and then approve his access. Data will not be publicly presented, except the basic information about our activities, functions that website has, as well as review of film titles that had the greatest success at festivals, festivals that are in focus as well as films in focus, which will be presented on our home page and viewable/available to all visitors of the website. Access to the FBO at the beginning will be granted to:

- Festivals (festival`s organizer)
- Sales agents
- Producers
- Directors
- Funds
- Relevant members of national centres of cinematography
- Consulting agencies
- Journals, magazines which are partners of FBO
- Any other person for whom the FBO team approve access.

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Levels of access

User	Description
Festival	Can view and submit box office data and other function of platform
Sales agents	Can view box office data and other function of platform
Producers	Can view box office data and other function of platform
Directors	Can view box office data and other function of platform
Funds	Can view box office data and other function of platform
Relevant members of national centres of cinematography	Can view box office data and other function of platform
Consulting agencies	Can view statistical data and other function of platform
Journals, magazines	Can view statistical data and other function of platform

Responsibilities

FBO team will ensure service availability, good performance and protection of collected data. Based on the contract with the FBO network members, FBO team will ascertain, save and process personal data or the data of users, respectively, in accordance with the terms of the Telecommunications Act in connection with the Data Protection Act, to the extent necessary for the provision and settlement of the stipulated performance or for the compliance with statutory obligations or as agreed with the customer, respectively. FBO team will treat the collected box office data strictly confidential and will exclusively make these available to the FBO network members. FBO network members will not be allowed to provide the FBO data to third parties without approval of FBO team.

Availability of the service

FBO website will be available 24 hours a day, seven days a week. In order to ensure optimum performance of systems and services, FBO technical team will perform periodic maintenance and upgrades at non-peak times and it is possible that on occasion FBO pages may be unavailable for very short time periods.
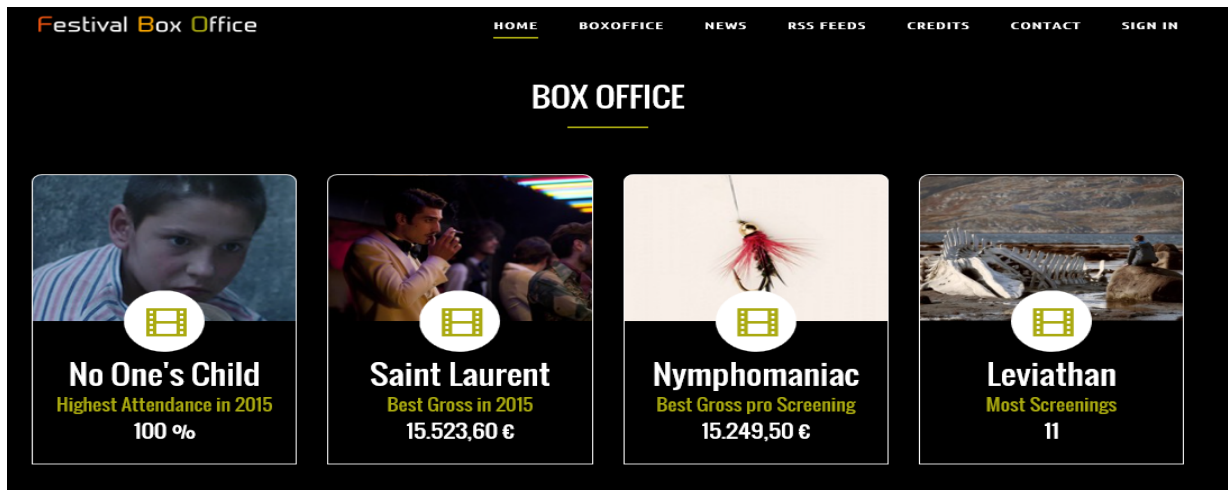
Additional services

- FBO can offer online tickets service for festivals who are members of the platform
- On-line festival screening
- Festival video room (VOD)

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4   TECHNICAL OVERVIEW OVER WEB FBO PLATFORM

PUBLIC AREA OF FBO WEB PLATFORM

FBO public area contains at the time overview of films with best performances, news about FBO, aggregated latest news from many RSS feeds and overview of FBO partners. Information about our partners and friends of the FBO project, as well as contact form are also included in public area of FBO platform. This page of the website is dedicated to wider audience.

This part of FBO web platform is intended for unregistered users and extension of this area has highest priority on our roadmap. Here it will be possible for all visitors to see lists with best films by number of visitors, best films by attendance percentage, best films by number of festivals where they participated and best films by number of screenings, as well as lists with best festivals by number of visitors, best festivals by attendance percentage, best festivals by number of films and best festivals by number of screenings. Listed films and festivals are linked to detail pages with basic details about films and festivals and reference to available Video on Demand (VoD) services for chosen film. Public pages will also contain lists with best film genres by number of films, best film genres by number of screenings, best film genres by number of visitors and best film genres by attendance percentage. We also plan to include charting tools (tools for visualization and better understanding of attendance data) in public area of FBO web platform. Latest FEDEORA reports and reviews will also be a part of public area as well as part of detail pages for films and festivals.

FBO WEB PLATFORM FOR FILM PROFESSIONALS

This part of the platform is accessible only for registered user. In this Beta phase of the project only film professionals can subscribe to platform, but in the near future we will also offer user registration to visitors outside the film industry.

BOX OFFICE OVERVIEW LISTS

Box Office lists provide essential information about total and average audience attendance, total and average capacity, number of festival screenings, number of festivals where they participated, number of visitors, number of sold tickets, ticket price, income per visitor, income per seat and gross. All overview pages can be sorted by all criteria and it is also possible to filter data by defined word or value. All films listed in Box Office overview pages are linked to film detail pages with further information. These lists will be extended with multiple filter possibilities - for example it will be possible to filter out all films that have attendance greater 50% with more than 5 screenings and more than 1500 visitors. All of these filter values are fully customizable.

ALL TIME BOX OFFICE

Shows list of all films that have box office data in our FBO database. By default it is sorted by total gross, but like with all lists on FBO web platform, it is possible to choose any showed column as sort criteria.

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Box Office for all time

Showing 1 to 10 of 327 films

Film title	Year	Screenings	Capacity	Visitors	Tickets sold	Attendance	Ticket price	€ / visitor	€ / seat	Gross
BLUE JASMINE	2013	3	10.500	6.933	6.933	66%	2,60 €	2,60 €	1,72 €	18.008,3 €
NYMPHOMANIAC	2014	3	3.780	3.740	3.720	99%	4,31 €	4,28 €	4,24 €	16.016,4 €
SAINT LAURENT	2014	3	7.140	4.824	4.824	68%	3,22 €	3,22 €	2,17 €	15.523,6 €
THE GRAND BUDAPEST HOTEL	2014	2	7.000	5.484	5.484	78%	2,73 €	2,73 €	2,14 €	14.998,1 €
THE GREAT BEAUTY	2013	3	7.140	5.280	5.270	74%	2,76 €	2,75 €	2,04 €	14.531,8 €
PHILOMENA	2013	2	7.000	5.425	5.425	78%	2,66 €	2,66 €	2,07 €	14.455,8 €
BIRDMAN	2014	4	7.640	5.090	5.070	67%	2,54 €	2,53 €	1,68 €	12.870,7 €
12 YEARS A SLAVE	2013	2	7.000	4.462	4.462	64%	2,84 €	2,84 €	1,81 €	12.671,9 €
THE INVISIBLE WOMAN	2013	2	7.000	4.345	4.345	62%	2,70 €	2,70 €	1,67 €	11.716,7 €
THE THEORY OF EVERYTHING	2014	3	7.140	4.267	4.267	60%	2,67 €	2,67 €	1,59 €	11.375,6 €

Showing 1 to 10 of 327 rows — 10 ▲ records per page — « ‹ **1** 2 3 4 5 › »

BOX OFFICE BY YEAR

Shows overview of all films that have box office in FBO database by specific year. All functionalities are the same as in all time Box Office list.

Box Office for year 2015

Showing 1 to 10 of 162 films

Film title	Year	Screenings	Capacity	Visitors	Tickets sold	Attendance	Ticket price	€ / visitor	€ / seat	Gross
NO ONE'S CHILD	2014	2	3.640	3.640	3.640	100%	2,86 €	2,86 €	2,86 €	10.394,3 €
THE HERE AFTER	2015	1	1.100	1.100	481	100%	1,25 €	0,55 €	0,55 €	601,3 €
B-MOVIE: LUST AND SOUND IN WEST - BERLIN	2015	1	300	300	0	100%	0,00 €	0,00 €	0,00 €	0 €
MAGIC IN THE MOONLIGHT	2014	2	3.640	3.525	3.525	97%	2,49 €	2,49 €	2,41 €	8.788,1 €
NO RESERVATIONS	2007	1	60	57	0	95%	0,00 €	0,00 €	0,00 €	0 €
MY BIG FAT GREEK WEDING	2002	1	60	56	0	93%	0,00 €	0,00 €	0,00 €	0 €
HEIL	2015	1	1.100	983	323	89%	1,25 €	0,41 €	0,37 €	403,8 €
WILD LIFE	2014	2	873	772	768	88%	2,28 €	2,27 €	2,01 €	1.753,2 €
SIDEWAYS	2004	1	60	53	0	88%	0,00 €	0,00 €	0,00 €	0 €
HARD TO BE A GOD	2013	1	475	396	366	83%	1,92 €	1,78 €	1,48 €	703,5 €

Showing 1 to 10 of 162 rows — 10 ▲ records per page — « ‹ **1** 2 3 4 5 › »

BOX OFFICE BY SCREENING COUNTRY

This list shows overview of all countries where the films were screened. It shows number of screened films, number of screenings, number of festivals, total capacity of screenings, total visitors, total tickets sold, average attendance in %, average ticket price, average income per visitor, average income per seat and total gross. At this time FBO database contains screening data from Serbian Film Festivals.

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Country	Films	Screenings	Capacity	Visitors	Tickets sold	Attendance	Ticket price	€ / visitor	€ / seat	Gross
Serbia	327	590	549.646	219.956	192.490	40%	2,44 €	2,14 €	0,86 €	470.131,5 €

All listed screening countries are linked to screening country detail page

BOX OFFICE BY FILM COUNTRY

This list shows box office data categorized by production country. It shows number of screened films, number of screenings, number of festivals, total capacity of screenings, total visitors, total tickets sold, average attendance in %, average ticket price, average income per visitor, average income per seat and total gross:

Country	Films	Screenings	Capacity	Visitors	Tickets sold	Attendance	Ticket price	€ / visitor	€ / seat	Gross
France	108	209	199.565	81.017	73.715	41%	2,51 €	2,29 €	0,93 €	185.369,3 €
USA	50	93	158.975	66.477	64.891	42%	2,61 €	2,55 €	1,07 €	169.643,1 €
UK	33	60	92.109	41.953	41.130	46%	2,74 €	2,69 €	1,22 €	112.696,5 €
Germany	59	128	100.631	44.797	39.756	45%	2,44 €	2,16 €	0,96 €	96.887,9 €
Belgium	19	33	39.691	20.440	19.547	51%	3,12 €	2,99 €	1,54 €	61.042,8 €
Serbia	39	72	68.274	27.460	19.162	40%	2,34 €	1,63 €	0,66 €	44.858,7 €
Sweden	15	35	29.807	16.001	13.833	54%	2,52 €	2,18 €	1,17 €	34.880,7 €
Russian Federation	18	36	34.003	15.312	14.329	45%	2,31 €	2,16 €	0,97 €	33.074,8 €
Denmark	16	26	28.231	12.098	11.107	43%	2,84 €	2,61 €	1,12 €	31.563,7 €
Italy	17	37	27.704	12.507	11.085	45%	2,55 €	2,26 €	1,02 €	28.215,4 €

All listed production countries are linked to production country detail page.

BOX OFFICE BY FILM GENRE

On this list all box office data are grouped and presented by film genre. This list shows number of screened films, number of screenings, number of festivals, total capacity of screenings, total visitors, total tickets sold, average attendance in %, average ticket price, average income per visitor, average income per seat and total gross:

Box Office by film genre

Showing 1 to 10 of 23 genres

Genre	Films	Screenings	Films	Capacity	Visitors	Tickets sold	Attendance	Ticket price	€ / visitor	€ / seat	Gross
Drama	252	488	252	481.139	198.239	177.491	41%	2,45 €	2,19 €	0,90 €	434.884,7 €
Biography	24	43	24	79.834	36.817	36.456	46%	2,77 €	2,74 €	1,26 €	100.827,8 €
Romance	37	56	37	74.954	35.322	32.376	47%	2,66 €	2,43 €	1,15 €	85.974,6 €
Comedy	65	105	65	96.824	38.965	31.240	40%	2,33 €	1,87 €	0,75 €	72.802,9 €
History	12	20	12	37.691	17.198	16.815	46%	2,69 €	2,63 €	1,20 €	45.162,9 €
Thriller	44	88	44	79.268	20.681	18.116	26%	2,31 €	2,02 €	0,53 €	41.789,6 €
Adventure	14	21	14	29.776	11.903	10.910	40%	2,65 €	2,43 €	0,97 €	28.942,9 €
War	19	30	19	42.307	12.733	10.858	30%	2,65 €	2,26 €	0,68 €	28.732,5 €
Action	18	31	18	45.799	9.812	9.370	21%	2,55 €	2,43 €	0,52 €	23.889,1 €
Fantasy	12	19	12	30.194	8.240	6.240	27%	2,55 €	1,93 €	0,53 €	15.890,7 €

Showing 1 to 10 of 23 rows   10 ▲   records per page   « ‹ 1 2 3 › »

All genres showed in this list are linked to lists showing all films of this genre with basic box office data:

Box Office for genre **Biography**

Showing 1 to 10 of 24 films

Film title	Original title	Screenings	Capacity	Visitors	Attendance ▼	Gross
BEHIND THE CANDELABRA	Behind The Candelabra	1	290	290	100%	758,1 €
PHILOMENA	Philomena	2	7.000	5.425	78%	14.455,8 €
MIRROR	Zerkalo	1	200	150	75%	0,0 €
SAINT LAURENT	Saint Laurent	3	7.140	4.824	68%	15.523,6 €
12 YEARS A SLAVE	12 Years A Slave	2	7.000	4.462	64%	12.671,9 €
MAMA AFRIKA	Miriam Makeba	1	70	45	64%	51,3 €
THE INVISIBLE WOMAN	The Invisible Woman	2	7.000	4.345	62%	11.716,7 €
THE THEORY OF EVERYTHING	The Theory Of Everything	3	7.140	4.267	60%	11.375,6 €
GOOD THINGS AWAIT	Så Meget Godt I Vente	1	70	35	50%	0 €
THE BUTLER	Lee Daniels' The Butler	2	7.000	3.119	45%	8.809,2 €

Showing 1 to 10 of 24 rows   10 ▲   records per page   « ‹ 1 2 3 › »

ALL FILMS

All films list shows all films in FBO database with basic box office details:

all **Films**

Showing 1 to 10 of 13051 FILMS

Title	Original title	Year	Screenings	Capacity	Visitors	Tickets sold	Attendance	Ticket price	Gross
BLUE JASMINE	Blue Jasmine	2013	3	10.500	6.933	6.933	66%	2,60 €	18.008,3 €
NYMPHOMANIAC	Nymphomaniac	2014	3	3.780	3.740	3.720	99%	4,31 €	16.016,4 €
SAINT LAURENT	Saint Laurent	2014	3	7.140	4.824	4.824	68%	3,22 €	15.523,6 €
THE GRAND BUDAPEST HOTEL	The Grand Budapest Hotel	2014	2	7.000	5.484	5.484	78%	2,73 €	14.998,1 €
THE GREAT BEAUTY	La Grande Bellezza	2013	3	7.140	5.280	5.270	74%	2,76 €	14.531,8 €
PHILOMENA	Philomena	2013	2	7.000	5.425	5.425	78%	2,66 €	14.455,8 €
BIRDMAN	Birdman	2014	4	7.640	5.090	5.070	67%	2,54 €	12.870,7 €
12 YEARS A SLAVE	12 Years A Slave	2013	2	7.000	4.462	4.462	64%	2,84 €	12.671,9 €
THE INVISIBLE WOMAN	The Invisible Woman	2013	2	7.000	4.345	4.345	62%	2,70 €	11.716,7 €
THE THEORY OF EVERYTHING	The Theory Of Everything	2014	3	7.140	4.267	4.267	60%	2,67 €	11.375,6 €
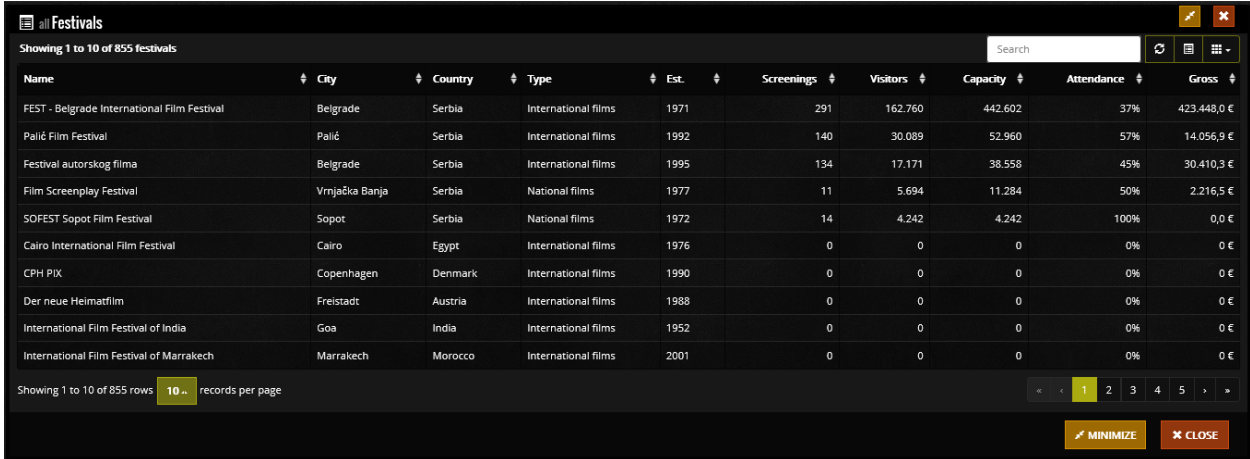
Showing 1 to 10 of 13051 rows   10 ▲   records per page   « ‹ 1 2 3 4 5 › »

All listed films are linked to film detail page.

ALL FESTIVALS

All festivals list shows all festivals in FBO database with basic box office details:

Name	City	Country	Type	Est.	Screenings	Visitors	Capacity	Attendance	Gross
FEST - Belgrade International Film Festival	Belgrade	Serbia	International films	1971	291	162.760	442.602	37%	423.448,0 €
Palić Film Festival	Palić	Serbia	International films	1992	140	30.089	52.960	57%	14.056,9 €
Festival autorskog filma	Belgrade	Serbia	International films	1995	134	17.171	38.558	45%	30.410,3 €
Film Screenplay Festival	Vrnjačka Banja	Serbia	National films	1977	11	5.694	11.284	50%	2.216,5 €
SOFEST Sopot Film Festival	Sopot	Serbia	National films	1972	14	4.242	4.242	100%	0,0 €
Cairo International Film Festival	Cairo	Egypt	International films	1976	0	0	0	0%	0 €
CPH PIX	Copenhagen	Denmark	International films	1990	0	0	0	0%	0 €
Der neue Heimatfilm	Freistadt	Austria	International films	1988	0	0	0	0%	0 €
International Film Festival of India	Goa	India	International films	1952	0	0	0	0%	0 €
International Film Festival of Marrakech	Marrakech	Morocco	International films	2001	0	0	0	0%	0 €

Showing 1 to 10 of 855 rows 10 records per page « ‹ 1 2 3 4 5 › »
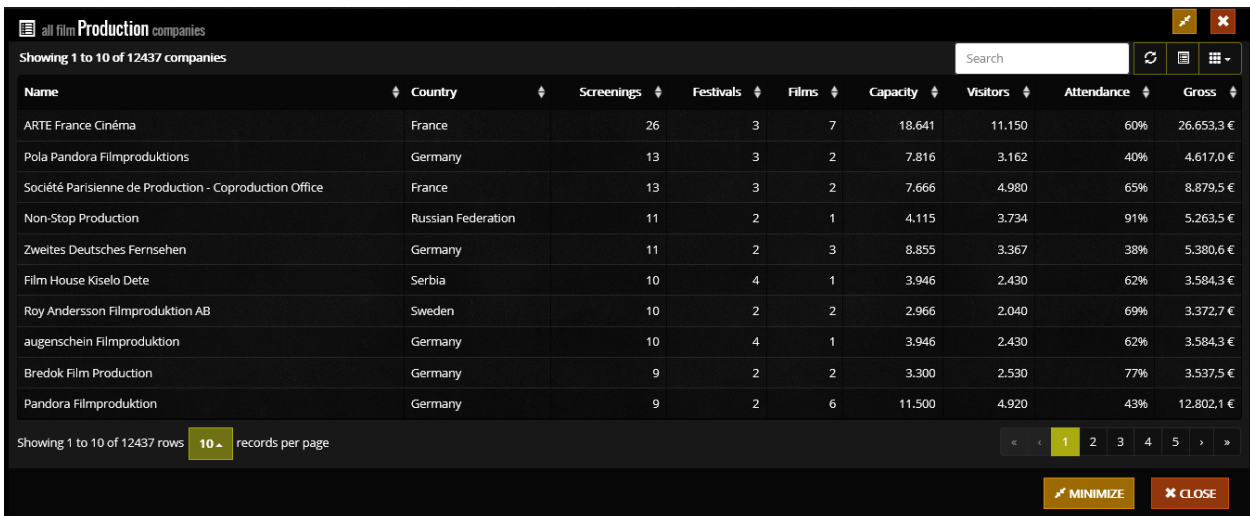
All listed festivals are linked to festival detail page.

COMPANIES LISTS

There are also companies' overview lists on FBO web platform. This kind of lists shows all companies from FBO database with basic Box Office data:

Companies are grouped in three main groups:

- Distributors
- International distributors
- Productions
- Film funds

Name	Country	Screenings	Festivals	Films	Capacity	Visitors	Attendance	Gross
ARTE France Cinéma	France	26	3	7	18.641	11.150	60%	26.653,3 €
Pola Pandora Filmproduktions	Germany	13	3	2	7.816	3.162	40%	4.617,0 €
Société Parisienne de Production - Coproduction Office	France	13	3	2	7.666	4.980	65%	8.879,5 €
Non-Stop Production	Russian Federation	11	2	1	4.115	3.734	91%	5.263,5 €
Zweites Deutsches Fernsehen	Germany	11	2	3	8.855	3.367	38%	5.380,6 €
Film House Kiselo Dete	Serbia	10	4	1	3.946	2.430	62%	3.584,3 €
Roy Andersson Filmproduktion AB	Sweden	10	2	2	2.966	2.040	69%	3.372,7 €
augenschein Filmproduktion	Germany	10	4	1	3.946	2.430	62%	3.584,3 €
Bredok Film Production	Germany	9	2	2	3.300	2.530	77%	3.537,5 €
Pandora Filmproduktion	Germany	9	2	6	11.500	4.920	43%	12.802,1 €

Showing 1 to 10 of 12437 rows 10 records per page « ‹ 1 2 3 4 5 › »
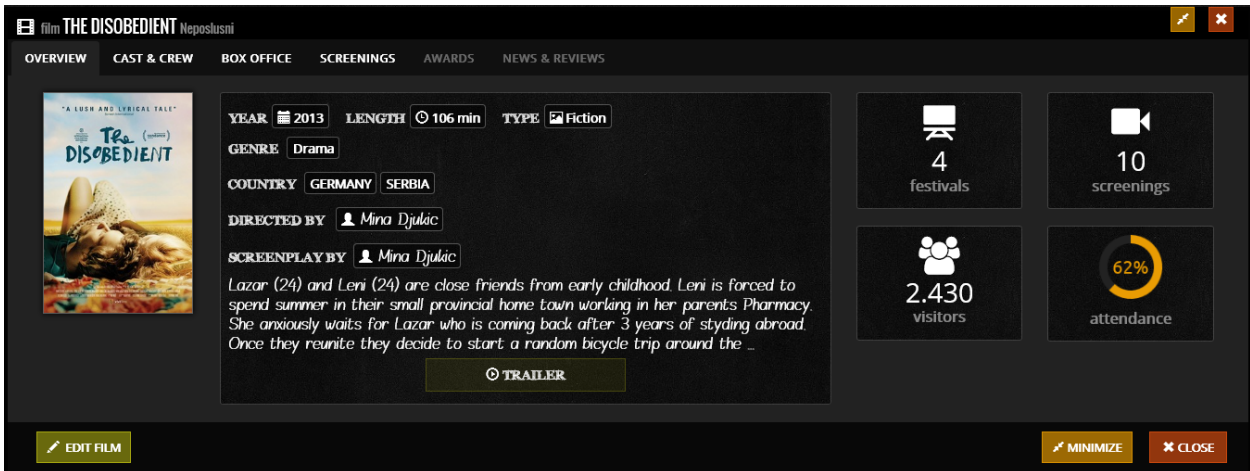
Companies from these lists are linked to company detail page.

DETAIL PAGES

All list entries are linked to relevant detail page. This section describes main detail pages inside FBO web platform.

FILM DETAIL PAGE

FBO film detail page shows overview of basic details about film:

It shows also basic cast and crew details:

There is also box office section of film detail page that shows box office overview with detailed info about best and worst screening with graphical presentation of best, average and worst attendance percent:

All screenings for chosen film are also listed on film detail pages:

All listed screenings are listed to screening detail page.

On our roadmap is also extension of film detail pages with awards as well as FEDEORA reviews.

SCREENING COUNTRY DETAIL PAGE
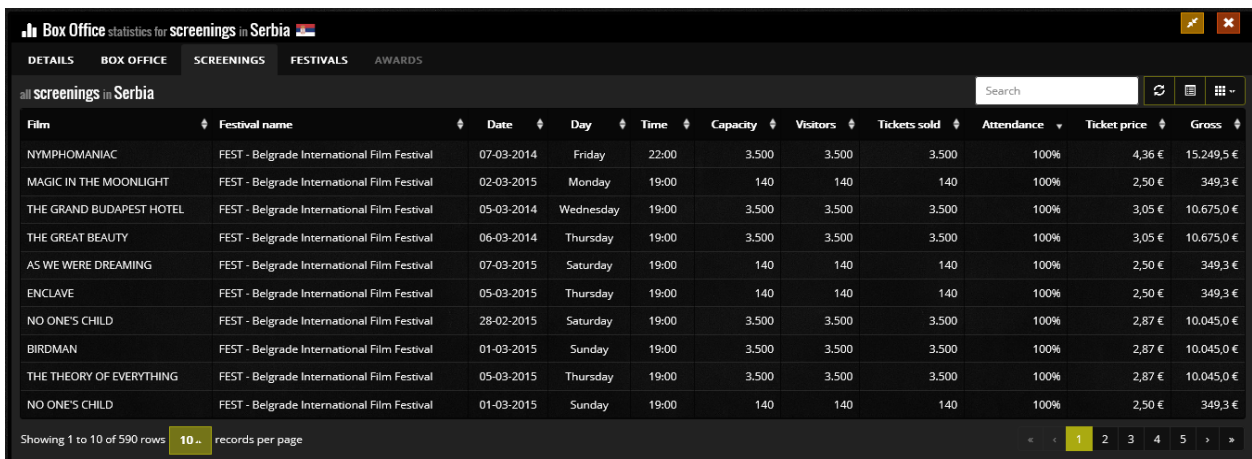
Screening country detail page shows basic overview of attendance data for chosen country:
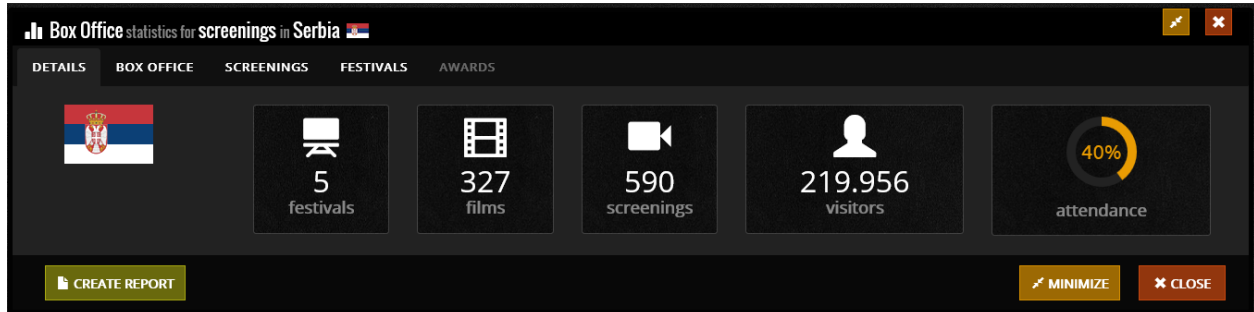
On this detail page registered users can also see box office statistic overview:

Year	Films	Screenings	Capacity	Visitors	Tickets sold	Attendance	Tickets price	€ / visitor	€ / seat	Gross
2014	170	323	249.884	118.518	101.043	47%	2,47 €	2,11 €	1,00 €	249.708,6 €
2015	162	267	299.762	101.438	91.447	34%	2,41 €	2,17 €	0,74 €	220.423,0 €
TOTAL	327	590	549.646	219.956	192.490	40%	2,44 €	2,14 €	0,86 €	470.131,5 €
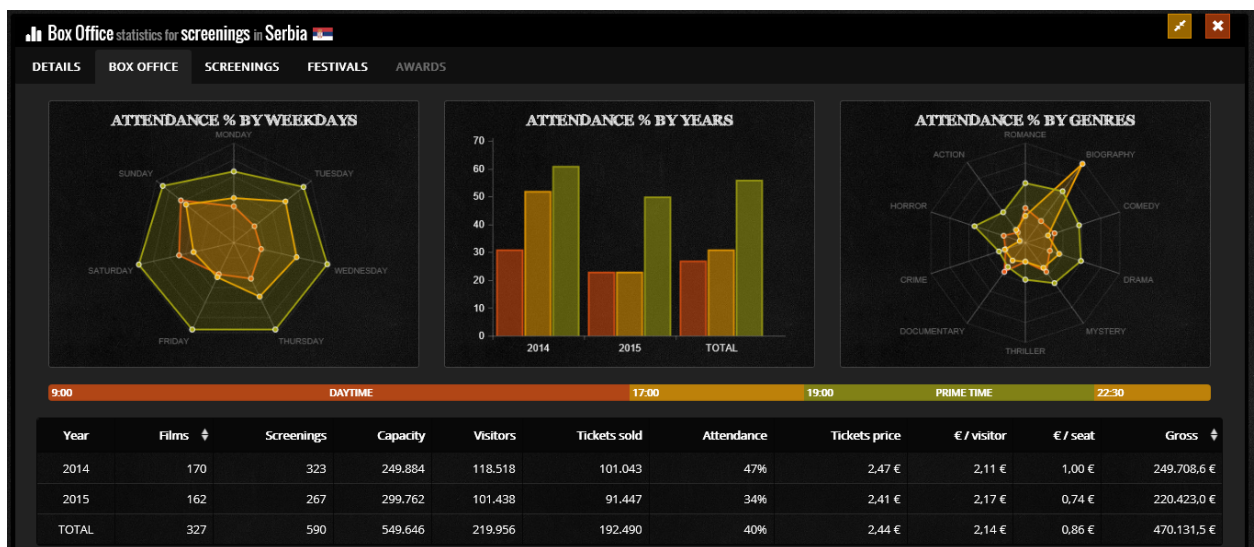
Screening country detail page also shows the list of all screenings in this country:

Film	Festival name	Date	Day	Time	Capacity	Visitors	Tickets sold	Attendance	Ticket price	Gross
NYMPHOMANIAC	FEST - Belgrade International Film Festival	07-03-2014	Friday	22:00	3.500	3.500	3.500	100%	4,36 €	15.249,5 €
MAGIC IN THE MOONLIGHT	FEST - Belgrade International Film Festival	02-03-2015	Monday	19:00	140	140	140	100%	2,50 €	349,3 €
THE GRAND BUDAPEST HOTEL	FEST - Belgrade International Film Festival	05-03-2014	Wednesday	19:00	3.500	3.500	3.500	100%	3,05 €	10.675,0 €
THE GREAT BEAUTY	FEST - Belgrade International Film Festival	06-03-2014	Thursday	19:00	3.500	3.500	3.500	100%	3,05 €	10.675,0 €
AS WE WERE DREAMING	FEST - Belgrade International Film Festival	07-03-2015	Saturday	19:00	140	140	140	100%	2,50 €	349,3 €
ENCLAVE	FEST - Belgrade International Film Festival	05-03-2015	Thursday	19:00	140	140	140	100%	2,50 €	349,3 €
NO ONE'S CHILD	FEST - Belgrade International Film Festival	28-02-2015	Saturday	19:00	3.500	3.500	3.500	100%	2,87 €	10.045,0 €
BIRDMAN	FEST - Belgrade International Film Festival	01-03-2015	Sunday	19:00	3.500	3.500	3.500	100%	2,87 €	10.045,0 €
THE THEORY OF EVERYTHING	FEST - Belgrade International Film Festival	05-03-2015	Thursday	19:00	3.500	3.500	3.500	100%	2,87 €	10.045,0 €
NO ONE'S CHILD	FEST - Belgrade International Film Festival	01-03-2015	Sunday	19:00	140	140	140	100%	2,50 €	349,3 €

Showing 1 to 10 of 590 rows   10..   records per page

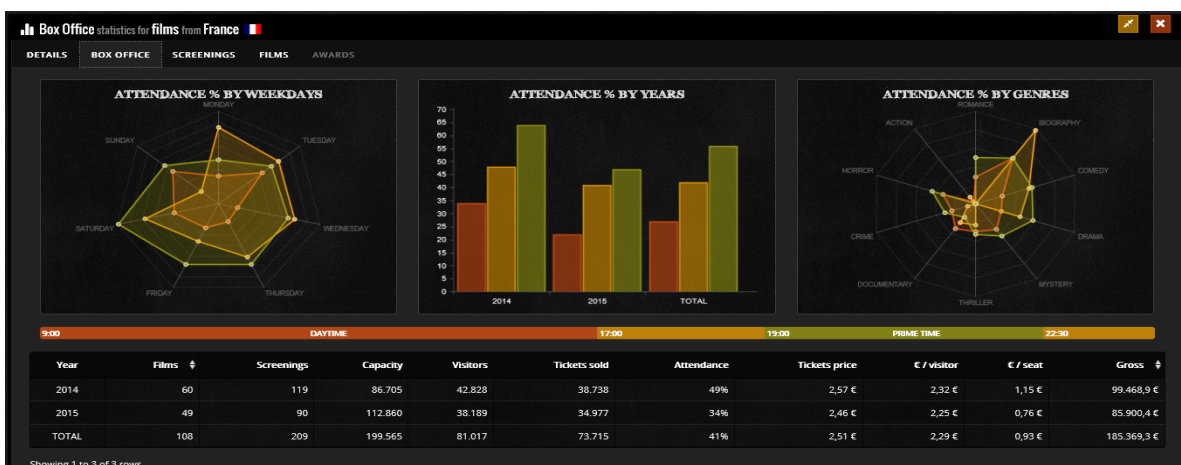As well as list of all festivals from this country:

And it is also possible to create PDF report that will be described and explained later in this document.

PRODUCTION COUNTRY DETAIL PAGE

Production country detail page shows basic overview of attendance data for chosen country:
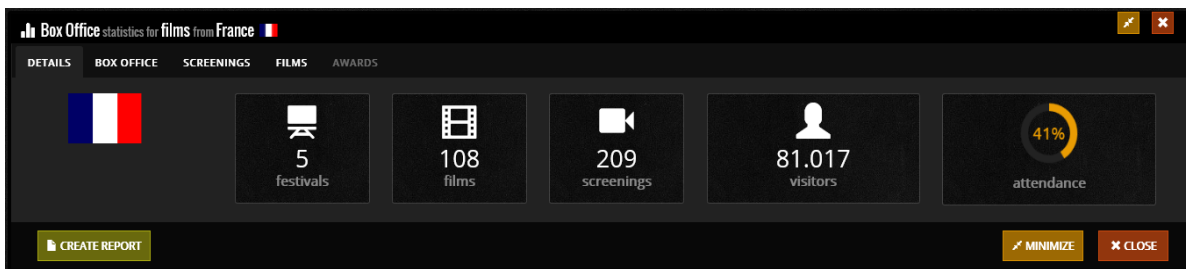
With box office statistic for chosen country:

As well as list of all films and all screenings produced by chosen country:

It is also possible to create PDF reports for production country.

SCREENING DETAIL PAGE

Screening detail page shows all details about screening with short overview of box office data of screened film and film festival where it was screened:

screening details

date 28-02-2015 **day** Saturday **time** 19:00

3500 capacity	3.500 visitors	3.500 tickets	100% attendance
2,87 € ticket price	2,87 € € / visitor	2,87 € € / seat	10.045 gross

film NO ONE'S CHILD

total	2	3.640		100%
best	3.500	3.500	3.500	100%
worst	140	140	140	100%

festival FEST - Belgrade International Film Festival

country Serbia **type** COMPETITIVE

total 291 | 162.760 | 37%

CLOSE

Film and festival details are linked to film and festival detail pages.

FESTIVAL DETAIL PAGE

Festival detail page contains contacts, details about festival and reference to webpage and social networks of this festival:

FestivalBoxOffice

film festival **FEST - Belgrade International Film Festival**

DETAILS   BOX OFFICE   SCREENINGS   AWARDS   NEWS & REVIEWS

FROM 27-02-2015 TO 08-03-2015 SINCE 1971
TYPE COMPETITIVE International films
COUNTRY Serbia WEB ⊕ EMAIL ✉
ADDRESS Ilije Garašanina 24 11000 Belgrade
PHONE +381 11 334 6946

Conceptualized as "the festival of festivals". Screening a selection of award-winning films from recent top international festivals as well as currently trending films. Belgrade's best-known film festival.

155 films
291 screenings
162.760 visitors
37% attendance
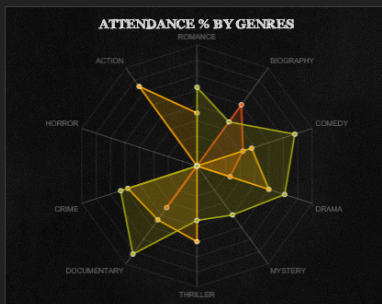
⧉ CREATE REPORT   ✎ EDIT FESTIVAL   ⤢ MINIMIZE   ✖ CLOSE

As well as sections with box office overview:

film festival **Palić Film Festival**

DETAILS   BOX OFFICE   SCREENINGS   AWARDS   NEWS & REVIEWS

ATTENDANCE % BY WEEKDAYS
ATTENDANCE % BY YEARS
ATTENDANCE % BY GENRES

9:00   DAYTIME   17:00   19:00   PRIME TIME   22:30

Year	Films	Screenings	Capacity	Visitors	Tickets sold	Attendance	Ticket price	€ / visitor	€ / seat	Gross
2014	59	75	26.680	15.755	8.102	59%	1,00 €	0,51 €	0,30 €	8.102,0 €
2015	64	65	26.280	14.334	4.886	55%	1,22 €	0,42 €	0,23 €	5.954,9 €
TOTAL	123	140	52.960	30.089	12.988	57%	1,08 €	0,47 €	0,27 €	14.056,9 €

As well as list of all screenings for showed festival:

film festival **FEST - Belgrade International Film Festival**

DETAILS   BOX OFFICE   SCREENINGS   AWARDS   NEWS & REVIEWS

all Screenings   Search

Film	Date	Day	Time	Capacity	Visitors	Tickets sold	Attendance	Ticket price	Gross
TALES	09-03-2015	Monday	20:00	475	298	298	63%	1,66 €	495,6 €
THE POSTMANS WHITE NIGHTS	09-03-2015	Monday	16:00	475	133	133	28%	1,66 €	221,2 €
R 100	09-03-2015	Monday	22:00	475	62	62	13%	1,66 €	103,1 €
DER SAMURAI	09-03-2015	Monday	18:00	475	47	47	10%	1,66 €	78,2 €
THE BATTALION	08-03-2015	Sunday	19:00	3.500	1.721	1.721	49%	2,83 €	4.870,4 €
MISS JULIE	08-03-2015	Sunday	22:00	3.500	1.032	1.032	29%	2,89 €	2.986,6 €
TALES	08-03-2015	Sunday	17:30	500	500	470	100%	2,35 €	1.102,2 €
A SECOND CHANCE	08-03-2015	Sunday	19:30	373	288	288	77%	2,35 €	677,1 €
GOODNIGHT MOMMY	08-03-2015	Sunday	17:00	373	278	278	75%	2,35 €	651,9 €
THE NEW GIRLFRIEND	08-03-2015	Sunday	22:30	475	303	301	64%	2,06 €	621,0 €
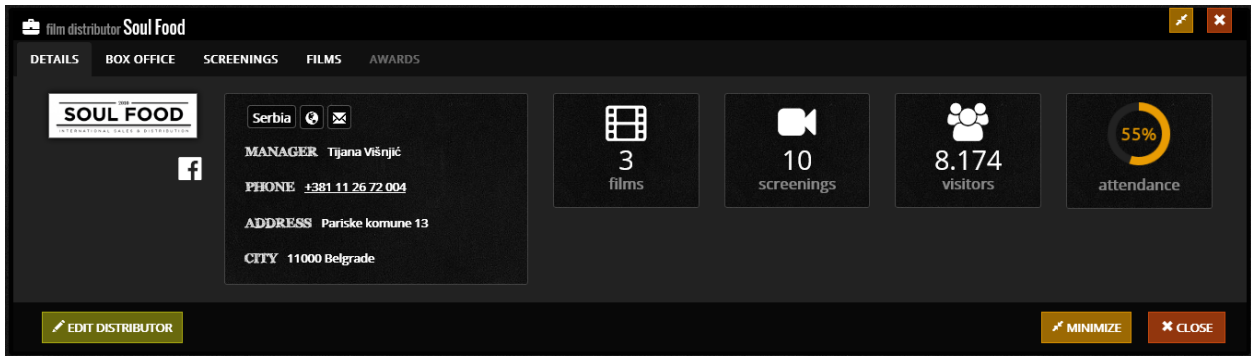
Showing 1 to 10 of 291 rows   10 ▾ records per page   « ‹ 1 2 3 4 5 › »

⧉ CREATE REPORT   ✎ EDIT FESTIVAL   ⤢ MINIMIZE   ✖ CLOSE

Festival detail page have also possibility for creating of PDF reports. Festival detail page will be also extended with FEDEORA festival reports, what is also a priority on our roadmap of further development.

COMPANY DETAIL PAGE

Company detail page shows all basic information about company as well as contact data and reference to webpage or social networks if such exist. This detail page also shows box office overview for films related to showed company. It is also possible to see all films and all screenings of films related to that company.
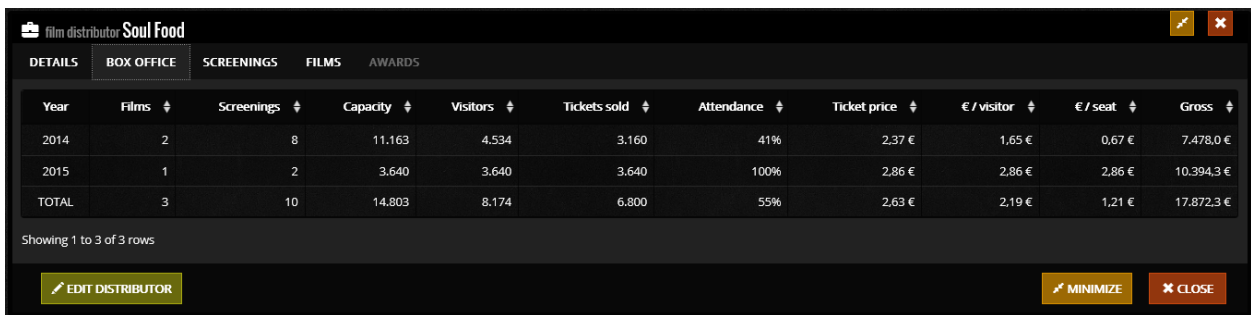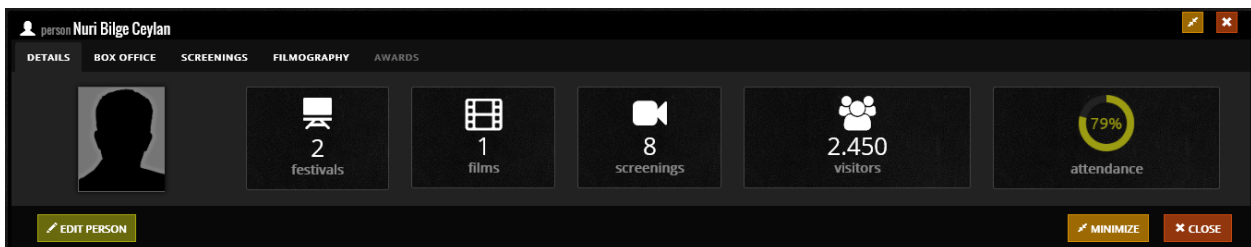
Year	Films	Screenings	Capacity	Visitors	Tickets sold	Attendance	Ticket price	€ / visitor	€ / seat	Gross
2014	2	8	11.163	4.534	3.160	41%	2,37 €	1,65 €	0,67 €	7.478,0 €
2015	1	2	3.640	3.640	3.640	100%	2,86 €	2,86 €	2,86 €	10.394,3 €
TOTAL	3	10	14.803	8.174	6.800	55%	2,63 €	2,19 €	1,21 €	17.872,3 €

Showing 1 to 3 of 3 rows

PERSON DETAIL PAGE

Person detail page shows list of all films in which this person participated, as well as box office overview for those films and list of all screenings for those films.

FestivalBoxOffice

SEARCH FUNCTION

Search function allows users to search through all data from FBO database and is the best way to find data.
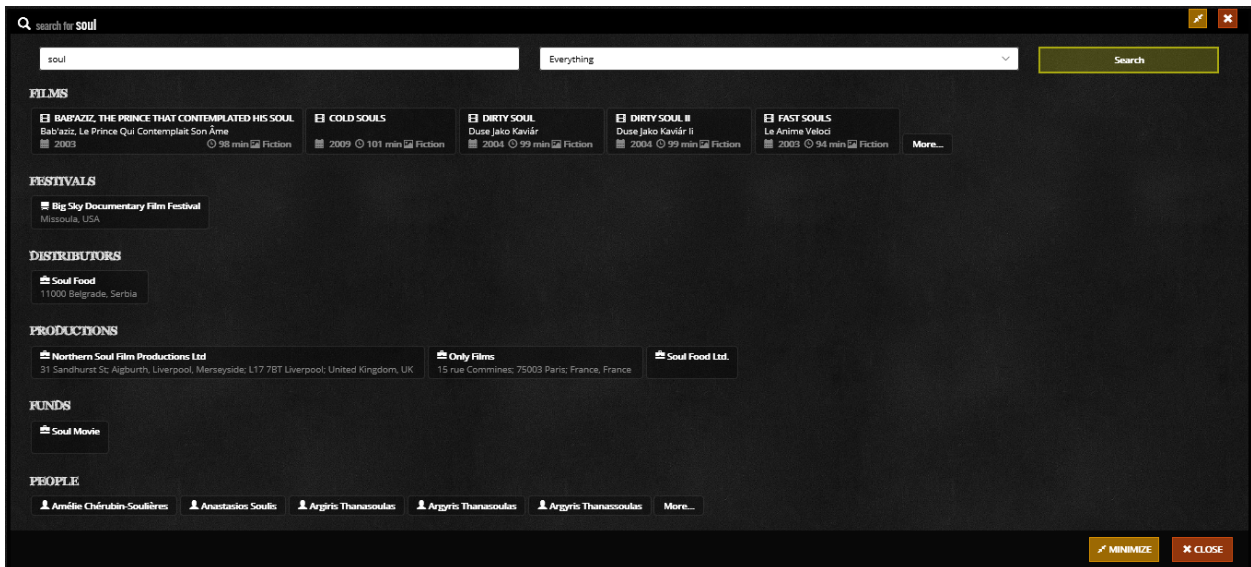
This function will be extended in near future with many filtering options to help users to allocate needed data much faster. For example, it will be possible to filter out films by year, country, film genre and running time, as well as box office data like average attendance %, number of screenings, number of festivals they participated in and number of visitors.

HISTORY PANEL

There is also possibility to see complete history of visited pages for the session. History dialog has also possibility to show only entries for certain category, as for example film, festival or company. One click to history entry opens chosen page:
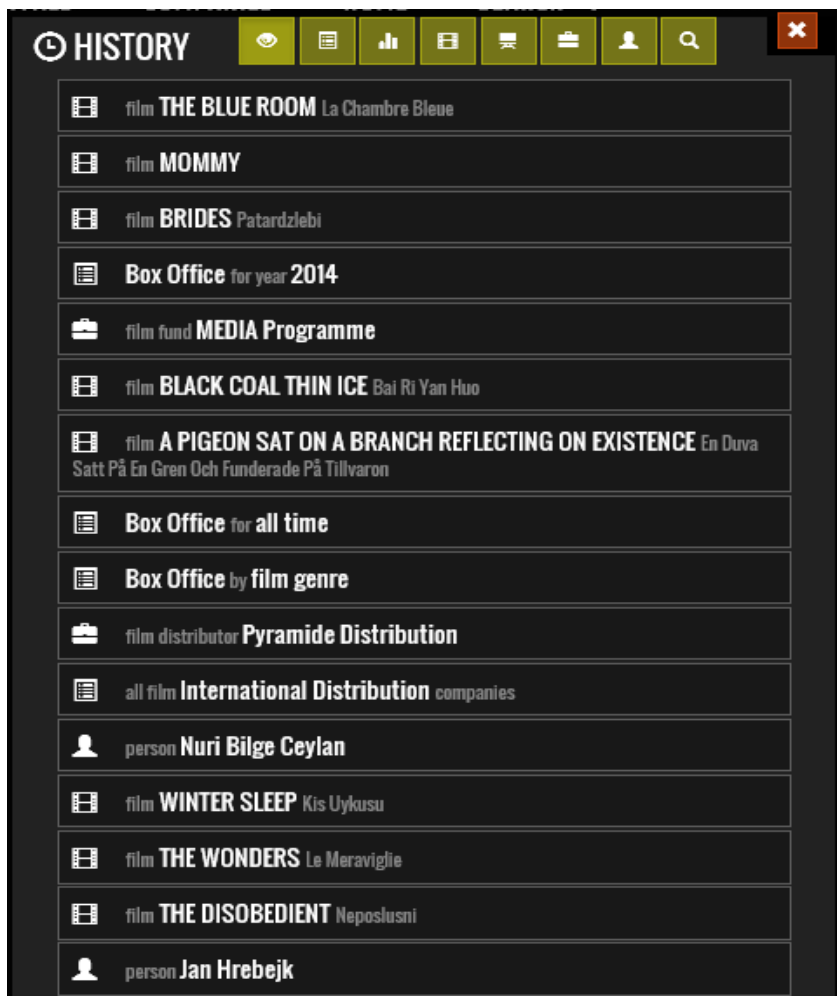
ADDING AND EDITING OF DATA

FBO web platform contains input forms for adding of new data or change existing data. This allows registered users to add or edit new data about films, festivals or companies.

FBO

FestivalBoxOffice

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film festival **FEST - Belgrade International Film Festival**

Name	FEST - Belgrade International Film Festival			Category	COMPETITIVE
City	Belgrade	Country	Serbia	Type	International films
From	27-02-2015	To	08-03-2015	Est.	1971

About

Description: Conceptualized as "the festival of festivals". Screening a selection of award-winning films from recent top international festivals as well as currently trending films. Belgrade's best-known film festival.

Address	Ilije Garašanina 24	Postal	11000	Phone	+381 11 334 6946
Website	http://www.fest.rs/home	Email	info@cebef.rs		
Facebook	https://www.facebook.com/FEST-Internatior	Twitter	https://twitter.com/Fest_Beograd	Instagram	
Youtube	https://www.youtube.com/channel/UCP9W)	RSS feed			

Verified   Box Office   Contacted

Logo   Browse...

SAVE   CLOSE

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film **Distribution** company **Le Pacte**

Name	Le Pacte	Website	http://www.le-pacte.com/
City	75017 Paris	Country	France
Email	sales@le-pacte.com	Phone	+33 1 44 69 59 59
Address	5, rue Darcet	Manager	Camille Neel
Facebook		Twitter	
Youtube		Instagram	

Logo   Browse...

Le Pacte

International ✓

CLOSE

FBO REPORTS AS PDF

Possibility for creation of PDF reports is important part of FBO web platform. Our PDF reports contain overview lists with box office and screening details grouped in many different categories. FBO web platform uses PDF format because it is best optimized format for printing of documents. All these reports can be created for selected year or for all time. At the moment it is possible to create PDF reports for festivals, screening and production countries. In the near future we will also add PDF report possibility for films and film companies.

Here are some examples of elements that PDF reports are containing:

FestivalBoxOffice

Box Office STATISTIC

Number of films	327	Average attendance	40,02%
Number of screenings	590	Best attendance	100,00%
Number of festivals	5	Worst attendance	0,69%
Visitors	219.956	Max. visitors	3.500
Total capacity	549.646	Min. visitors	2
Visitors pro screening	373	Average ticket price	2,16€
Capacity pro screening	932	Income pro film	1.438€
Visitors pro festival	43.991	Income pro screening	797€
Capacity pro festival	109.929	Total income	470.132€

Attendance by WEEKDAYS

Weekday	Screenings	Capacity	Visitors	Attendance
Sunday	98	91.657	43.377	47,33%
Saturday	92	116.664	49.073	42,06%
Friday	73	77.538	31.185	40,22%
Thursday	82	67.779	27.109	40,00%
Wednesday	82	67.332	25.768	38,27%
Tuesday	81	65.093	23.077	35,45%
Monday	82	63.583	20.367	32,03%

FestivalBoxOffice

Attendance by GENRES

Genre	Films	Screenings	Capacity	Visitors	Attendance
Animation	5	5	1.160	742	63,97%
Romance	48	56	74.954	35.322	47,12%
Biography	37	43	79.834	36.817	46,12%
History	16	19	37.391	17.078	45,67%
News	1	1	300	135	45,00%
Drama	378	487	480.664	197.853	41,16%
Mystery	18	24	9.871	4.031	40,84%
Comedy	86	104	96.524	38.855	40,25%
Adventure	18	21	29.776	11.903	39,98%
Short	11	11	4.346	1.615	37,16%
Family	6	6	3.419	1.187	34,72%
Music	19	19	20.346	6.873	33,78%
Western	4	6	1.678	535	31,88%
War	25	28	38.434	12.079	31,43%

TOP 15 screenings by INCOME in year 2015

Film title	Day	Time	Attendance	Income
SAINT LAURENT	Friday	19:00	77,46%	11.074€
THE THEORY OF EVERYTHING	Thursday	19:00	100,00%	10.045€
BIRDMAN	Sunday	19:00	100,00%	10.045€
NO ONE'S CHILD	Saturday	19:00	100,00%	10.045€
MAGIC IN THE MOONLIGHT	Sunday	16:30	96,71%	8.439€
ENCLAVE	Wednesday	19:00	70,37%	7.029€
WILD	Saturday	19:00	69,57%	6.947€
STILL ALICE	Tuesday	22:00	51,74%	5.254€
THE BATTALION	Sunday	19:00	49,17%	4.870€
3 HEARTS	Friday	22:00	46,00%	4.669€
WILD TALES	Sunday	22:00	43,94%	4.460€
THE CUT	Monday	19:00	44,49%	4.392€
WORDS WITH GODS	Saturday	11:10	57,77%	4.200€
TURIST	Saturday	16:30	47,97%	4.181€
SAINT LAURENT	Saturday	13:30	56,37%	4.100€

December 14, 2016

FBO
FestivalBoxOffice

TOP 5 SCREENINGS by VISITORS in year 2015

Film title	Festival	Visitors	Attendance
SAINT LAURENT	FEST - Belgrade International ...	2.711	77,46%
SAINT LAURENT	FEST - Belgrade International ...	1.973	56,37%
STILL ALICE	FEST - Belgrade International ...	1.811	51,74%
TURIST	FEST - Belgrade International ...	1.679	47,97%
3 HEARTS	FEST - Belgrade International ...	1.610	46,00%

FLOP 5 SCREENINGS by VISITORS in year 2015

Film title	Festival	Visitors	Attendance
COLT 45	FEST - Belgrade International ...	18	3,79%
COLT 45	FEST - Belgrade International ...	24	1,51%
A TURNING TIDE IN THE LIFE ...	Palić Film Festival	32	45,71%
AFERIM!	Palić Film Festival	43	19,55%
SCENT OF GREEN PAPAYA	Palić Film Festival	45	75,00%

PDF reports is part which we will extend according to needs of festivals and national film funds. We are also planning many extensions in this area and possibility to customize content of PDF reports.

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5 BUSINESS AND INTERNATIONAL PARTNERSHIP MODEL

FBO platform is subscribers based platform. Depending on the level of data access in FBO and specific needs of different users, we have developed different types of registered users and their subscription packages. This will also be our primary revenue stream. Data collection will be conducted through partnership model that we created for European Film Festivals and Film Funds. As we begun partnership process with the biggest European film funds who will use our platform as a main reporting tool for their film presentation on European film festivals, we already established the communication with major European Film Festivals and Film Funds.

Our first FBO member is **Netherlands Film Fund** and we are waiting FBO membership confirmation for: **Lithuanian Film Center**, **Slovak Audiovisual Fund** as well for **Norwegian Film Fund**.

Partnership with **FEDEORA** (The Federation of Film Critics of Europe and the Mediterranean) will provide strong editorial partner for our Public Pages. Film critics from FEDEORA will have additional channel for presenting their work and opinion to wider audience, in more suitable and consumer-friendly way, and FBO will have experienced film critics who can (re)present FBO on various international film festivals.

FBO

FestivalBoxOffice

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6   CURRENT PROJECT STATUS

FBO platform is no longer in Beta phase. The technical part of the FBO platform is completed and we are planning to further develop the functionality of FBO with new expanded Features components in accordance with future requirements of the FBO members.

We developed also CRM – Customer Relation Manager in order to improve communication with our partners. With this tool our partners can easily access information about all communication related to films that they are representing.

In this moment we have detailed information about 13.000 films in our database. We also collect cast & crew lists from public sources, as well as lists of production companies, lists of film funds and lists of national and international distributors of films. So far we also managed to collect detailed information about 800 festivals. In order to connect information about attendance at the screening of specific film from database to specific festival from database, we are using couple of methods:

Semi-automatic, using own tools created for importing data, in order to achieve the fastest transfers of the data - we use this in cases when festival has its own database for ticket sales and can provide us this data. For festivals without their own database, there is also a possibility to send us excel lists.

Manual – for word and pdf reports or scanned images of reports about ticket sales. This method is not cost efficient and needs more effort for import of those data.

Promotion is the most important element in this phase of development. The FBO Festival Box Office web platform was so far presented to the circle of film professionals, as well as representatives of film producers associations, international distributers associations and film funds. With the feedback we received from such a wide circle of film professionals, we were able to develop technical side of FBO database, and to make it completely technically functional. Now, it is essential that we continue to present it to professionals, but also to attract wide festival audience to visit our FBO web platform. Important part of our promotional activities will be personal presentations to the festival representatives. This will raise awareness for FBO web platform among festival professionals. We'll also advertise in specialised journals which are distributed within major European festivals.

Once FBO and selected festival establish cooperation, we'll agree on mutual exchange of banners on the websites. We are also planning to use this method of promotion for specialised internet portals covering the world of film in Europe (Cineeuropa, Film New Europe….)
Outside the film industry, we'll definitely use SEM (Search Engine Marketing) and Paid Search Marketing, in order to increase number of visitors on FBO web portal.

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