



FBO - Festival Box Office is a subscriber-based platform, which collects all-important data regarding worldwide festivals' presentation of the films.

FBO - collects information of the films that have participated at film festivals, while focusing on European films and festivals.

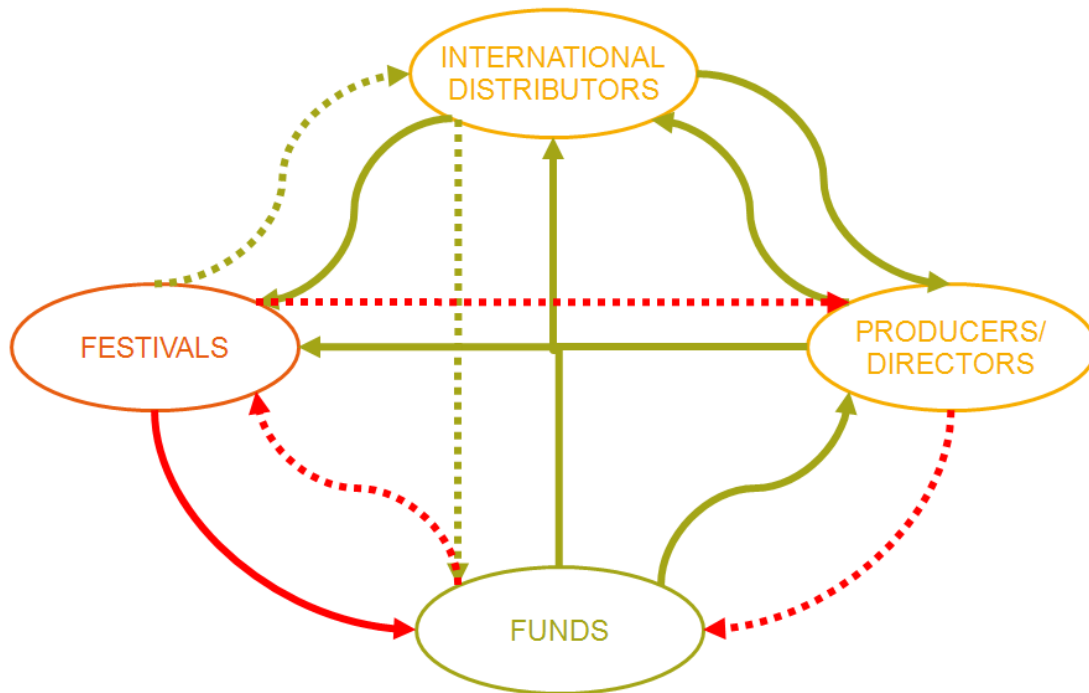
FBO provides various essential information: festival venue data; total and average audience attendance, number of festival screenings, total and average income from ticket sales.

FBO offers insight into a film's success outside regular cinema distribution and gives a powerful tool to producers, directors, international sales agents, national distributors, film financiers and funds.

FBO creates tailor-made personal accounts for users who have the opportunity to access different levels of the protected data available.

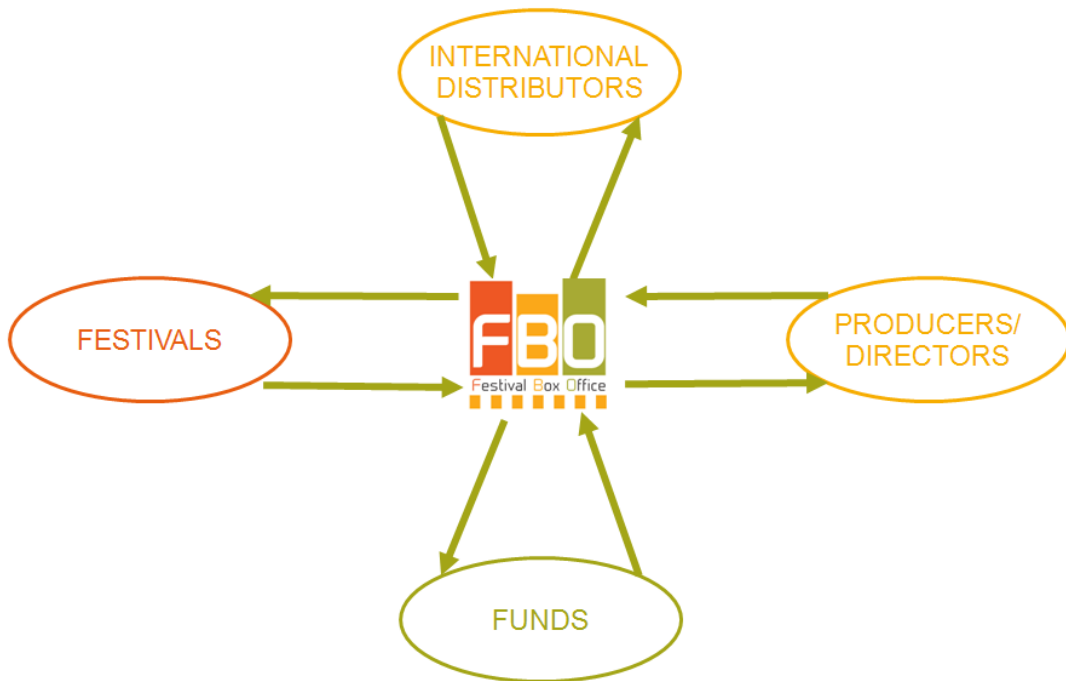
FBO gives a more detailed picture of the film potential to festivals, producers, international sales agents, national distributors, film financiers and funds.

# INFORMATION FLOW



It is really hard to collect the information about how many people saw the film on festivals. On this chart above we have couple of film partners who represent the film industry, but communication between them regarding information about film presentation is very low. Funds would like to know from producers how many people saw the film, not only in the theatrical distribution but also on the festivals. Producers then must ask international distributors or sales agents about this information or the funds can ask international distributors about the same information. In order to collect that information international distributors must contact festivals, which is usually hard because it takes some time and energy to do it. Also, producers who don't have distributors can directly call the festivals for the films they represented on the festivals. Festivals sometimes give the information to distributors and sometimes don't. Then distributors give it to the producers or would sometimes directly give it to the funds and financiers. Festivals really rarely inform the independent producers or directors about the number of the people who really saw the film. Producers and directors then might give the information if they personally represented the film on festivals. Funds then can ask festivals directly for their countries usually because they are financing and festivals will return the information. But you can't evaluate the data which you might need.

# INFORMATION HUB



The only thing that is missing is **information**.

Idea for FBO came as something which is information hub in which the information from festivals comes only by funds. The festivals send the report from ticket sales and everybody can exchange and gather information directly from FBO.

# ANALYSIS

## **S** TRENGTHS



- A strong need and support from film professionals to gather the data about film success on festivals
- Simplicity and functionality of the web platform
- International collaboration
- A team of creative people with significant professional experience

## **W** EAKNESSES



- **Communication with festivals**

Internal factors

## **O** PPORTUNITIES



- Tool for further development of the festival industry
- Rising the interest of the festival audience with additional information
- A place of encounter for film industry
- Further development of the platform on global level

Positive

## **T** HREATS



- **Festival hesitation to present exact figures**

External factors

Negative