



# SET THE TREND!

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SampoMedia

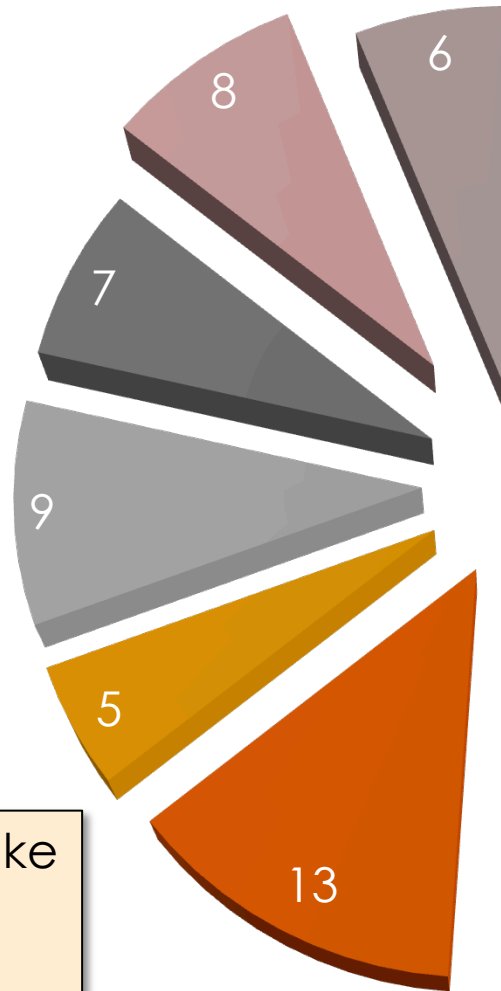
Tallinn, 2016

# EXCEPTIONS BRANDS



# Demand patterns

## TOP 100 GLOBAL HITS



Top 25 films make up 36.6% of EU admissions

70% of public funding goes to production

- Sequel
- Adaptation
- Remake
- Studio Comedy
- Studio Genre
- Studio original
- EU/World
- Studio animation

# Brands



# Participation and community



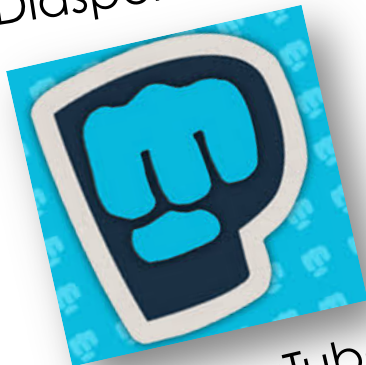
Shared experience



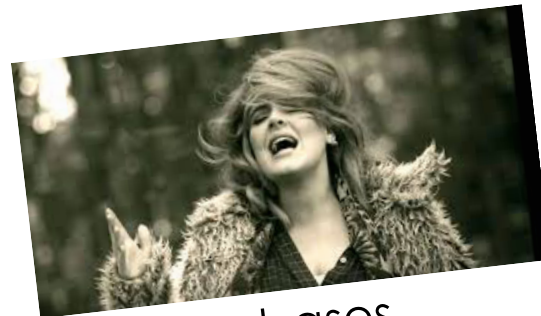
Diaspora



Exclusivity



YouTube



Other fanbases



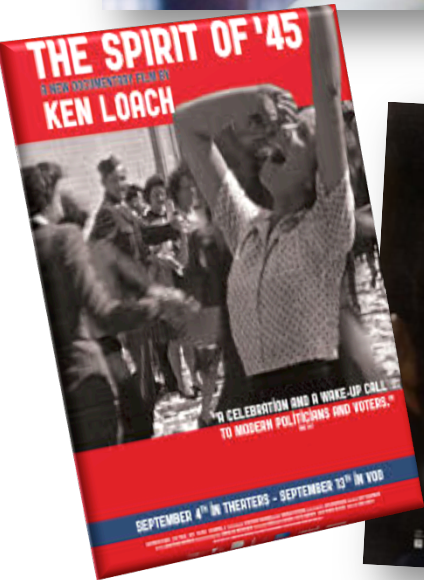
Themes



Crowdfunders



# Control over product/IP



SHARE, COLLABORATE, FAIL

Luck cannot be plan A

