



WALK THIS WAY

Crossborder distribution of European film highlights



Co-funded by the
Creative Europe Programme
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Verso Fond carte Europe

Bloc 1

Walk This Way (WTW) is a Creative Europe / MEDIA supported project responding to action 2 of the call on Online Distribution: “Eligible activities are those consisting in assembling and delivering digital packages of European audiovisual works foreseen for online releases in countries where those works are not available on any distribution platform. It aims at improving their availability and visibility on VOD services provided in European and non-European countries”.

Bloc 2

Walk This Way's core objective is to broaden the exploitation of European films on new markets through cross-border Video on Demand (VoD) distribution.

The action consists in the aggregation and straight-to-VOD distribution of a diversified film catalogue (in terms of production value, country of origin and editorial line) on the most prominent VOD platforms in Europe and in other specific territories (Japan, United States, Canada and Latin America).

An editorially curated offer

- Elaboration of relevant collections of movies and Premium titles
- Walk This Way coordinates simultaneous releases on each territory
- A tailor-made line-up of films with ready-made packages brought to platforms

VoD Platforms Trade Marketing

- Ready-made encoded and subtitled packages for global and local VOD platforms
- Digital-friendly marketing actions and promotion tools

Marketing strategy

- Create dedicated marketing assets
- Generate visibility, awareness and prominence for European films on VoD platforms worldwide

Bloc 3

The consortium combines the experience of Under The Milky Way, an international leader in digital distribution and marketing, The Film Agency in coordinating European PR efforts, and Europa International, the main professional association of Sales Agents in Europe.

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Bloc 4

A unique transversal offer:

Walk This Way brings an international VoD offer of best quality movies

-280 releases estimated in 2017

-34 films to be released in 47 countries in Europe and abroad

-Creation of 222 subtitles in 24 languages

Contact :

Site

http://ipeda.eu/walk_this_way/

Coordination Team

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