

## WALK THIS WAY 2018 PARTNERSHIP PROPOSAL & FILM SELECTION

### 1. Context: Creative Europe's sub-programme's call for application "Promotion of European Works Online"<sup>1</sup>

Since 2015, the European Commission's programme "Creative Europe" supports Video on Demand (VoD) schemes through its sub-programme "MEDIA". Amongst other actions, it promotes European works online and earmarks specific support to the development of "Online Ready" packages.

Eligible activities consist 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."

The core aim of this action is to extend films' "availability and visibility on VOD services provided in European and non-European countries".

In 2015, Under The Milky Way (UMW), Europa International and The Film Agency (TFA) have successfully applied to the European Commission's call by launching a project called "Walk This Way". They now wish to consolidate this action by partnering with sales agents for Walk This Way's 4<sup>th</sup> edition in 2018.

### 2. Walk this Way's brief presentation

Walk This Way is an action facilitating the digital distribution of European feature films in Europe, Japan, North and Latin America. Through its diverse film collections, Walk This Way provides ready-made packages to global and local VoD platforms such as iTunes, Amazon, Sony, Microsoft, Google, Vudu, Filmin, Universciné and Sky. The programme also largely invests in the collections' and films' notoriety and visibility by defining innovative cross-border marketing strategies.

### 3. Advantages

- ✓ Films will be distributed on key digital platforms on territories where sales agents haven't secured any distribution
- ✓ Films will benefit from transversal marketing and promotion with local components for specifically targeted countries<sup>2</sup>
- ✓ 100 % of marketing costs will be covered by the grant
- ✓ 50% of technical expenses (including encoding and subtitling) are covered by the grant: the other 50% are paid by UMW and recouped after deduction of the distribution commission
- ✓ No cash investment is required from the sale agents

### 4. Consortium

- ✓ Under The Milky Way ensures the overall coordination as well as the digital distribution and marketing of films towards VoD platforms
- ✓ The Film Agency defines, manages and implements transversal digital PR strategy

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<sup>1</sup> That have been published on Creative Europe website: [https://eacea.ec.europa.eu/creative-europe/funding/promotion-european-works-online-eacea-262016\\_en](https://eacea.ec.europa.eu/creative-europe/funding/promotion-european-works-online-eacea-262016_en)

<sup>2</sup> The transversal marketing strategy, 100% adapted to the digital environment, is based on the experience acquired by TFA and UMW on the TIDE Experiment (Multi-Territorial Day and Date releases), and the previous WTW projects.

- ✓ Europa International coordinates the relationship with international sales agents
- ✓ International sales agents<sup>3</sup> provide the films and sign VoD distribution mandates with UMW on a per film/territory/platform basis.

## 5. Revenues

- ✓ UMW reports sales agents' revenues on a quarterly basis to be paid after deduction of a distribution commission of 25% and opposition of the recoupable expense
- ✓ The 50% recoupable technical costs not covered by MEDIA will be calculated in advance based on a set price grid, and depending on the target languages. This method is introduced as a result of the feedback from participating sales agents and should allow for improved cost management and transparency of the action.
- ✓ In this scheme, no MG is granted to sales agents.

## 6. Eligibility criteria for 2018

Under the Milky Way would build up a catalogue encompassing:

- ✓ 45 European films for a Direct-to-VoD distribution in Europe
- ✓ Films from at least 5 European countries representing at least 5 official languages of the European Union.

Sales agents would provide films that are:

- ✓ European productions (as classified by the MEDIA grid)
- ✓ As recent as possible (titles should ideally be completed earlier than 2014)
- ✓ Already sold for theatrical or TV distribution (cross-border TV sales don't count) in at least 5 European countries<sup>4</sup>
- ✓ *In Europe:* Available for a first VoD distribution in other 5 European countries
- ✓ *Outside Europe:* Available in at least 1 of the 3 priority areas outside Europe: United States, Canada, Latin America, Japan
- ✓ Out of scope from other MEDIA applications

## 7. Contacts

For any other information regarding Walk This Way, please get in touch with:

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<sup>3</sup> For the 2017 action, the following Sales Agents were part of the consortium: Altitude Films, Autlook Films, Celluloid Dreams, Cercamon, Coccinelle Film Placement, Doc&Films International, Elle Driver, Indiesales, Memento Films International, Outplay, Pathé International, Picture Tree International, Stray Dogs, TF1 Droits Audiovisuels, Upside Distribution and WTFilms.

<sup>4</sup> "European" here refers to the countries participating in the MEDIA Sub-programme: 28 Member States, Norway, Iceland, Albania, Bosnia-Herzegovina and Montenegro.