



Berlin
Presentation
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GLITNER

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“Glitner” is an initiative from

- Le Meilleur du Cinéma, LMC (FRANCE)

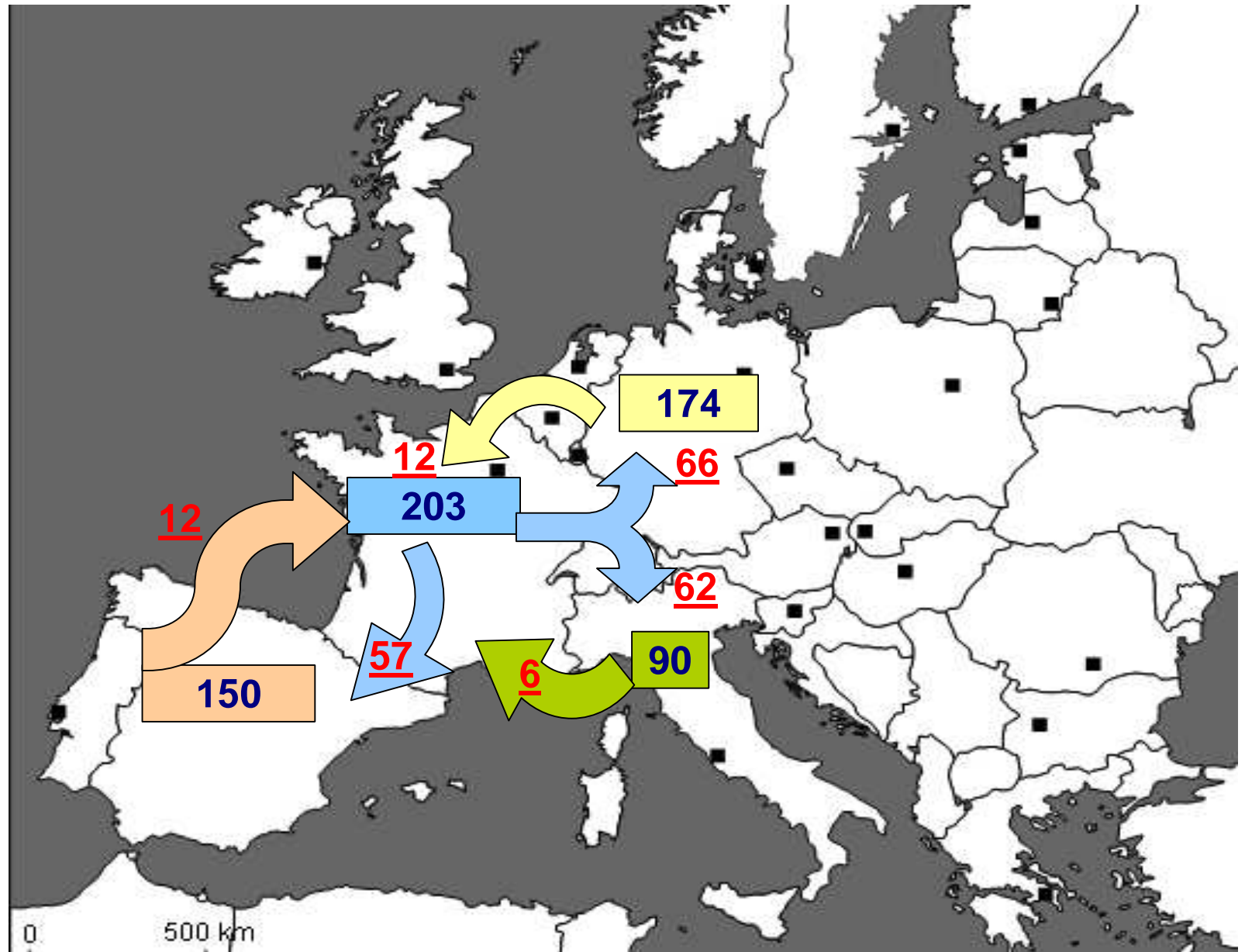
in partnership with the following consortium:

- Institut de Recherche et d’Innovation, Centre Geroges Pompidou (FRANCE)
- Autori Produttori Indipendenti, API (ITALY)
- Budapesffilm (HUNGARY)
- Korpus (SLOVENIA)
- Cinando, Marché du Film Festival de Cannes (FRANCE)

Context : cross border theatrical distribution

YY =
Nb of films
produced in the
country in 2006

X =
Nb of films
exported in 2006
(released in
theatres)



Context : a complex market

- **An average of 30% of feature films produced in France are actually distributed on other European markets,**
- **Inversely, only about 10-15% of European Films are actually distributed in France,**
- **The 31 countries affiliated to the MEDIA programme could generate up to 465 bi-lateral exchanges between country of origin and the territory on which the film is distributed,**
- **We are therefore looking at a complex market with opportunities to render it more efficient for content producers and consumers alike,**

Glitner & MEDIA

- **What is the MEDIA Pilot Project Call for proposal?**
- **How is Glitner supported by this initiative?**
- **What is the long term strategic vision?**

The MEDIA Pilot Project Call for proposal

- **Objectives :**

- **Increase linguistic diversity**
- **Increase the circulation of works inside and outside of the European Union**
- **Strengthen the competitiveness of the European Audiovisual Sector**

- **Priorities :**

“The programme may support pilot projects to ensure that it adapts to market developments, with a particular emphasis on the introduction and utilisation of information and communication technologies.” < **Call for Proposals EACEA/12/07** >

+ Network databases to broaden and strengthen the access and the exploitation of catalogues

- **Funding :**

- **1 million euros was distributed in 2007 in the form of non refundable grants out of a 2 million € envelope.**

“ Linking right-holders, content and platforms ! ”

Right-holders
looking to monetize
their content
through VoD
distribution

Eligible **content** as
defined in the EU
directive on
audiovisual services :

Feature films
TV Fiction
Documentaries
Short movies
...

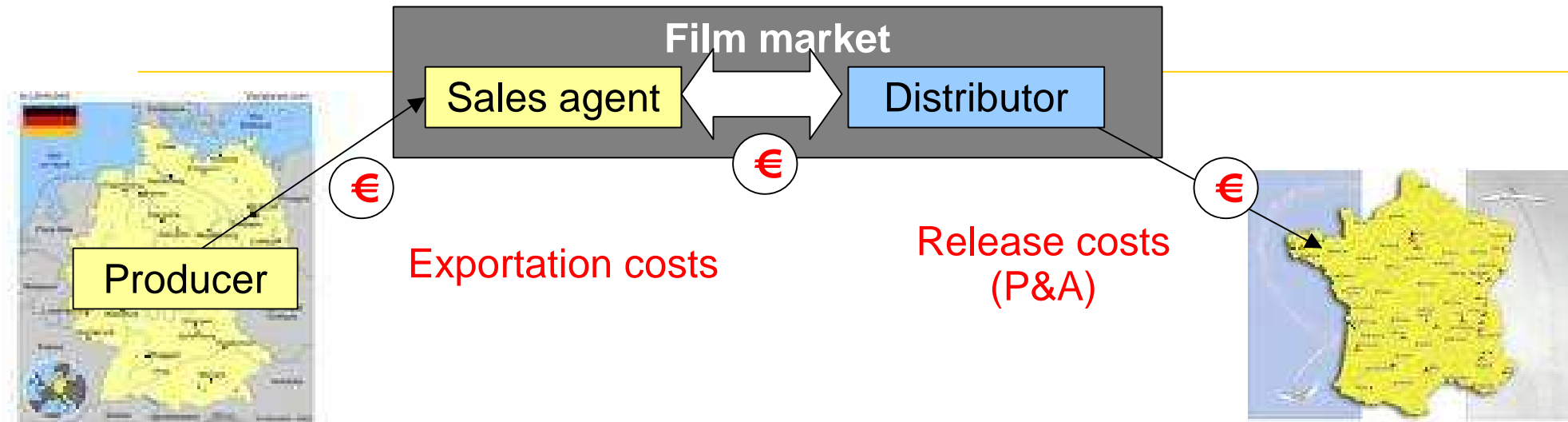
IP-based **VoD**
services for a
PC/TV home
experience

To create an on-line marketplace for VoD content

Glitner's main functionalities :

- **a networking tool allowing right-holders to post their VoD rights availability per title/territory,**
- **a search engine helping right-holders and platforms to find each other,**
- **a valuable source of information for the VoD market tackling country specific issues,**

Traditional film distribution



Because of its high costs, this model works only for the few movies that seem to have the best commercial potential.

Direct VoD distribution



Thanks to lower costs, this model can give numerous movies access to foreign markets.

Today's hurdles for VoD distribution

- **Lack of financing for right-holders in the form of MGs,**
- **Strong will from right-holders to sell their film "all rights",**
- **Uncertainties linked to a nascent market and the lack of structured information concerning the VoD industry,**
- **Fear of cannibalising existing markets,**
- **Potential risks of "Piracy",**

Glitner / future developments

To experiment secured online transactions of content and financial flows between professionals,

- A cost-efficient centralised storage facility for digital masters, promotional material (electronic press kit, trailers, etc...),
- A secured network allowing for the exchange of the audiovisual content files, based on the development of Very High Speed Internet,
- An efficient clearing house for financial flows,

Glitner aims at removing the hurdles for an efficient B2B VoD market.

Glitner / key dates!

- **January 2008 : Kick off meeting,**
- **February – April 2008 : Definition of services, specifications and scenarios,**
- **March – October 2008 : Development and testing,**
- **October 2008 : Launch events planned in order to advertise and start recruiting members,**

Glitner / What you can do !

- **We are currently looking for more partners to increase our global outreach, and helps us on key strategic issues :**
 - **Consortiums of producers, distributors and/or sales agents,**
 - **Professional associations,**
 - **Information Technology companies,**
 - **Technical service providers in digital distribution of content,**
 - **Film Databases,**
 - **Internet Service providers,**



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Questions ?

Pilot Project 2008

Duration: 36 months

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