



<Web  
and Film>  
Friend  
or  
Foe

W3C

BRUNO CHATELIN  
Nice  
May 14, 2012  
W3C Gala



FILMFESTIVALS.COM



# Leading creativity Advertising... Film... and Digital

## BIO

1. Publicis, DMM Masius and JWT International advertising
2. Film Distributor with Sony, Joint venture 20<sup>th</sup> Century Fox UGC  
100M€ year 2, 150 films, BO record ID4...
3. Net pioneer [filmfestivals.com](http://filmfestivals.com) Major Buzz Factory

Board member  
European Film Academy,  
International Film Festival Summit



## Digital pionner

1. 20 Minitel services for film
2. Interactive phone Ghostbusters...(1M calls)
3. Online database for fests
4. VOD platform 2001,
5. eBook community platform,
6. Social network for film & festivals,
7. Cannes on Second Life 2007
8. Future of Cinema Salon for Late Fragment
9. Cannes iPhone app - Alert media for smartphones...



# Cannes in Second Life









# Cannes 2009 Second Life





## **Film Business**

### ***A highly competitive industry***

- 10.000 films produced worldwide each year
- 1500 approx. distributed in 1 or more countries
- 500 films benefit from strong promotion
- **250 to 300** play more than a week **90 % US films**
- **12 new releases per week in theatres 4 top of mind**

**To emerge, a film will need:**

- **promotion,**
- **contacts with buyers and distributors nationally and internationally**
- **Media exposure, to the pros and audience...**
- guts and luck...and festivals**



# Festivals

## 'Stairway to heaven'



### The Festivals:

- Professional trade shows and general public projections
- Film discovery and promotion places
- Market places with rights sale and deal signatures
- They can make (Artist started in Cannes) or break a career

**More than 6,000 festivals** worldwide looking for:

- the best (new) films
- brand development for more sponsoring
- ever growing

# Festivals

## 'Stairway to heaven'

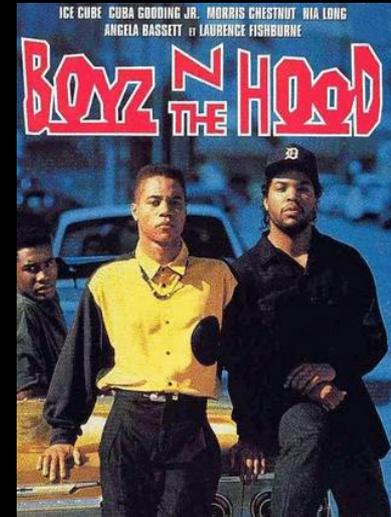
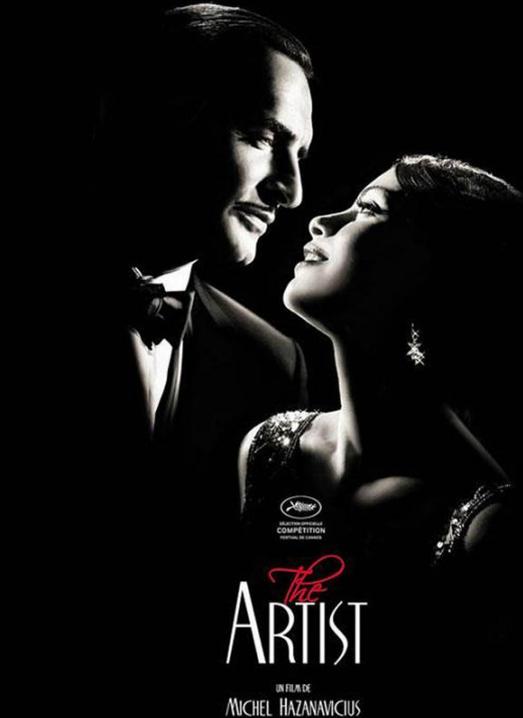
JEAN DUJARDIN

THOMAS LANGMANN  
PRESENTE

BERENICE BEJO

### Festivals can

- make a career: Spielberg, Lucas, Besson
- set trends
- mean big \$\$ : Boyz n The Hood + \$24M The Artist BO doubled after the Oscars
- big local economic impact Tribeca Budget \$13 M \$120 million activity





# Film Business Stairway to heaven



- 10.000 films produced worldwide each year
- 1.500 approx. distributed in 1 or more countries
- 500 films benefit from strong promotion
- **250 to 300 play more than 1 week; 90 % US films**

**To emerge, a film needs:**

- **promotion,**
- **contacts with buyers and distributors nationally and internationally**
- **media exposure to the pros and audience...**

**Guts and luck...and festivals**



# **Cannes 65th...N° 1** ***in figures***

**25 M€ budget**

**1,000 films screened last year, 900 market screenings: x2 from 1995**

**4,650 journalists +20% over 1995**

**468 journalists for the web 2 in 1996**

**26,881 professionals +50% from 2003**

**11,000 professionals at the Market selling 4,000 films**

**800M€ transaction in the Market**



# Film and web « POP goes poof » Milestones

« Apocalypse N@w » 99% of Pure players flopped

## Database

Listings: IMDB 1990...now 57M unique visitors/month  
Box Office, Baseline...Showbiz data ...  
Calendars filmfestivals.com 1995

## Ticketing

movietickets.com allociné 2000 (8.8M uniques)

## Market place

Pop.com cannes 2000

## Content is King

1998 Short film AtomFilms and ifilm(MTV) iFilm  
1999 VOD Cinemanow  
2000 filmfestivals.com

## Insiders



September 5, 2000

Pop goes "poof" as Pop.com, a much-hyped website of short films and animations, has closed its doors before its official launch.

Some of Hollywood's biggest names, including Steven Spielberg, Ron Howard, and Jeffrey Katzenberg were attached to the Pop.com project which laid off most of its ninety person staff on Tuesday.

"Although the Internet continues to represent an exciting creative opportunity for us, the market has shifted dramatically since our original announcement, resulting in this being a less viable business for us," said a Pop.com spokesman.

Spielberg and Katzenberg's DreamWorks SKG (American Beauty) and Howard's Imagine Entertainment (The Nutty Professor II) teamed for Pop.com with Vulcan Ventures, run by Microsoft co-founder Paul Allen, who invested \$50 million last October.



Katzenberg said in announcing the new company:

"Just as MTV introduced a new entertainment forum for music videos, we think this new enterprise will offer a new form of entertainment for the rapidly growing population of Internet users. POP.com has the capability not only to offer a variety of entertainment options, but to tap into an as-yet-undiscovered talent pool that is as global as the Internet itself."



## **Film to Web** **Historical Resistance**

**Film professionals are usually late adopters of all new technologies**  
**Web was perceived as a lesser medium, but dangerous Darknet**  
**Source of potential problems (with other media sales, piracy**  
**windows and frontiers infringements...)**

Digital transition is complex (rights, who pays...)

Bottlenecks - Multi platform

VOD – premium VOD against live

**Resistance and frictions areas could turn into a new eldorado**  
community sharing, data gathering,

**Peer to Peer — Retailainment - mashable content**



## **Film on web** ***What's hot today***

1. Social networks
2. Crowd funding...
3. Channels, private screening room
4. Cinando for the film pros: film listing, film screening...
5. Promote :

**“What if the web was the only media (to recruit) and promote “**

**David Kosse Universal**



## **Future in sites H@ts off!**

1. **Box Office Essentials: Rentrak.com baselineresearch.com**
2. **IMDB WithoutaBox.com + createspace.com**
3. **ReelPort + filmfestivals.com**
4. **Cinando.com**
5. **Festivalscope.com**
6. **mediapeers.com**
7. **scorerevolution.com**
8. **slated.com**
9. **shootingpeople.org**
10. **rightsline.com**
11. **maccs.com Movie accounting**
12. **olffi.com**



## **Future in sites H@ts off!**

1. Box Office Essentials: [Rentrak.com](http://Rentrak.com) [baselineresearch.com](http://baselineresearch.com)
2. [IMDB Without a Box.com](http://IMDB Without a Box.com) + [createspace.com](http://createspace.com)
3. [ReelPort](http://ReelPort.com) + [filmfestivals.com](http://filmfestivals.com)
4. [Cinando.com](http://Cinando.com)
5. [Festivalscope.com](http://Festivalscope.com)
6. [mediapeers.com](http://mediapeers.com)
7. [scorerevolution.com](http://scorerevolution.com)
8. [slated.com](http://slated.com)
9. [shootingpeople.org](http://shootingpeople.org)
10. [rightsline.com](http://rightsline.com)
11. [maccs.com](http://maccs.com) Movie
12. [olffi.com](http://olffi.com)





« Toast and jam, terry? »



**TOAST AND JAM FOREVER!**



**In the future your web will continue to serve  
film, even better**

The keywords might be:

Me media personal yet universal

Entertainment on any screen, everywhere, any size

Cloud cinema, with easy search within catalogs

Mobile and connected TVs

Share comments, news, viral and promote

Must be EVENT





[bruno@filmfestivals.com](mailto:bruno@filmfestivals.com)

**THANK YOU**