



**The Leading Pro media and social network
for the film & festivals community worldwide**



The media for Film Professionals from the Festival Circuit

Filmfestivals.com was launched in 1995. The number of festivals has grown tremendously since then, almost doubling and currently reaches 4000. The site has developed into the premier exhaustive directory and professional portal, recognised as a trusted source of information in this changing environment.

Fest21.com was launched to meet the needs for a community and social network for the festival circuit professionals; it serves as a link between filmmakers and festivals, with services, news, and search functions. Fest2.com is a video blog platform inspired by the web2.0 generation of Facebook and Google, the only international media in the festival niche business acting both as a portal and a B2B services company. The makes us a serious and recognized player

Global players must rely on international players

Our websites combine 350 000 Unique visitors every month, the newsletter has 79 000 subscribers. The audience of our sites is 45% US, 55% rest of the world.

Cannes is the N° 1 event in the industry and has attracted for decades over 25 000 industry leaders from around the world, 4000 media, 7000 buyers and sellers...

Get exposure through us among your peers and pros.

The Cannes experts

My partner Malo Girod de l'Ain and I combine a wealth of Cannes expertise and over 450 days of attendance in Cannes, as a film promoter (Bruno Chatelin is a former Managing Director from UGC FOX, and prior to that with Sony) or festival expert.

**Our Mission if you accept it is to help you stand out ahead
of your competition...**

"If you build it, they will come..."

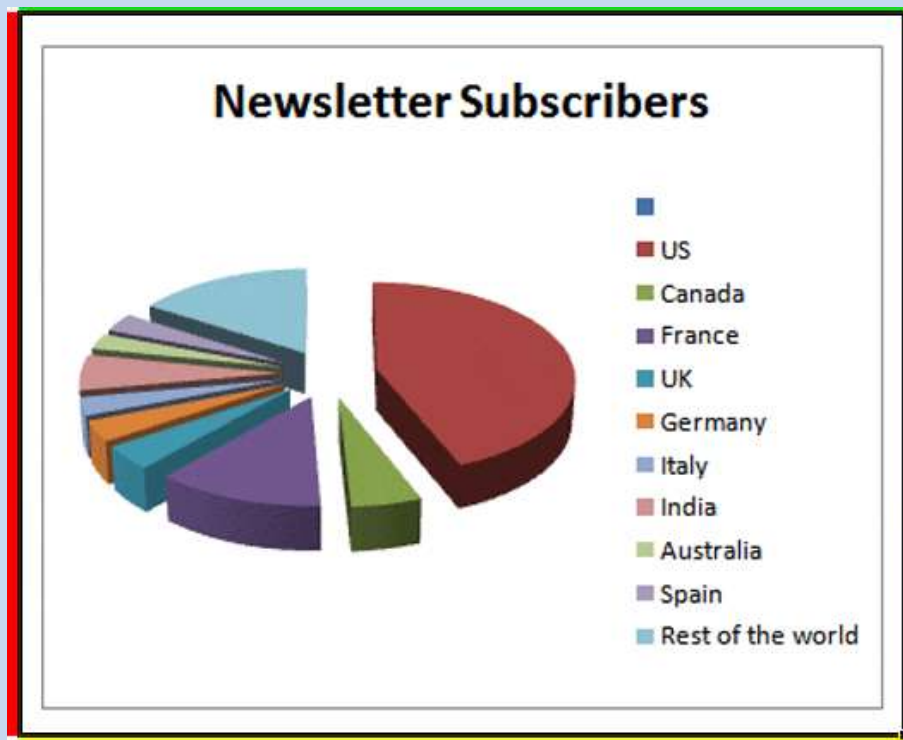
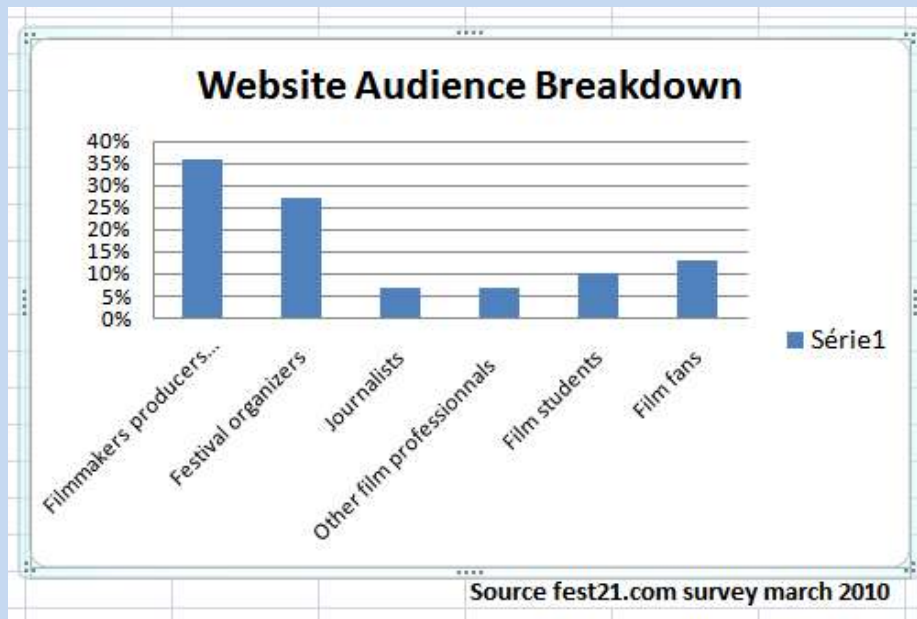
*If your business is about festival and film we are the
Number One destination, since 1995.
No other media resource has such a
strong focus.*

**COMPARATIVE TABLE FOR PROFESSIONAL ACCREDITATIONS
2003 - 2009**

Number of accreditees							
Years	2003	2004	2005	2006	2007	2008	2009
Professionals (Festival and Marché)	18926	20071	20804	22858	25039	25674	24827
Main attending professions							
Years	2003	2004	2005	2006	2007	2008	2009
Authors - Directors	906	1018	1170	1237	1091	1210	1153
Distributors	4049	4264	4454	4749	4680	4800	4277
Producers	4887	4943	5295	5692	4980	4980	4333
Break-down by geographical zones							
Years	2003	2004	2005	2006	2007	2008	2009
France	8006	8454	8491	9108	10163	10250	10667
USA	1940	2233	2247	2779	3109	3180	2616
Europe	6873	6967	7247	8009	8311	8738	8343
Africa	178	235	210	270	345	284	309
Central & South America	211	297	328	406	515	548	456
Canada	314	306	378	347	394	466	361
East Asia and Oceania	1066	1239	1452	1567	1639	1632	1497
Middle-East & Central Asia	338	340	451	372	563	576	578
Attending countries	101	94	107	109	117	119	115

**PRESS STATISTICS CHART
1966 - 2009**

Years	1966	1973	1984	1990	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	
Journalists	700	1154	2762	2749	3183	3325	3365	3340	3279	3411	3317	3273	3203	3335	3540	3502	3611	3541	3469	
Technicians					498	542	564	558	614	654	593	594	544	629	699	613	765	727	776	
TOTAL					3681	3867	3929	3898	3893	4065	3910	3867	3747	3964	4239	4115	4376	4268	4245	
Sharing of the accredited press by medium																				
Photographers					329	351	376	382	389	386	388	343	283	265	286	304	308	305	305	
TV					1304	1391	1489	1483	1450	1591	1525	1479	1378	1502	1643	1534	1729	1569	1574	
Radios					350	387	311	283	286	281	282	304	276	293	304	293	328	318	315	
Print press / multimedia					1379	1380	1393	1320	1311	1360	1308	1344	1372	1434	1430	1399	1371	1363	1278	
Press agencies					72	98	97	161	187	165	144	127	167	196	262	289	323	345	338	
Web Media						2	12	28	39	37	41	42	53	51	75	86	123	185	232	
Others					246	255	251	241	231	245	222	228	218	223	239	210	194	183	203	
Sharing of the media outlets by medium (only one media outlet by journalist is considered)																				
TV teams					156	211	222	228	227	221	235	247	253	264	266	289	306	321	269	298
Radios					168	162	160	137	123	118	121	118	130	148	133	141	140	149	154	144
Print press / multimedia					954	1041	1072	1086	1005	989	1033	1009	1030	1025	1080	1108	1081	1078	1074	1061
Press agencies					69	126	117	120	123	123	120	125	121	135	141	170	166	182	178	183
Web Media					1	5	8	17	25	27	33	31	38	37	55	65	99	134	176	
Others					23	50	39	50	53	51	45	46	29	49	48	52	53	43	49	
Sharing of the accredited press France / Foreign countries																				
French					1100	1405	1605	1524	1521	1551	1641	1630	1723	1558	1698	1805	1670	1800	1747	1892
Foreigners					1649	2276	2262	2405	2377	2342	2424	2280	2144	2189	2266	2434	2445	2576	2521	2353
Represented countries					58	69	71	79	77	81	72	72	74	71	76	79	78	82	84	84



Newsletter Subscribers

<u>Country</u>	<u>Subscribers</u>
US	34 666
Canada	4 097
France	9 727
UK	3 230
Germany	2 758
Italy	2 379
India	4 727
Australia	2 127
Spain	2 521
Rest of the world	12 554
Total	78 787

January 2010

<u>Category</u>	<u>Subscribers</u>
Media	9 321
Students	5 654
Pros	63 812



Proposal to use the power of Cannes media channel

	Quantity	Impressions	Unit Price	Total	Total
Banner ads festival rate 30% off 2 weeks	000'	000'	cpm	€	\$US
Leaderboards 728X90	50	50	28	1 400 €	\$1 916
Square Ads 300X250	50	50	13	650 €	\$890
Cannes showcase fixed module on Fest21 3 weeks	1		1 000	1 000 €	\$1 369
Only 5 spots available, one month					
Direct Marketing					
Dedicated blast to all Cannes Film Festival attendees	1	15 000	500	500 €	\$684
One media blast to 5.000 media database	1	5 000	500	500 €	\$684
2 newsletter ads	4	158 000	230	920 €	\$1 259
Guerilla Marketing					
Leaflets distribution 2 hostesses to your color					
Distributions to all market and hotels booth	2	2 500	300	600 €	\$821
1 editorial in Cannes blog promoted to home page			0	0 €	
1 video interview in Cannes (festival director interview option)				750 €	\$1 027
capture/edit/hosting/promotion					
Total				6 320 €	\$8 651
Package price				2 200 €	\$3 012
in kind against banners on your sites or catalog ad				5 520 €	\$7 556

Comments from our clients

Filmfestivals.com & Fest21.com



"In tracking our submissions this year we can attribute nearly 50% of those who submitted films to our festival, heard of us through FilmFestivals.com. Quite an impressive record I would say!"

Mark Marvel, Festival Program Coordinator – Sarasota Film Festival

"A mighty fine and informative website you have, I'm going to check in with your's before Variety's from here on. We've been deluged with calls from people requesting to enter the Chicago Film Critics Awards Festival which they found out about on FilmFestivals.com..."

Dann Gire, President & Founding Director Chicago Film Critics Association

Your site is a tremendous resource for Film festival directors, programmers, and filmmakers.

Don Franken Method Fest director

Filmfestivals provided half of our entries, doubling last year 's figures

Gregg Schwenk Newport beach film festival

Submissions for ShortFest are indeed numerous and international. It appears that we will be processing almost 3,000 submissions.

Thanks for all of your help!

David Lee Palm Springs International Film Festival

In fact, we're a bit ahead of our 2008 submissions. Your efforts certainly helped get us there.

Gloria Campbell Los Angeles International Film Festival

Your Web site is the best around the world. I like it very much. Sincerely.

Bigmikecraft - filmmaker



Featured Filmfestivals.com Services

Filmfestivals.com proposes a large range of information, services, promotion and online tools, Most of them are free, some options, with stronger impact, are charged at nominal prices:

Information

- Festival and Film Directories free access : We run the most comprehensive Festival Directory and the New Film Directory.
- Festival highlights, line up and awards. Key festival dailies
- News channels, newsfeeds
- Weekly Newsletter to 77 000 film pros.

Promotion

- Promotion
International promotion. Multifaceted Internet promotion package aimed at submission booster or awareness builder
- Viral Marketing optimizing your internet presence and google ranking
(powered by our Business Units Film Festivals Buzz and Major Buzz Factory)

Services

- Bulletin Boards Designed to boost submissions from our international audience
- Online presence
Creation of the online space, the online community / social network geared towards the promotion of the event.
- Custom publishing, dailies...
- Online submission suite
FestivalExpress the online film submission tool with online back office for film producers and festival organizers.
- Private VOD
- Travel packages powered by our Business Unit "Film Festivals Travels"
- Conferences (Future of Cinema Salon in Cannes, Locarno...)
- Consulting (optimize your Cannes presence, festival sponsoring strategy...)

Online special offers

Check online [here](http://www.fest21.com/blog/pro_services) our special promotions (www.fest21.com/blog/pro_services).

Contact us today to discuss your festival promotion

Contact us by mail or telephone for partnerships, promotion or editorial packages
We TRUST this will help your festival tremendously as it did for our other clients and partners.

Kind regards

Bruno Chatelin

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Create your official blog on fest21.com:

The first online social network for festivals and filmmakers worldwide (4000 festivals, and thousands of filmmakers attracted by the festival circuit).

Your blog's url is worth mentioning along your other profiles in social networks since it is the only one in an environment strictly dedicated to film.

Ask for our logo to link to our site and improve your google ranking by doing so.

The monthly traffic show over 350 000 unique visitors on our website: be sure to connect with them in the best way possible, with fully detailed data and high visibility.

A few tips to achieve the best online presence:

Your Blog

- Make sure the name of your blog is spelt the exact (shortest) way you wish people to find you in the directory ie "Cannes Film Festival" rather than "cannesfilmfestival" or "Bahamas International Film Festival" instead of "BIFF"

- Publish regularly in your blog, ask your publicist to post (create/create text) all your press releases (improve your google ranking)

- Blogs that are updated hit the "recently updated blogs" on homepage

- Post the festival poster and the trailer if you have one

- Publish the call for entry and select "call for entry" channel to be featured for free here:

http://www.fest21.com/en/channel/festivals/call_for_entry

and

<http://www.filmfestivals.com/bulletin/index.shtml>

PROMOTE on the web

Finally "the killer app": use your personal RSS feed (it is specific to your blog and contains all your publications) to feed all your other blogs profiles: like facebook, myspace, twitter... or any blog you may have. No need to copy posts one by one, use fest21 as the mother blog.

XML

Festival Directory Listing for your fest

Your blog is linked in our system to your festival entry.

The database is jointly featured on both sites filmfestivals.com and fest21.com. All updates are done through fest21.com.

If you do not have a festival listing yet click create/register a festival once you are logged to your blog profile. If you already have one click (top right) under festival information and select edit.

To update the festival entry, fill as many details as you can, including genre, beginning and deadline of call for entry, price range of submission fee, links to the regulations, ticketing, upload the entry form as a file...

Select accept submission from fest21.com if you want our international audience to submit in ONE click to your festival.

FestivalExpress: flm submission suite

Try the new beta submission suite for filmmakers (who just need to register on fest21.co), free for festival clients.