

Warsaw
29 October 2015

TIDE:

Experimenting New Ways
of Distribution



WHAT IS TIDE ?

CONTEXT AND ORIGINS

- **Limited circulation** for a certain type of films
- **Saturation** of cinema screens
- **Evolutions and changing habits** in audiovisual consumption in the digital era
- Arrival of **new economic players**

THE TIDE EXPERIMENT AT A GLANCE

1

An experiment on **day-and-date** distribution models

2

A **multi-territorial dimension**

3

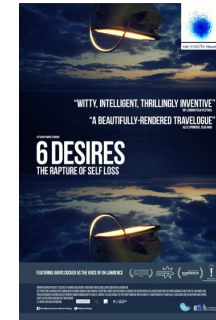
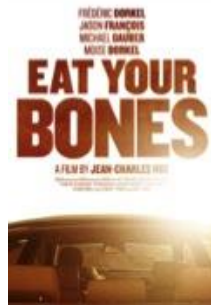
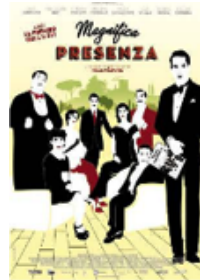
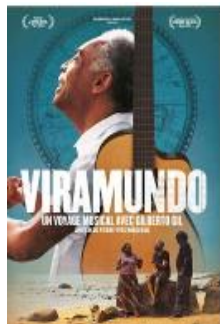
Transversal Marketing and mutualized resources.

THE TIDE EDITIONS

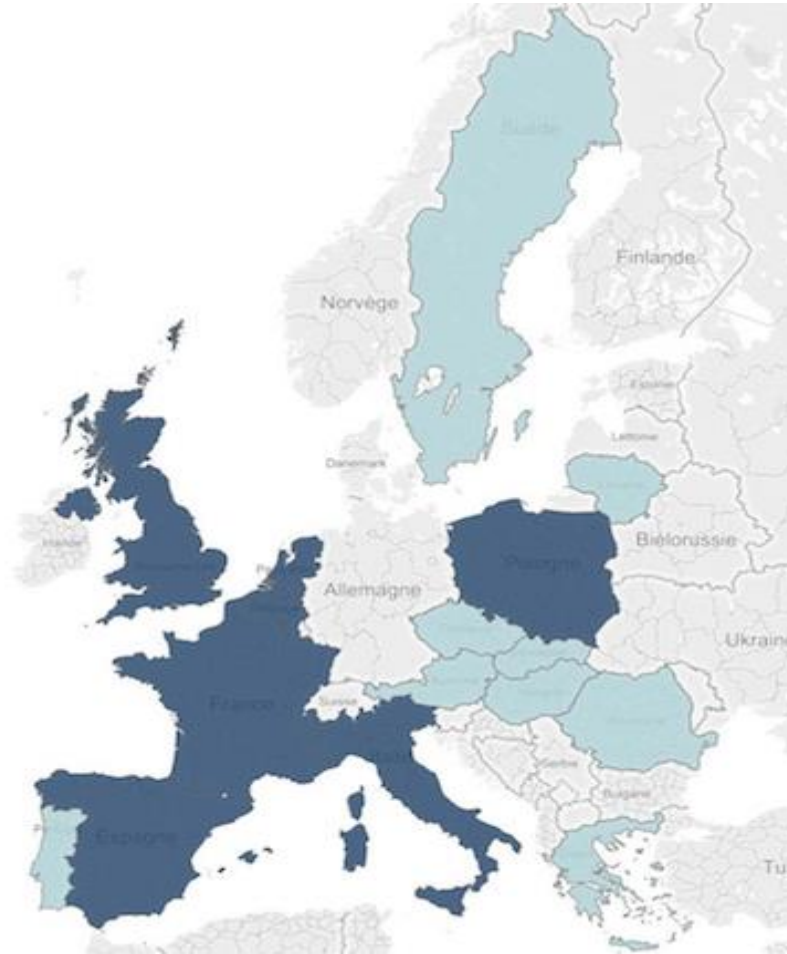
1

2

3



THE TIDE EXPERIMENT GEOGRAPHIC IMPACT



HOW DOES TIDE WORK?

CONCRETE EXAMPLES

WHO IS INVOLVED IN TIDE 3 (2015)?

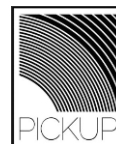
- A coordination team composed by **actors of the film distribution chain:**



- **3 Sales Agents**



- **Local distributors involved in Tide 3**



THE TIDE 3 APPROACH

1

An experiment on simultaneous and multi-territory distribution models

2

A flexible scheme where sales agents, distributors and **other players of the industry can suggest films.**

3

a common **marketing approach** on **parallel countries** where 100% of digital transversal marketing costs and up to 50% of local P&A are covered.

1. SIMULTANEOUS DISTRIBUTION MODELS



D&D releases

- Short windowing exploitation on multiple media types
- Economies of scale through transversal marketing
- Manage short cycles of revenue streams

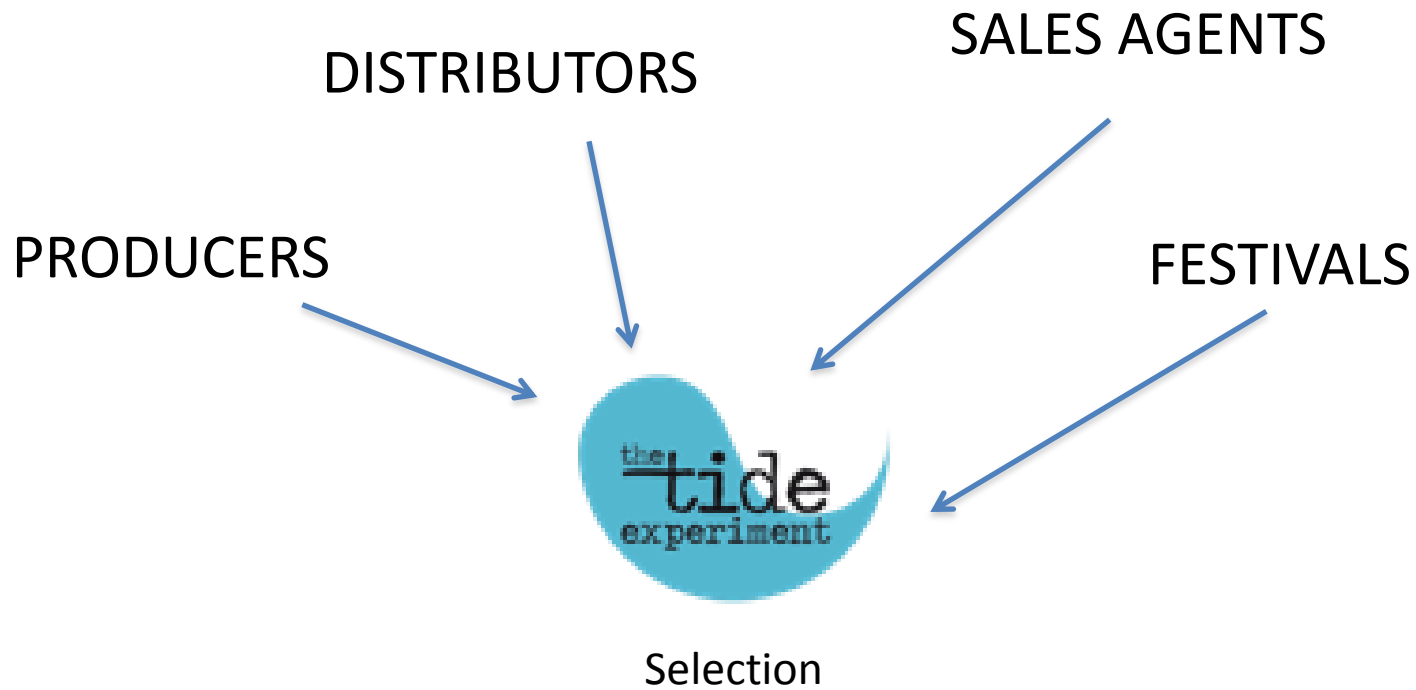
Global and Local VoD Platforms



« Ultra Vod » releases in France



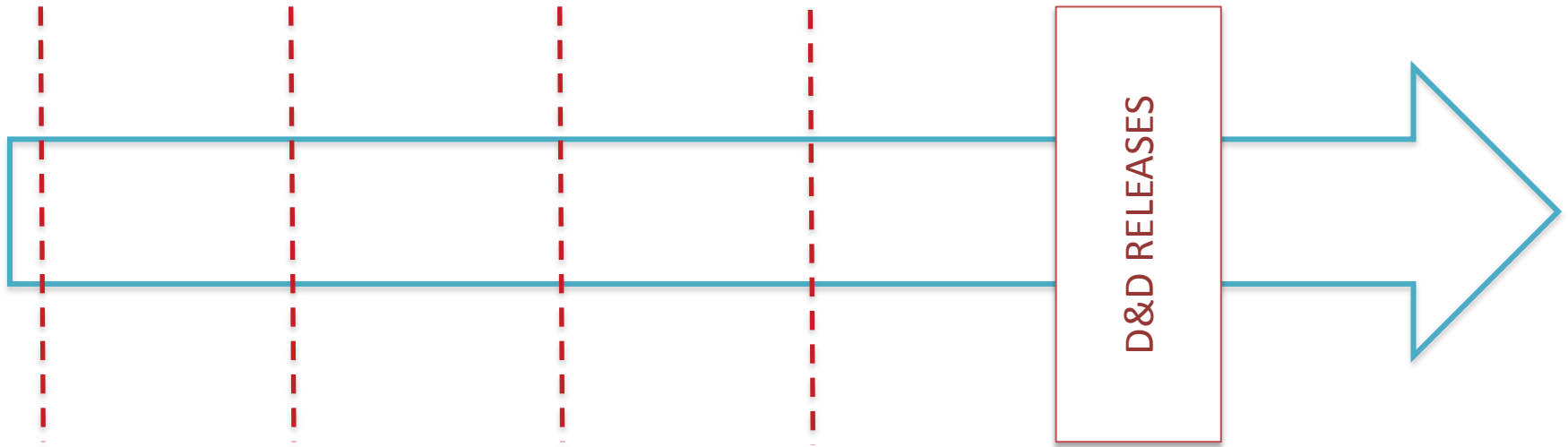
2 . SELECTION OF FILMS



3. TRANSVERSAL MARKETING A PILAR OF THE TIDE APPROACH

a common **marketing approach** on **parallel countries** where 100% of digital transversal marketing costs and up to 50% of local P&A are covered.

MARKETING STRATEGY Timeline



M-4

M-3

M-2

M-1

M

Building of the transversal marketing strategy

Approval of the marketing tools

VOD platforms Briefs

Creation of the elements (website...)

Premieres, event screening

Social Media, Video Seeding, re-use of promotionnal materials...

TRANSVERSAL MARKETING ACHIEVEMENTS IN 2 MAIN INNOVATIONS

1

ONE MOVIE / ONE POSTER / SEVERAL TERRITORIES

2

CENTRALIZED DIGITAL CAMPAIGNS

1

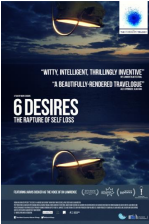
Agreed common global identity



Professional assets & online marketing



THE TIDE 3 RELEASES



Title	Territories	Date	Release Format
Dior and I	France, Italie, Benelux, CZ, Portugal, Sweden	June-September	Day and Date
6 Desires	UK, France, Poland, Sweden	June- July	Festival To Date
The Visit	France, Benelux, Poland, Romania	October- November	Day and Date
Miss Julie	UK, Ireland, Italy	September- November	Day and Date



DIOR & I- TERRITORIES INVOLVED AND TIMELINE

countries	type	VoD release	Theatrical	Gobal PF	Local VoD PF	Local distributor
France	Ultra VOD	24-juin	08-juil	iTunes Google	Filmo TV	Dissidenz
Italy	Day&Date	03-juin	04-juin	iTunes Google	mymovies.it	Feltrinelli
Netherlands	Day&Date	30-juil	30-juil	iTunes Google		Imagine
Belgium/Lux	Day&Date	08-juil	08-juil	iTunes Google	Voo, Universciné, Belgacom, Télénét	Imagine
Sweden	Day&Date	09-oct	09-oct	iTunes Google	Sf Anytime, Plejmo, Viaplay, TriArt.se	Non Stop
Czeck Rep	Day&Date	June 11	June 11	iTunes	VOYO, Alzamedia, Aerovod	Artcam
Portugal	Day&Date	10-sept	10-sept	iTunes	Nos, Meo, Cabovisao Optimus, Vodaphone	Alambique

MARKETING STRATEGY

Dior and I

- Luxury is rarity...
- A lot of existing tools

STILLS AND PHOTOGRAPHY



POSTER



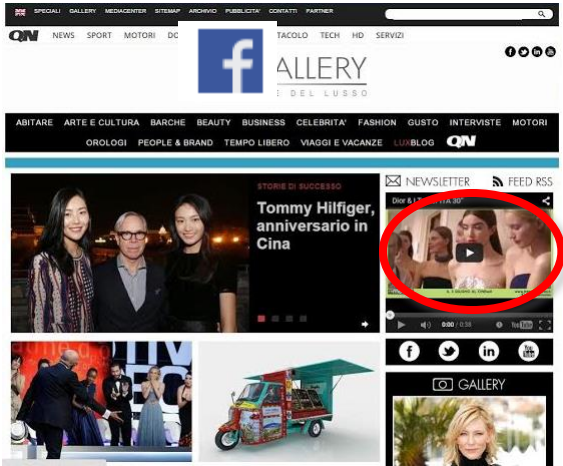
TRAILER



WEB PAGE & SOCIAL MEDIA



BASIC DIGITAL MARKETING TOOLS

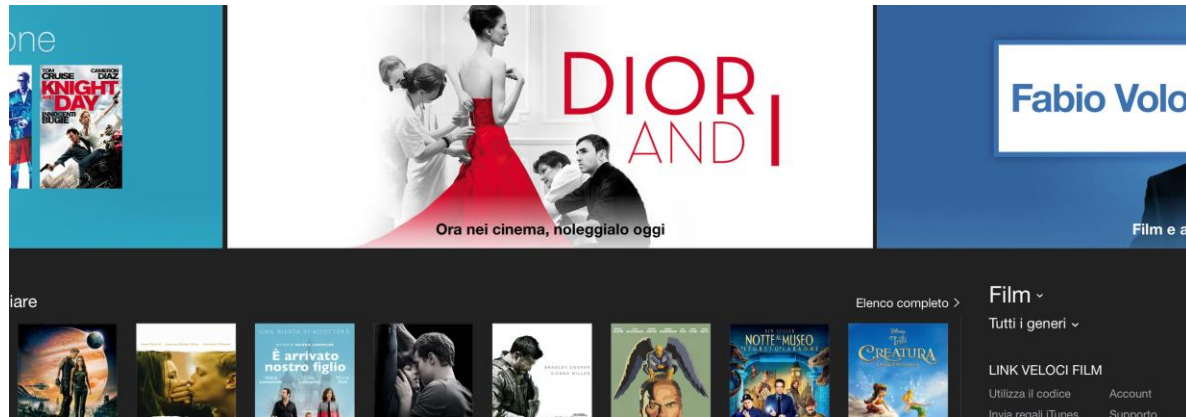


Dior Press Offices

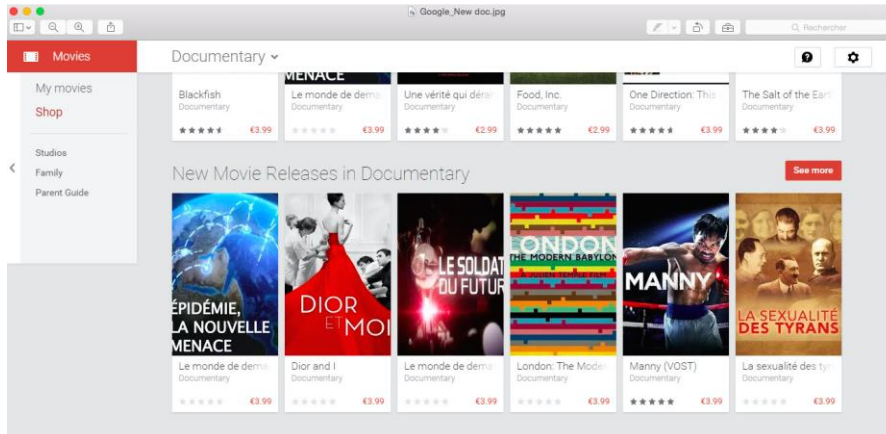


VOD platforms VISIBILITY

iTunes



Google





THE VISIT : AN ALIEN ENCOUNTER - TERRITORIES INVOLVED AND TIMELINE

TIDE countries	type	VoD release	Theatrical	Gobal PF	Local VoD PF	Local distributor
France	Ultra VOD	19-oct	04-nov	iTunes, Google	Filmo TV	Pick Up film
Poland	Near Day&date	02-oct	16-oct	iTunes	VoD.pl	Against Gravity
Bel / NL	Near Day&date	08-oct	15-oct	iTunes, Google		Cinemien
Romania	Day&date	04-Dec	04-Dec		Mubi	Cloro Film

MARKETING STRATEGY & ACTIONS :

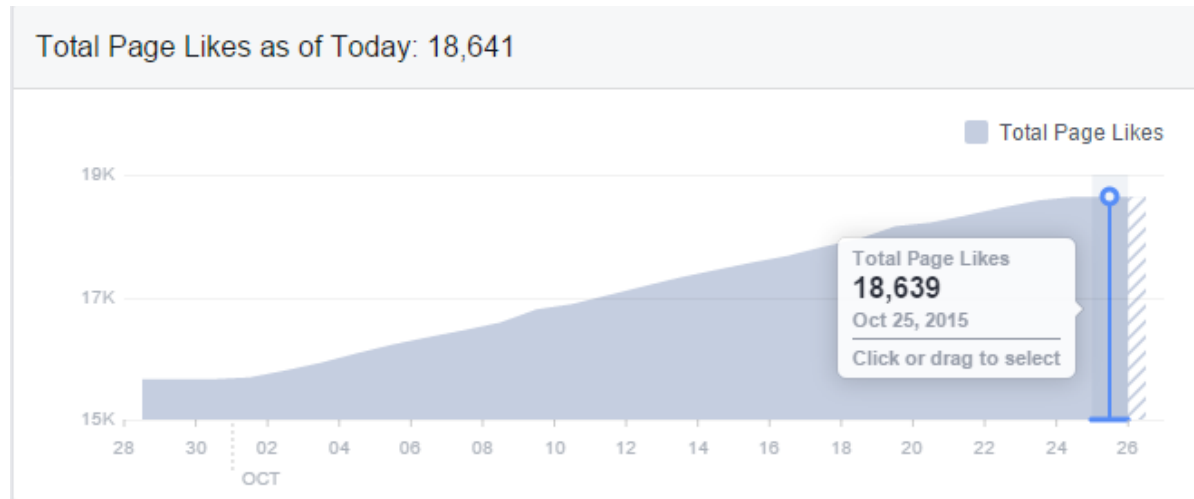
THE VISIT

- An acclaimed documentary since Sundance
- Social Media
- Event screening : Livecast
- The Space week  World Space Week
The largest public space event on Earth

MARKETING STRATEGY & ACTIONS :

THE VISIT – Social Media

Facebook



Geo-localized posts

The Visit
Published by Beatriz Cebas [?] · October 20 at 12:00pm · Edited [?] · [?]

Quels sont les #AliensHabits ? Faites des propositions et gagnez des codes VOD pour regarder #TheVisit. Répondez à cette question et soyez créatifs : Qu'est-ce que mange les aliens ? Les meilleures réponses gagneront des code promo VOD.

See Translation

29,463 people reached

Boost Post

491 19 77

The Visit
Published by Beatriz Cebas [?] · October 20 at 12:00pm · Edited [?] · [?]

Wat #AlienHabits zijn? Help ons die te vinden en maak kans op gratis codes om #TheVisit op VOD te zien. Je hoeft alleen de volgende vraag te beantwoorden: Wat hebben buitenaardse wezens het liefst als avondeten? De meest creatieve antwoorden winnen de codes. Succes!

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10,914 people reached

Boost Post

115 25 20

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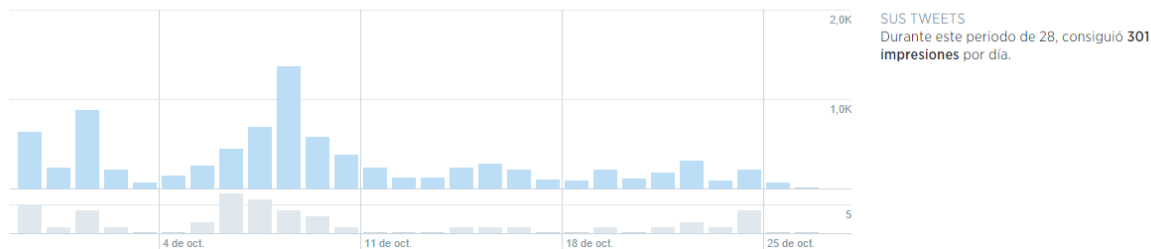
MARKETING STRATEGY & ACTIONS :

THE VISIT

Twitter:

8,5 k impressions in the last 28 days, average of 301 impressions per day.

Sus Tweets consiguieron **8,5K impresiones** en este período de **28 días**



The Visit @thevisit_doc · 15 oct.
#TheVisit is nu al thuis te zien! Bekijk de documentaire op iTunes #Netherlands ow.ly/TqUW6

1 retweet 1 star

The Visit ha retwiteado

Prof. Chris Welch @ProfChrisWelch · 15 oct.
This pm talking on @thevisit_doc at @iafastro #iac2015 session on Contemporary Arts Practice and Outer Space: A Multi-Disciplinary Approach

9 retweets 5 stars

The Visit @thevisit_doc · 9 oct.
Watch the interview to @ProfChrisWelch about #TheVisit (An alien encounter) ► ow.ly/T84vi We celebrate the #WSW2015!!

3 retweets 3 stars

The Visit @thevisit_doc · 9 oct.
We celebrate #WSW2015!! Jacques Arnould, philosopher and theologian answer our questions about #TheVisit ► ow.ly/T86oL

Ver contenido multimedia

“WITTY, INTELLIGENT, THRILLINGLY INVENTIVE”

BFI LONDON FILM FESTIVAL

“A BEAUTIFULLY-RENDERED TRAVELOGUE”

ALEX SPRINGER, SLUG MAG

A FILM BY MARK COUSINS

6 DESIRES

THE RAPTURE OF SELF LOSS

FESTIVAL-TO-DATE RELEASE :
Mark Cousins Hibrow Trilogy



HOW IS THE FESTIVAL-TO-DATE SCHEME WORKING?

1

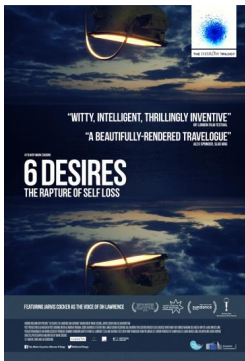
European films that have been curated and validated by festivals programmers.

2

Simultaneous releases **on key festival selections and VOD platforms.**

3

Cross-promotional tools to market the films.



6 DESIRES : TERRITORIES INVOLVED AND TIMELINE

TIDE countries	type	VoD release	Gobal PF	Festival
United Kingdom	Festival to Date	21-June	iTunes, Google, Amazon	Edinburgh Film Festival
France	Day & Date	03- July	iTunes, Google	Fid Marseille
Czech Republic	Day & Date	09-July	iTunes	Karlovy Vary

THE FESTIVALS

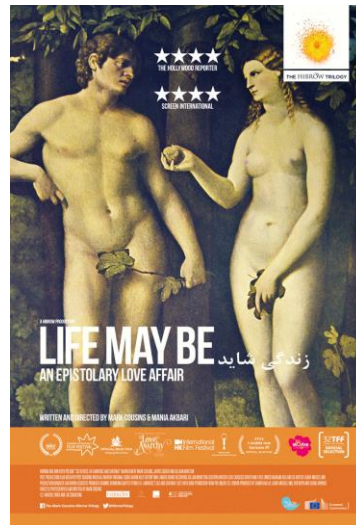
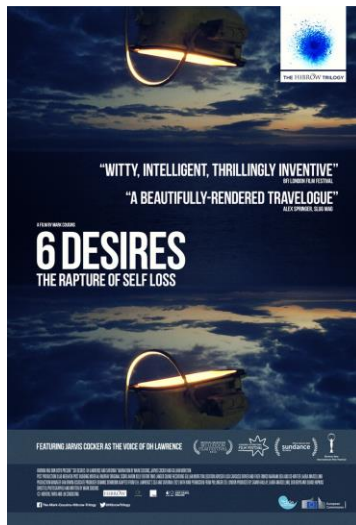


**Karlovy Vary
International Film Festival**



MARKETING ASSETS

- Coffee and Cigarettes helped us creating a new identity for the trilogy
- Transformation from existing materials to enhance the cross promotional tools visibility: creating new iconographic posters

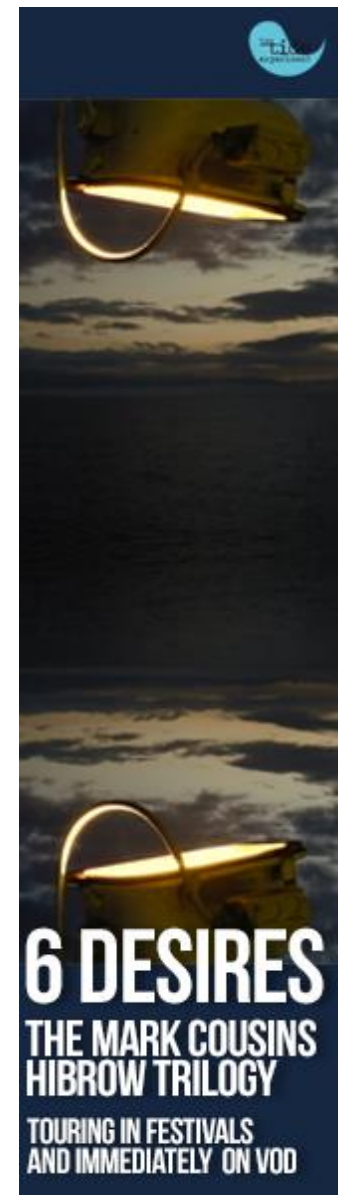


NEW TRAILER

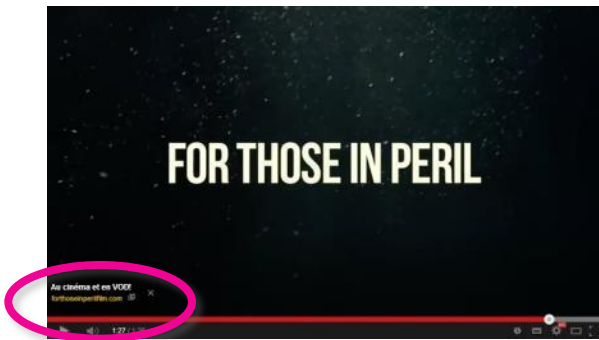
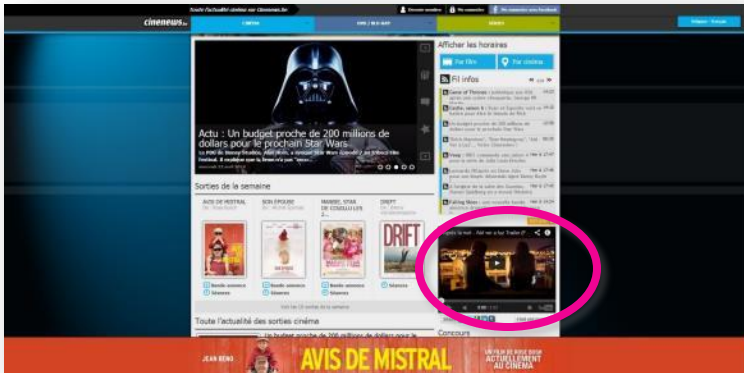


DIGITAL MARKETING ASSETS

LIFE MAY BE THE MARK COUSINS HIBROW TRILOGY
TOURING IN FESTIVALS AND IMMEDIATELY AVAILABLE ON VOD



DIGITAL MARKETING TOOLS



PR COMMUNICATION STRATEGY

- Hiring publicists: Way To Blue as the agency in charge of the PR during the festival
- Secure key interviews with print & online press
- Creating specific content to enhance visibility online (ex/ video shot as we speak during the festival on the director...)





MISS JULIE: TERRITORIES INVOLVED AND TIMELINE

TIDE countries	type	VoD release	Theatrical	Gobal PF	Local VoD PF	Local distributor
UK	Day and Date	04-sep	04-sep	iTunes, Google, Amazon	BT Vision, Curzon Home Cinema	The Yellow Knife
Ireland	Day and Date	28-aug	28-aug	iTunes, Google		The Yellow Knife
Italy	Day and Date	19-nov	19-nov	iTunes, Google		Lab80

WHAT HAVE WE
LEARNED ?

WHAT WE HAVE LEARNT SO FAR 1/2

“So does it work????”

WHAT WE HAVE LEARNT SO FAR 2/2

- **Processes and work methods**

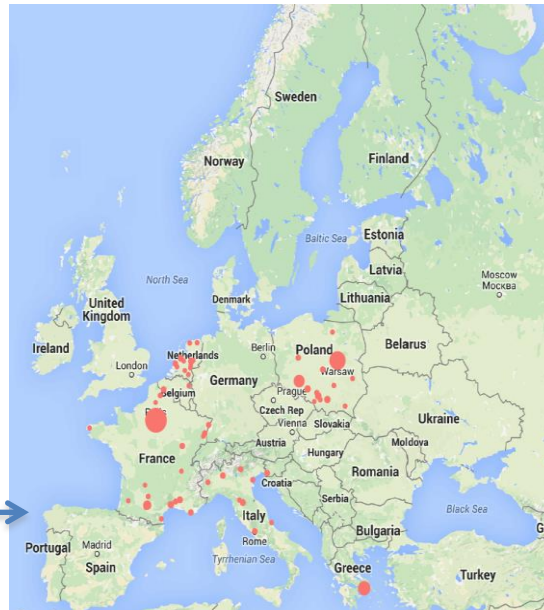
- . Challenges
- . Achievements
- Next steps

- **Accessibility of the films**

- . VOD / theaters ratio
- . Geography of the films
- Increase in the potential audience

MASTER OF THE UNIVERSE

Geography of *Master of the Universe* theatre admissions for the 5 countries of the experiment



SOURCE :
*NEW APPROACHES FOR
 GREATER DIVERSITY
 OF CINEMA IN EUROPE?*

THOMAS PARIS

Box office

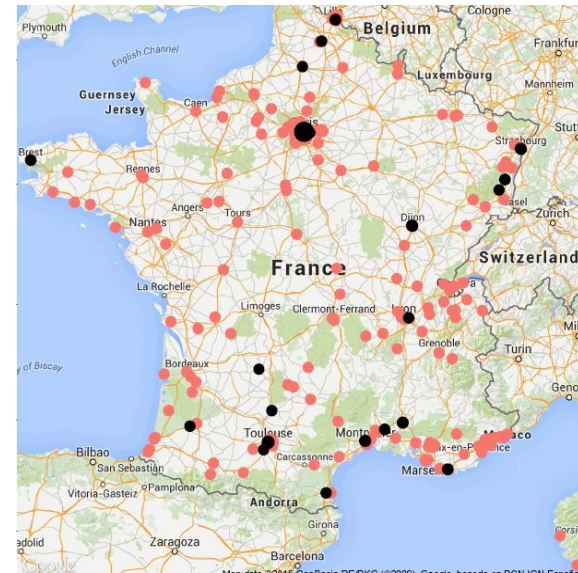
Countries	Release	Theatres	Admissions	VOD transactions	iTunes share
France	12/11/14 UVOD 26/11/14 theatres	26	1160	1503	27 %
Netherlands	02/10/2014	20	621	323	64 %
Italy	27/11/2014	12	539	775	92 %
Poland	05/12/2014	25	2270	807	31%
Greece	20/01/2014	1	528	68	100%

MASTER OF THE UNIVERSE

ITALY



FRANCE



Geographical comparison between theatrical box office and VOD transactions

SOURCE :

NEW APPROACHES FOR GREATER DIVERSITY OF CINEMA IN EUROPE? (THOMAS PARIS)

MASTER OF THE UNIVERSE



iTunes sales between first and second window of exploitation

SOURCE :

NEW APPROACHES FOR GREATER DIVERSITY OF CINEMA IN EUROPE? (THOMAS PARIS)

THE TIDE ADVENTURE : to be continued ?

- **Multiplicity of distribution models as an answer to the huge diversity of types of films.**
- **The TIDE 4 application**

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