

The cinema  
crowdfunding platform

# The proposal : to be part of the film adventure!

touscoprod is a web-platform allowing internet users to invest in a film project the amount of their choice starting at 10€ .

To be «coprod» the users have :

## 1. to sign up

Already a member?

Sign in! or Become a member!

[Forgot your password ?](#)

[connect me](#)

☐ Accept the term of use

[create my account](#)

06/11/2000



## 2. to choose a project from the catalogue



### Fin de concession

par : CP-Productions

#### pitch

Reprenant son bâton de pèlerin de critique des médias, Pierre Carles (Pas vu pas pris, Enfin pris?) repart au contact des journalistes-vedettes français...

0 jours avant  
échéance

27.329 € investis  
138%



### Les Rêves Dansants - Sur les...

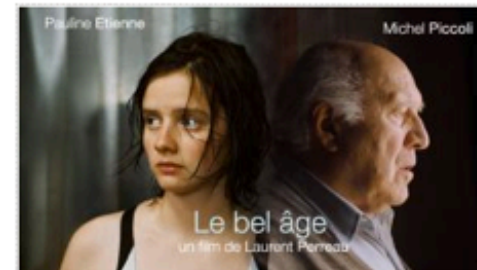
par : Gerd Haag, TAG/TRAUM Filmproduktion, Cologne

#### pitch

Pendant presque un an, quarante adolescents issus de plusieurs écoles de Wuppertal travaillent sur la pièce de Pina Bausch «Des adolescents dansent...

0 jours avant  
échéance

11.451 € investis  
115%



### Le bel âge

par : Galatée Films

#### pitch

À 17 ans, Claire se débat entre son engagement pour la natation et ses premiers émois d'adolescente. Tout est synonyme de conflit et de quête de...

0 jours avant  
échéance

26.548 € investis  
177%



### The Children

par : Vertigo Films

#### pitch

Deux familles se réunissent dans une maison de campagne pour célébrer les fêtes de Noël



### Fausta, la teta asustada

par : Wanda Visión (Espagne), Oberon...

#### pitch

Fausta est atteinte d'un mal étrange, transmis par sa mère comme au Bérou. La nuit de la



### Entre nous deux

par : Vent d'Ouest Production

#### pitch

Un jeune couple décide d'évacuer le stress qui l'empêche de concevoir un enfant

### 3. to invest a minimum of 10€

**Produire le film *Moi, Michel G, Milliardaire, Maître du monde* :**  
mediterraneo, votre réserve s'élève à **89.5133333333€**


Moyen de paiement : **avec votre réserve**

**montant**  € minimum 10€  
par tranche de 5€

☐ Je déclare accepter les conditions générales d'utilisation de touscoprod ainsi que les conditions particulières - internautes coprod.

**valider**

► **Offrir ou Utiliser un chèque cadeau :**



**7.010€**  
DE 72.000 D'OBJECTIF MINIMUM

**157**  
COPROD

**6**  
MOIS AVANT ÉCHÉANCE

**10%**

**9.00 € investi**

In exchange internet users get :

## 1.Exclusive content

# Laurence Anyways

Lyla Films

### news & advantages

published on 10/27/2010

[read more](#)

published on 10/26/2010

[read more](#)

published on 10/18/2010

[read more](#)

[1](#) [2](#)

### videos

sort by ▼



**Xavier dolan : ...**

type : interview

3 weeks ago

1 comment(s)



**Producer's inte...**

type : interview

3 weeks ago

0 comment(s)

main details

the coprod

media kit

0 comments

profits and services



## 2.Exclusive services

### your advantages

from 15\$ CA\*

"coprod" status

Coprod status gives you access to exclusive content and information, in addition to a share of the earnings made by the film. Please find the list of all the advantages below:

**\*Subscription = 90 % for the project + 10 % for running costs**

### Coprod status

exclusive content and information	earnings
Exclusive interviews, making of and photos	Due to the finalization of the coproduction contracts between several partners, the percentage of earnings is to be determined soon.
Polls on some artistic choices	
Questions to the director, actors and/or producer (subject to availability)	
Invitations to press screenings	
Invitations to premieres	
Special screening for coprods in Montreal	
Invitation on the shooting	

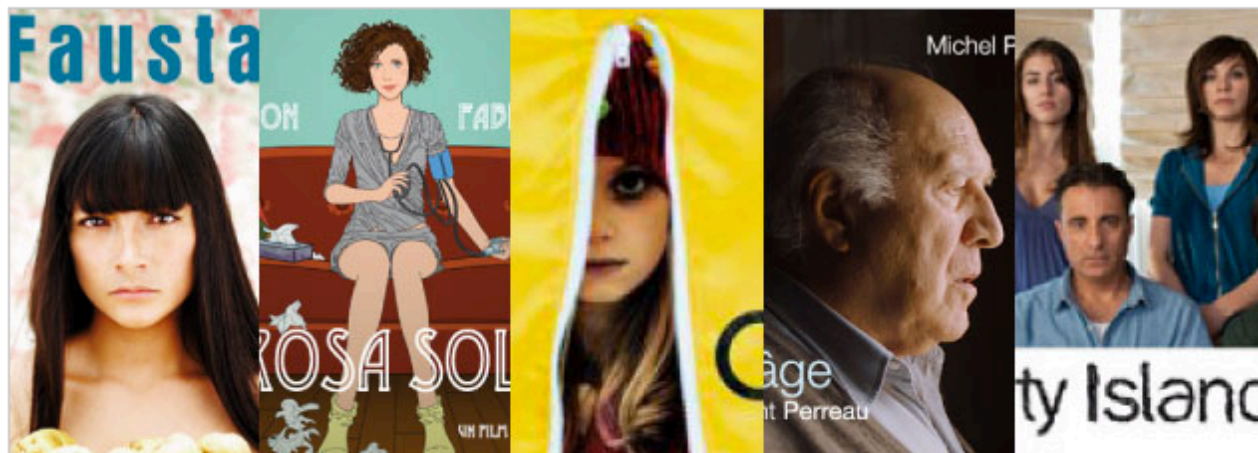
### 3. A share of the earnings made by the film

#### Premier bilan des films sortis en salles

par Matt78 Publié le : 15 mars 2010 12:03 UTC

Posté sur: Les coprod

Tags:



[Commentaires \[65\]](#) [Digg it!](#) [Facebook](#) [Editer l'article](#)

Après plus d'un an d'existence, il est temps de faire un point global sur vos les films déjà sortis en salles. Vous avez été nombreux à nous demander plus de clarté, que ce soit sur les fiches gains ou dans la compréhension des seuils de rentabilité. Cet état des lieux a pour but de mettre à votre disposition des chiffres précis et à jour pour chacun des cinq films coproduits déjà exploités en salles. Désormais, nous publierons régulièrement sur ce blog des articles récapitulant les derniers chiffres en notre possession sur les films coproduits.

#### Fausta – Jour2Fête

sortie salles	entrées salles	sortie DVD	ventes DVD	1ère reddition des comptes	gains	services coprod	2ème reddition des comptes
17 juin 2009	35 774	30 nov. 2009	N/C	29 janv. 2010	100 % des souscriptions	- DVD offert - 1 place de cinéma	29 avr. 2010

The primary idea of TOUSCOPROD is to create an audience involvement on a film and federate internet users from the beginning of the production process until the theatrical release.

The double purpose:

1. Find a gap of financing for films (today we are able to raise between 20.000€ and 75.000€ per film)
2. Create an audience in advance to support the theatrical release and create expectations for the film







the project subscribers

view all



the project coprod

◀ 1 2 3 4 5 6 7 8 9 10 ▶

	name	amount Invested	Date	
	260764fizeller	50.00€	25/12/2009	<a href="#">add as a friend</a>
	555	10.00€	27/01/2010	<a href="#">add as a friend</a>
	Aaron	60.00€	06/01/2010	<a href="#">add as a friend</a>
	abargadon	30.00€	08/01/2010	<a href="#">add as a friend</a>
	actucinoche	25.00€	21/01/2010	<a href="#">add as a friend</a>
	Adonalis	50.00€	20/01/2010	<a href="#">add as a friend</a>



**These communities are the first ones that will support the film because they are financially involved in the film success.**

### **simulations des entrées salles\***

gains brut pour 45€ d'apport	25,00 €	37,50 €	50,00 €	55,00 €	60,00 €	70,00 €
part touscoprod	2,50 €	3,75 €	5,00 €	5,50 €	6,00 €	7,00 €
gains net	22,50 €	33,75 €	45,00 €	49,50 €	54,00 €	63,00 €
nb d'entrées	50 000	75 000	100 000	150 000	200 000	300 000

\*Cette simulation n'a qu'une valeur indicative basée uniquement sur les entrées salles et sur un apport minimum de 25 000€

## The double advantage for professionals:

1. Find a co-financing for their film (in production or distribution fees)

2. Assemble an early community of supporters for the success of the movie.

This community virally attract other co-producers and promote the theatrical release.



afficher tout



Laure



Burma



Anxyrex



Jack



Lilian



Mediterra



Maxigold



Ahou



MeltingPr



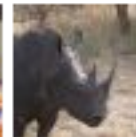
afficher tout



RedShort



Ilana



Nickolsor



Axel



Daddy



Alex



Nanie



Fraquita



Djibaloue

# How do we choose projects ?

- 1. By the script or the DVD**
- 2. The film budget**
- 3. The financial plan**
- 4. A community analysis and research to evaluate the potential of the film**

# **How do we work on every project ?**

- 1. We review all the blogs, forums and communities that we can attend on your project**
- 2. We create a list of exclusives services and a marketing plan for the film in agreement with the producer/distributor**
- 3. We update the project every week with news, games, videos, ecc...**
- 4. We constantly inform the communities on the web of the existence of your project**
- 5. We create promotion materials on your film for the internet users (personalised trailers, list of web-sites where they can give their opinion, list of the cinemas where their film is released, etc...)**
- 6. We involve your project in advertisement campaigns that we buy (google, facebook, youtube, ecc...)**
- 7. We find sponsor or private partners for your film**



CinéManiaCannes

LeBlogCine.fr

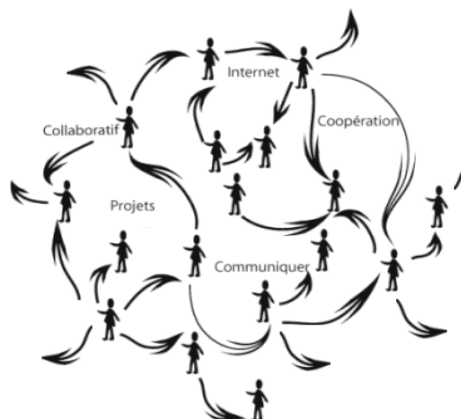


In the mood for cinema

There & Back Again

Le Monde.fr  
LE FIGARO.fr

metro  
metrofrance.com





# Your project on touscoprod

- After selecting a project, we evaluate the amount to be raised online
- We prepare six-month-long film marketing plan, together with producer and/or distributor.
- Every project is assigned of a “gauge” (0 to 100%), a specific amount and a date. For greenlight, at least 100% of the amount must be raised online by the specified date.





# Promotion

**For every film in our catalogue, we offer:**

- **Marketing plan (calendars, partnerships, promotions)**
- **Press relations**
- **Referrals (organic and paid-for)**
- **Internet partnerships (video platforms, portals, cinema)**
- **Advertising campaigns (on movie screens)**
- **Viral marketing (video clips)**
- **Social marketing strategy and execution**
- **Web TV (partnerships with broadcasters)**
- **Festival partnerships (Paris, Rotterdam, 4 écrans, Lyon, etc)**



# **‘Le Buzz’ about touscoprod**

- **100 articles:** Le Nouvel Observateur, L'Expansion, Le JDD, Le Monde, Télérama, Variety, TGV magazine, Satellifax, PQR, etc.
- **20 radio stories:** France Info, RTL, France Inter, Le Mouv, Radio Canada, BFM, Contact, etc.
- **4 TV stories:** Canal + (two programs), France 5, TF1 (20h)
- **Numerous Blogs :** presse-citron, Le Journal du Net, Mass-Media, NetEco, Lepost, Intruders.tv, etc.



# Strengths

- **First and only to market: Went live 20 January 2009**
- **16 films co-financed since July 2009**
- **Advertisers interest growing**
- **Offers alternative to illegal downloads**
- **Developing enthusiastic and committed 2.0 web community**
- **Brings complementary financing to producers and distributors**



## Some examples

	<b>Dire</b>	<b>With</b>	<b>Prod</b>			
<b>Entre nous deux</b>	Nicolas Guillou	Alexandra Robert, Frédéric Bel	Vent d'Ouest Productions	74. 585	120%	1.072
<b>Le Bel Âge</b>	Laurent Perreau	Michel Piccoli, Pauline Etienne	Galatée Films Sophie Du Lac Distribution	26.548	177 %	427
<b>Thelma, Louise et Chantal</b>	Benoît Pétré	Jane Birkin, Catherine Jacob	La Fabrique 2 La Fabrique de Films	64.450	129 %	756
<b>The Children</b>	Tom Shankland	Eva Birthistle, Stephen Cambell-	Vertigo Films Chrysalis Films	8.630	138 %	158
<b>Fausta</b>	Claudia Llosa	Magalie Solier, Marin Ballon	Wanda Vision Jour2Fête	6.550	131%	159
<b>L'Autre Monde</b>	Gilles Marchand	Louise Bourgoin, Melvil	Haut et Court Haut Et Court	52.250	105 %	661
<b>City Island</b>	Raymond De Felitta	Andy Garcia, Steven Strait	Cineson Prod Chrysalis	38.766	124 %	461





# 2009/2010 Report

**A Community of 12.000 members**

**Money raised: 500.000€**

**Unique Visitors every month: 30.000**

**Visits per month: 47.058**

**Pages viewed : 282.000 (6 pages per visit)**

**16 projects co-financed**



# French Market

(source: CNC)

- **Household spending on audiovisual programs (cinema, video, TV):**
  - +92% from 2000 to 2007
- **Moviegoing public :**
  - 34.6 million (61,1 % of the population in 2007 (age 6+))
  - One-third are regular movie-goers (= or > than 1x/month)
- **Cinema tickets sold: 177.5 million in 2007**
- **Movie production (number of movies made in 2007):**