



GLITNER

Estoril Film Festival

Europa Distribution

VoD - a new opportunity for independent distributors

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Glitner - General Manager
November 21st



Glitner is a Pilot Project supported by the MEDIA Programme of the European Commission



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Agenda

- VoD - a new opportunity for independent distributors
 - Mandates vs Exploitation Licences
 - Distribution channels
 - Commercial models
 - Opportunitites and Threats

- A quick introduction to the Glitner Platform
 - The VoD rights B2B marketplace
 - What/who is Glitner
 - The market and the economics of Glitner



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Current Legal Environment

- **Mandate Licenses,**
 - Exclusive VoD rights on a specific territory allowing the mandate's owner to sublicense the film to VoD platforms on an exclusive or non-exclusive basis. A mandate license may be transferred among players on an **exclusivity basis**. Examples of Mandate owners are producers, distributors, aggregators, VoD operators. Co-exclusivity of mandates can also exist, in which case the perimeter of the Mandate owners must be clearly defined in the contract.
- **Exploitation Licenses,**
 - Exclusive: exclusive VoD right allowing the exploitation licence's owner to directly distribute the film on a VoD platform but not to sublicense the film to other VoD platform.
 - Non exclusive: non-exclusive VoD right allowing the exploitation licence's owner to directly distribute the film on a VoD platform. As per the exclusive exploitation license the license owner has no right to sublicense the film to other VoD platform.



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Current Distribution Channels

MEDIUM	DESCRIPTION	TYPE OF OPERATOR
INTERNET	VOD on IP based networks using the open Internet	Anyone
IPTV	VOD on restricted proprietary IP networks	Internet Service Providers
CABLE	VOD on restricted CATV networks	ISP through Cable
MOBILE	VOD on restricted MOBILE networks	Mobile operator through mobile networks



CONSUMPTION	DESCRIPTION
VoD – Streaming	VOD enabling the user to watch a programme for limited period of time. The content remains stored on the operator's servers.
VoD – Temporary Download	VOD enabling the user to watch a programme for limited period of time. The content is transferred from the operator's servers to the user's personal computer. The user can therefore watch his/her content offline.
VoD – EST (Electronic Sell Through)	VOD enabling the user to watch a programme for unlimited period of time. The content is transferred from the operator's servers to the user's personal computer.
NVoD – Near Video on Demand	Pay per view model broadcasting the same content at very short intervals, allowing the user to experience a mock of VoD. not based on IP networks.
FVoD – Free Video on Demand	VOD enabling the user to watch content on demand for free. So called Ad-supported models.
SVoD – Subscription Video on Demand	VOD enabling the user to watch unlimited content on demand for a subscription fee.



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What is at stake for independent distributors

■ Threats

- An increasing offer of content, notably in the form of “user generated content”,
- A growingly difficult economic context,
- A reduction in revenues from other sources (TV, DVD, Theatrical, ...)
- A difficult access to new online services,
- New marketing and communication techniques to master,
- Free content delivery models and/or SVoD that use films as a perk or bonus in a larger offer, thus, potentially draining money out of the film industry,
- Illegal file sharing,



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What is at stake for independent filmmaking (2)

■ Opportunities

- Making your films available 24/7, everywhere!
- Creating new markets for your content,
- Master the tools and practices of digital distribution to anticipate and better respond to evolutions in the consuming habits of the public,
- A more effective (and cheaper) communication and marketing strategy,
- To distribute a maximum of films offering better results and a fair revenue sharing scheme, (Long tail concept),
- To offer content in an editorially rich interactive environment (thus yielding better results for “difficult” content),
- A legal offer of content on the Internet is one of the means to fight against so-called piracy,



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Linking right-holders, content and platforms!

A quick introduction to the Glitner Platform



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The VoD B2B Marketplace

As new means of distribution become available



D Cinema



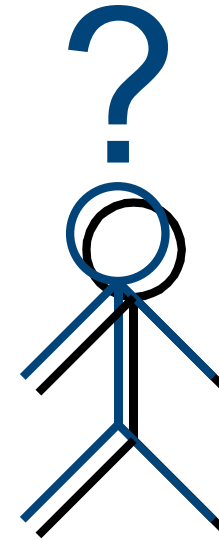
IPTV



On line distribution



Mobile Tv



An extremely complex marketplace for Vod rights emerges where the traditional **sales model** simply can't cope!

Tails get longer

VoD requires a new industrial model for managing audiovisual rights



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What is Glitner?

- Glitner is an on line **B2B platform** providing the infrastructure for the Vod rights marketplace (now in BETA – register at www.glitner.eu ... **IT'S FREE!**)
- Glitner provides:
 - a **networking tool** allowing rights holders to post their VoD rights availability per title/territory on a 2.0 collaborative basis
 - a **portal** and a **smart search engine** helping rights holders and platforms to find each other and match their needs
 - through its wiki, a valuable **source of information** for the VoD market tackling country specific issues
- Glitner's **vision** is to build the future of secured online B2B VoD transactions by providing professionals with:
 - a cost-efficient centralized **storage facility** for digital masters, promotional material (electronic press kit, trailers, promoreals, etc...)
 - a **secured network** allowing for the exchange of content
 - an efficient **clearing house** for financial flow



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What Glitner is not?

- **Glitner is NOT an aggregator**

- Our objective is not to own rights. In fact we do not even own the information that rights-holders are publishing on Glitner
- We are here just to provide the content industry with an advanced cost efficient management tool for their rights

- **Glitner is NOT a VoD platform**

- We are not competing with existing VoD operators
- We are not open to the general public
- We are here just to help VoD platforms in acquiring the content they are looking for in a cost efficient way

“ Linking right-holders, content and platforms! ”

Glitner provides the link



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- A pan-european non profit organization, European Economic Interest Group (**EEIG**)
- Founded by **10 strong partners** of the European audiovisual industry
- Pilot Project supported by the **MEDIA** Programme of the European Commission

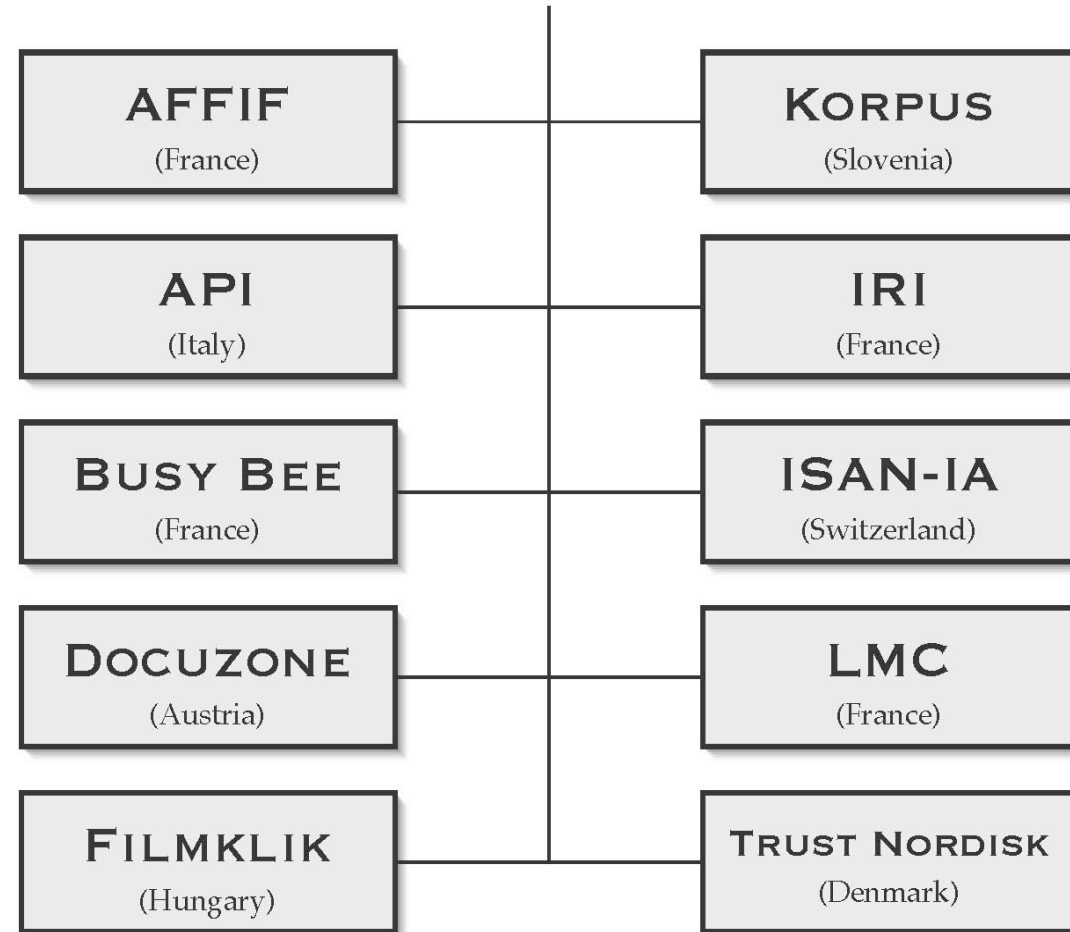


- A strong committed management present in Estoril:

- **Peter Kruger**
President & Chairman
- **Pierre-Alexandre Labelle**
General Manager
- **Peter Bogнар**
Board Member

Who is Glitner? THE GLITNER PROJECT

EEIG - EUROPEAN ECONOMIC INTEREST GROUP





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“ Linking right-holders, content and platforms ! ”

Right-holders
looking to monetise
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



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Our market ...

- **Rights holders:**

- More than 6 million audiovisual works are produced every year in the world
- Rights holders are increasingly looking for additional methods of generating new revenues from these works
- Currently, rights holders have difficulties in getting their content available for legitimate VoD distribution

- **VoD Platforms:**

- The number of legitimate VoD platforms has more than doubled over the last year
- VoD platforms are looking for content, flexibility, and seamless systems enabling them to concentrate on their core competencies (branding, marketing, CRM)
- Currently the costs of dealing catalogues, encoding the films, gathering the metadata, and publishing it on a VoD service is extremely time consuming and expensive vs the potential exploitation revenues

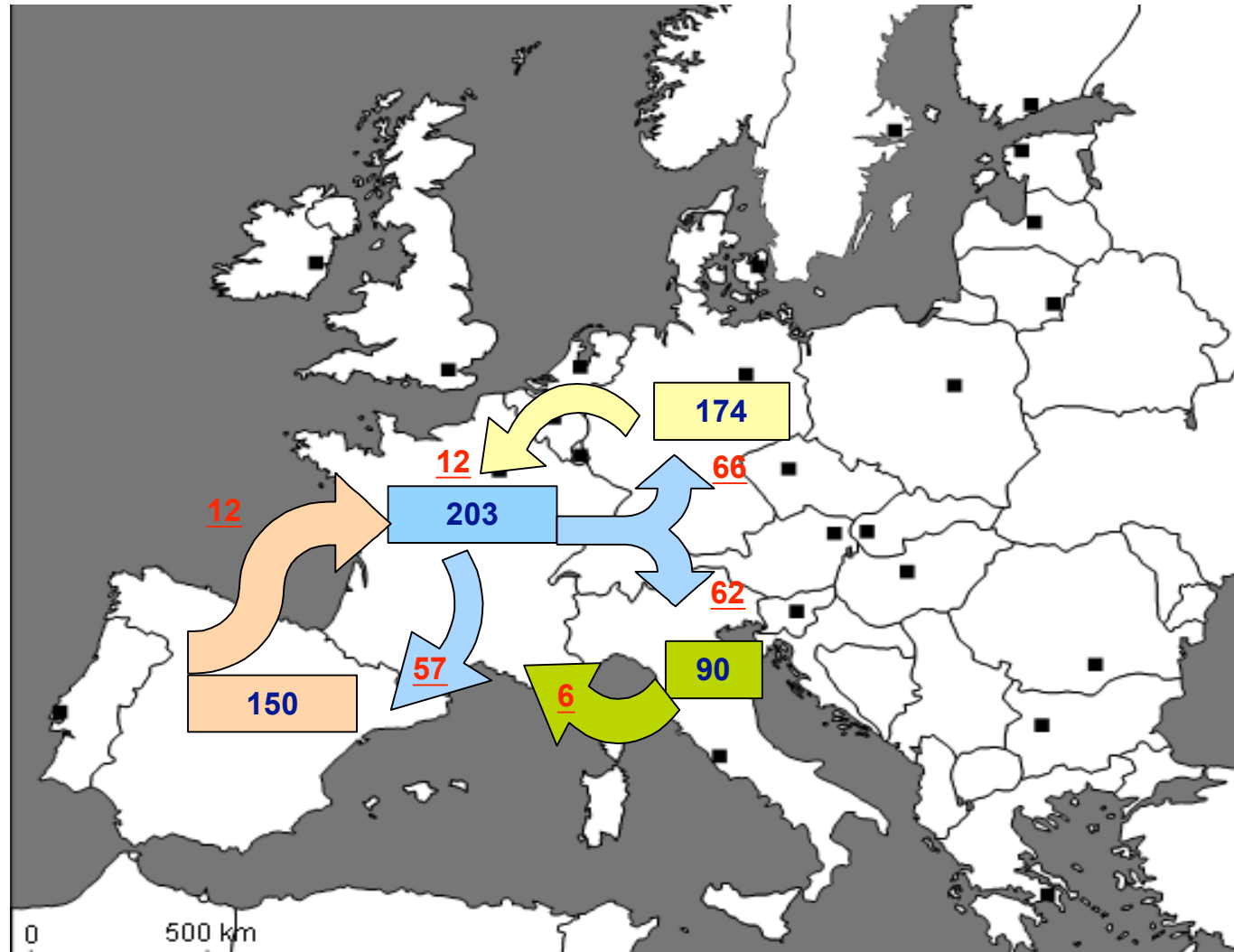


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- An average of 30% of feature films produced in France are actually distributed on other European markets
- Inversely, only about 10-15% of European Films are actually distributed in France
- The 31 countries affiliated to the MEDIA programme could generate up to 465 bi-lateral exchanges between country of origin and the territory on which the film is distributed

Europe provides the most lucrative long tail market for VoD

Why start with Europe?

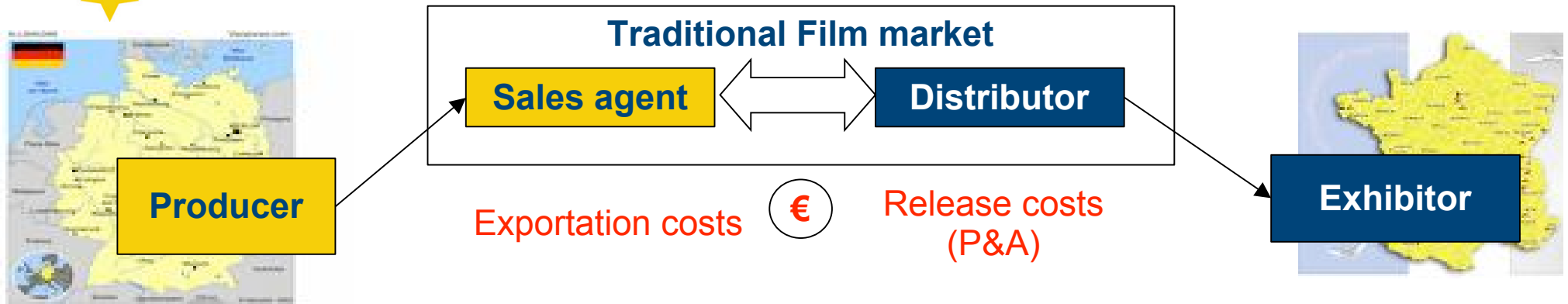


Films: **produced** / **Exported**

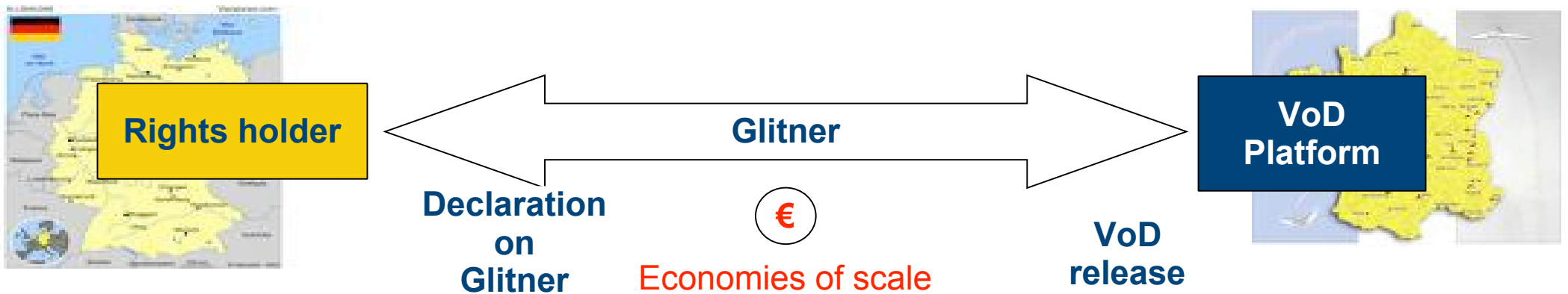


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Our economics ...



Because of its high costs, this model works only for a fraction of available content, mostly the content with the best commercial potential



Thanks to lower costs, VoD distribution can give all remaining content an access to markets currently not legally exploited.

Glitner brings savings on content distribution costs while allowing for and increasing number of transactions



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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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You can also ...

- **Join us for the Beta Testing Programme**
www.glitner.eu - Its free!
- **If you are committed to data transparency, and sharing of information; get in touch and become one of our Glitner Wiki Administrators**

Thank you !



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Final words on tomorrow's (today's) audience...

- **For Dr. Tapscott; the 8 norms defining Net Geners: (People of the Net Generation; born after 1978)...**
 - They value **freedom and choice** in everything they do,
 - They love to **customise and personalise**,
 - They **scrutinise** everything,
 - They demand **integrity and openness**, including when deciding what to buy and where to work,
 - They want **entertainment and play** in their work and education, as well as their social life,
 - They love to **collaborate**,
 - They expect everything to happen **fast**,
 - And they expect constant **innovation**,