

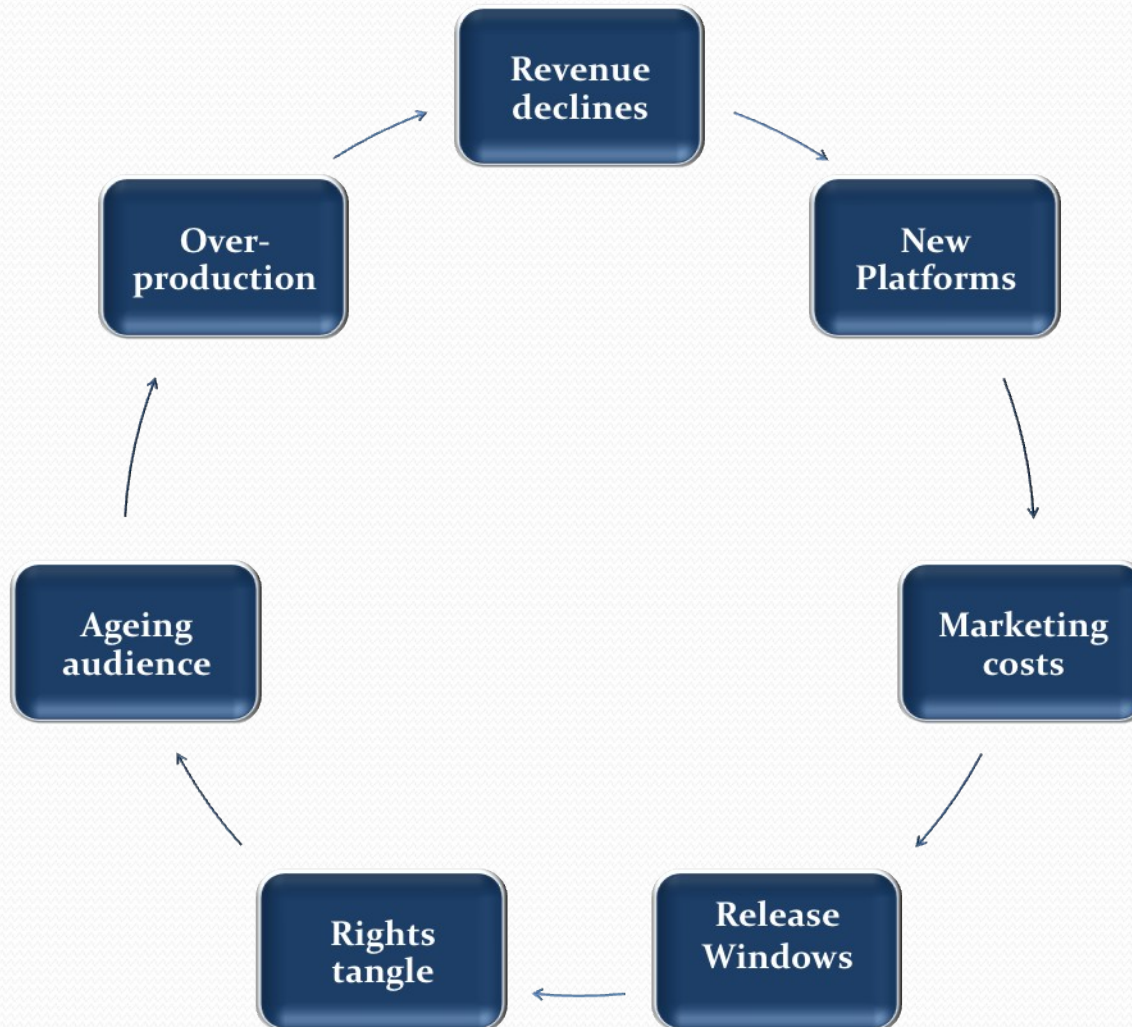


Michael  
Gubbins

# **EUROPA DISTRIBUTION**

PARIS, July 2010

# INFLUENCERS



# FRAGMENTED INDUSTRY

**EXHIBITION:** Choice, alternative content, windows

**PRODUCTION:** Self-distribution, keep rights, increased share of subsidy

**STUDIO:** 3D, premium pricing, greater market share, multimedia control

# ANALOGUE VERSUS ONLINE

Windows



Rights



Industrial



Borders



Closed

Immediate



Access



Democratic

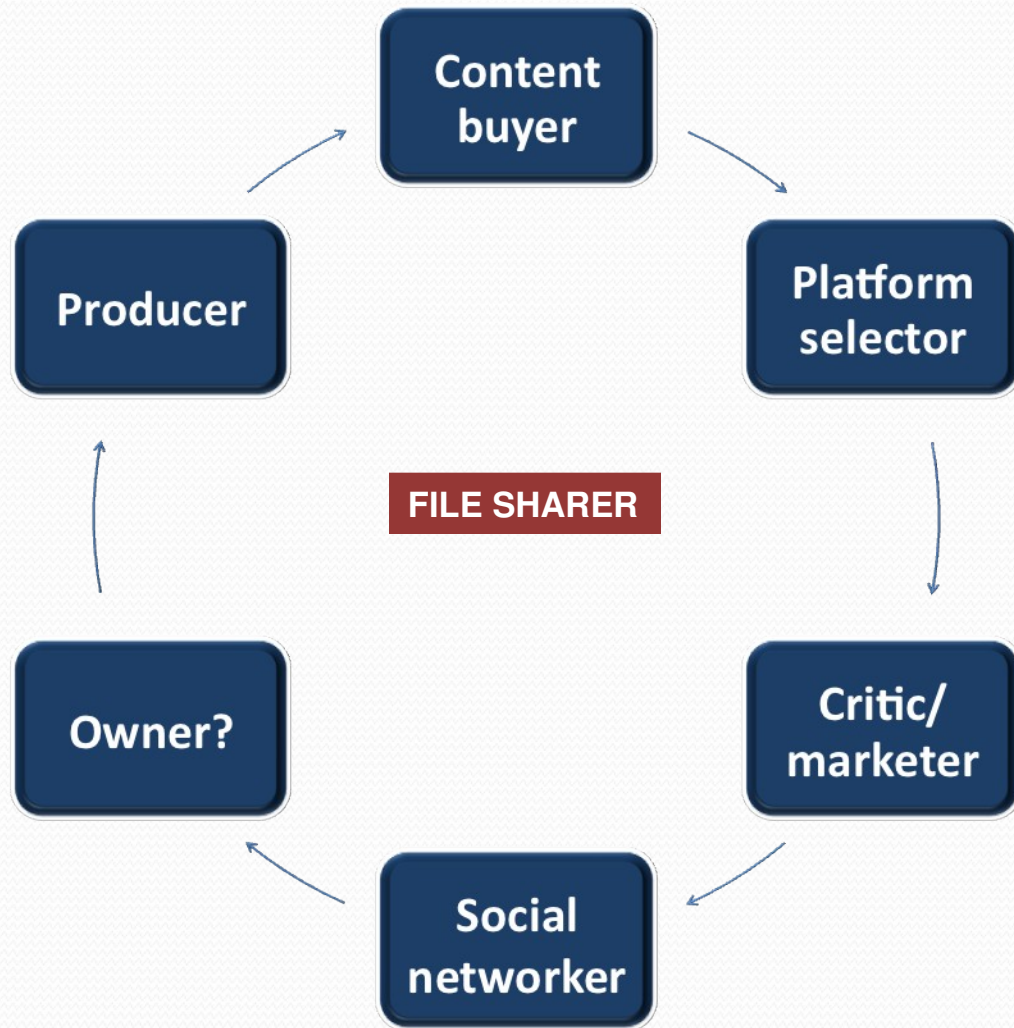


Global



Open

# THE ACTIVE AUDIENCE



# DIVERSIFICATION

Producer

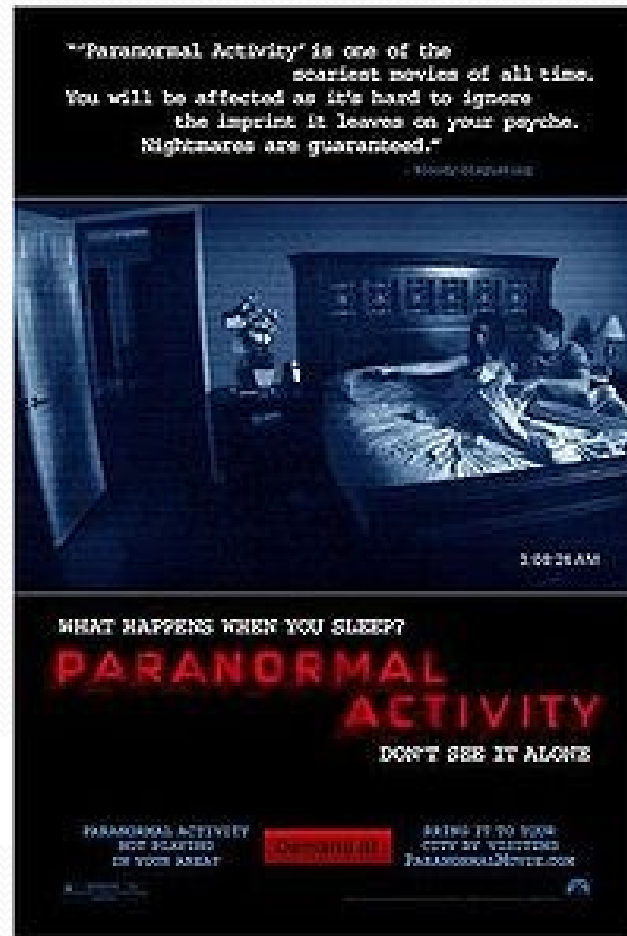
Sales

Exhibition

VOD  
platform

Other

# MOBILISE AUDIENCES





# NEW PLATFORMS: QUESTIONS

Rights

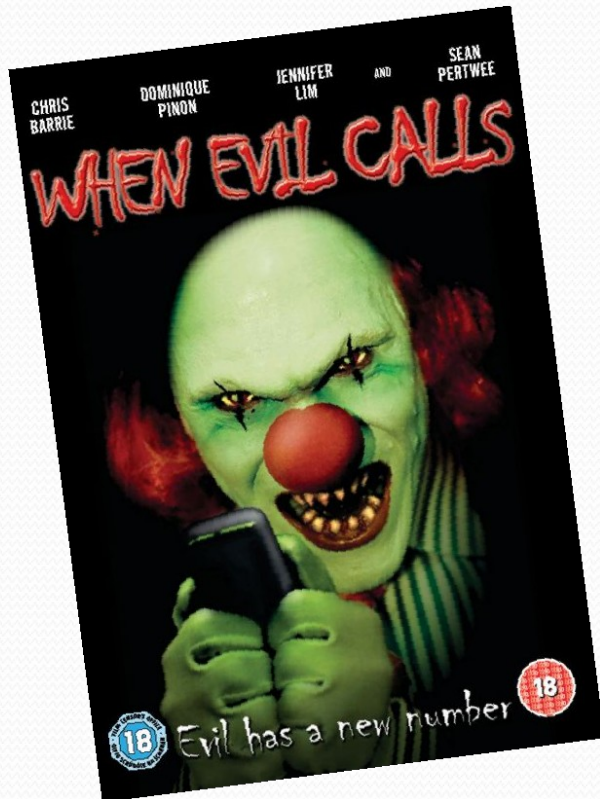
Exclusivity

Revenue  
collection

Which  
platform?

Skills

# NEW PLATFORMS: MOBILE



<http://www.terrorfeed.com/index.php?id=whenevilcalls-trailer>



<http://www.youtube.com/watch?v=82l87cFn1PE>

# NEW PLATFORMS



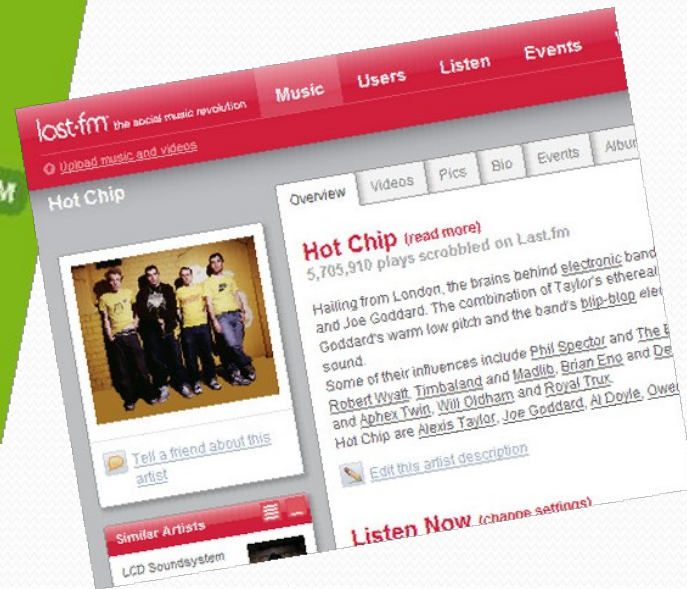


# 4. VOD



MUBI, YOUTUBE  
BABELGUM,  
MOVIEPILOT

# 1. END OF OWNERSHIP?





# 4. CINEMA ON DEMAND



## RANKING

003° 007°  
003° 019°

## Meu Nome Não é Johnny

favorito não gosto quero ver indique

Título original: Meu Nome Não é Johnny

Dirigido por: [Mauro Lima](#)

Gênero: [Drama](#)

Status: Em negociação de direitos

(116 votos)  
★★★★★

Ficha

Sinopse

Elenco

Duração: 125 min

Ano: [2008](#)

País de origem: [Brasil](#)

Site Oficial: <http://www.meunomenaoejohnnyfilme.com.br/>

IMDB: <http://www.imdb.com/title/tt1092016>

# 4. CROSS MEDIA



# CROSS MEDIA

