

EYE ON FILMS

- ▶ a unique,
global network
of film professionals
- ▶ **already 40 partners**
- ▶ **20 festivals**
- ▶ **20 distributors**
- ▶ More than **20 countries**
- ▶ a label of **first time directors**
- ▶ **a guarantee**
of festival exposure
and **commercial exploitation**

STARTING POINT

Many films produced everywhere in the world,
but few are distributed...

Distributors tend to focus on mainstream films
made by established directors,
with « bankable » actors...

FIRST TIME DIRECTORS

In particular, distributors are reluctant to acquire
first feature films

First time directors are not part of the marketplace
Low budgets do not allow well-know actors

FIRST FILMS

The role of the first film is to **reveal new directors**, emerging talents...

... outside the constraints of commercial circuits

FESTIVALS

There is an **audience** for independent, arthouse first films

especially through the **film festivals** all around the world

- They organise coproduction forums, markets, invite distributors, broadcasters...
- They give visibility, press coverage, exposure...

DISTRIBUTORS

There is **a gap between festival screenings and commercial releases**

Distributors need the visibility given by the festival exposure...

but they are **reluctant to acquire films screened** before

- local press has already reviewed the film...
- target audience has already watched the film...

DISTRIBUTION SUPPORTS

for the distribution of European Films in Europe...

for films from countries with high capacity of production...

for non European films in Europe?

EYE ON FILMS

is a new business model

focusing on **first time directors only**

creating **synergies between festivals and distributors**

providing **financial support to distributors**

EYE ON FILMS

is a unique, global network of film professionals in Europe & third countries which guarantees the circulation of a selection of first feature films in festivals partners and the commercial exploitation of these films by distribution partners

MEDIA MUNDUS SUPPORT



enhances the commercial impact of the films

Thanks to the support of MEDIA Mundus, a programme of the European Union

Eye on Films could grant Distribution Partners with a financial support for the P&A costs associated to the release of one title of the Eye on Films Label

non-European Distributors could receive a financial support for the release of a *European film*

European Distributors could receive a financial support for the release of a **non-European film**



EYE ON FILMS PARTNERS

AT THE LAUNCH OF EoF (october 2010-january 2011)

16 distributors guarantee theatrical release **in 21 countries**

15 festivals guarantee circulation & exposure **in 15 countries**

The partners **committed to participate** in EoF **without guarantee of a financial support** from MEDIA Mundus or Wide Management

curious



REGROUPEMENT
DES DISTRIBUTEURS
INDEPENDANTS
DE FILMS DU
QUÉBEC



FESTIVAL
INTERNATIONAL
DU FILM DE
LA ROCHELLE



Internationales Filmfestival
Mannheim-Heidelberg

realeyz films like you.



new horizons
11. International film festival
wrocław, poland 21—31.07.2011

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STARLET MEDIA AB



siff seattle international
film festival

EYE ON FILMS LAUNCH

January 2011: Unifrance Rendez-vous with French Cinema (Paris)

- one-to-one meetings with EoF distributors

February 2011: official launch of Eye on Films in Berlin

- first networking meeting with the EoF partners
- first film confirmed in EoF Label (*Oliver Sherman, Canada*)

EYE ON FILMS TODAY

July 2011: six months after the launch of EoF

➤ **4 new distribution partners**

in **Austria, France, UK, Chile**

➤ **5 new festival partners**

in **Belgium, Chile, Ireland, India**



EYE ON FILMS TODAY

➤ **40 partners**

➤ **20 film festivals**

➤ **20 distribution companies**

➤ **20 countries**

and interests from Greece, Hungary, India, USA, Portugal, South Africa...

EYE ON FILMS TITLES

already 116 first films submitted
by producers and rights holders

45% european western countries
32% non european countries
14% european eastern countries
9% United States

Submission key figures
as per today



● 45%

EU WESTERN COUNTRY

● 32%

NON EU

● 14%

EU EASTERN COUNTRY

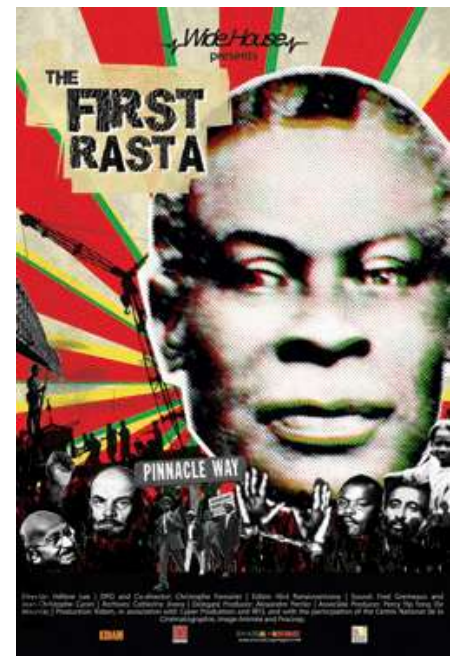
● 9%

NON EU / USA

EYE ON FILMS LABEL

In february 2011: only **one film** confirmed

Today: a Label of 5 films



EYE ON FILMS PARTNERSHIPS



LASER SUBTITLING

Translation & subtitling

6 films

5 languages



Media partner



**EoF private group
& voting platform**



EYE ON FILMS CURATORS

Jose Maria Riba (Spain, Latin America)

Joël Chapron (Russia, CIS, Central & Eastern EU)

Nashen Moodley (Asia, Africa)

EYE ON FILMS GODFATHERS

Jean-Marc Barr (confirmed)



Marie Kremer (in discussion)

Maria de Medeiros (in discussion)

Bruno Todeschini (in discussion)

EYE ON FILMS PATRONAGE



Eurimages is the Council of Europe fund for the co-production, distribution and exhibition of European cinematographic works. Set up in 1988 as a Partial Agreement it currently has 35 Member States.

Eurimages aims to promote the European film industry by encouraging the production and distribution of films and fostering co-operation between professionals.

Eurimages est le Fonds du Conseil de l'Europe pour l'aide à la coproduction, à la distribution et à l'exploitation d'oeuvres cinématographiques européennes. Créé en 1988 sur la base d'un accord partiel, il réunit à l'heure actuelle 35 Etats membres.

Son but est de promouvoir le cinéma européen en stimulant la production et la circulation des oeuvres et en favorisant la coopération entre professionnels.

EYE ON FILMS & EUROPA DISTRIBUTION

The logo for Europa Distribution, featuring the words "EUROPA" and "DISTRIBUTION" in white, bold, sans-serif capital letters stacked vertically on a dark orange rounded rectangular background. The logo is enclosed in a thin black border with a slight drop shadow.

**EUROPA
DISTRIBUTION**

Eye on Films and Europa Distribution have formed a partnership in order to **mutualize communication** and **share information** between the distribution partners of both networks.

We strongly believe this **new “think tank”** will enhance the distribution of non-European films in Europe, and reciprocally the distribution of European films in third countries.

EYE ON FILMS FUND

5% of all gross receipts incomes generated by the sale of an EoF Film to an EoF Distribution Partner, is automatically transferred to the Eye on Films Fund

- the promotion of the EoF Label and/or of the EoF Films in international markets
- the participation of EoF films in EoF festivals
- the P&A costs associated to the distribution of EoF films
- the organization of workshops with EoF partners and/or the participation of EoF partners in existing workshops
- the development of EoF directors' upcoming projects



EYE ON FILMS IN THE FUTURE

Extension of the network: more distribution and festival partners

- in targeted countries (Asia, Latin America, Africa...)
- in the each territory

Development of Partnerships with institutions, professional networks (Europa Cinemas, EAVE, ACE...), film markets and co-production forums (Cinemart, CineLink, Paris Project...) etc.

EYE ON FILMS IN THE FUTURE

Growth of the Label:

- 6 to 10 films in 2011
- 10 to 15 new films in 2012

Development of Partnerships with private bodies, mecenes, patrons...

OLIVER SHERMAN: CASE STUDY



World premiere: Toronto 2010

Market premiere: Berlin 2011

has already participated in 5 Eye on Films festivals:

Titanic Budapest Film Festival, Hungary 2011

Seattle International Film Festival, USA 2011

Edinburgh International Film Festival, UK 2011

Festival Paris Cinéma, France 2011

La Rochelle International Film Festival, France

and is confirmed for screenings in 5 upcoming EoF festivals:

Galway Film Fleadh, Ireland 2011

New Horizons Film Festival, Poland 2011

Haifa International Film Festival, Israel 2011

Seville European Film Festival, Spain 2011

Mannheim-Heidelberg International Film Festival, Germany 2011

Is already acquired in France (KANIBAL Films), UK & Eire (CineFile)

Brazil (Lume Filmes)

Eastern Europe, Balkans, Turkey, Spain, Portugal & Africa (SPI)