

# 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



realeyz films like you.



STARLET MEDIA AB



REGROUPEMENT  
DES DISTRIBUTEURS  
INDEPENDANTS  
DE FILMS DU  
QUÉBEC



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



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



FESTIVAL  
INTERNATIONAL  
DU FILM DE  
LA ROCHELLE

Internationales Filmfestival  
Mannheim-Heidelberg



# 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

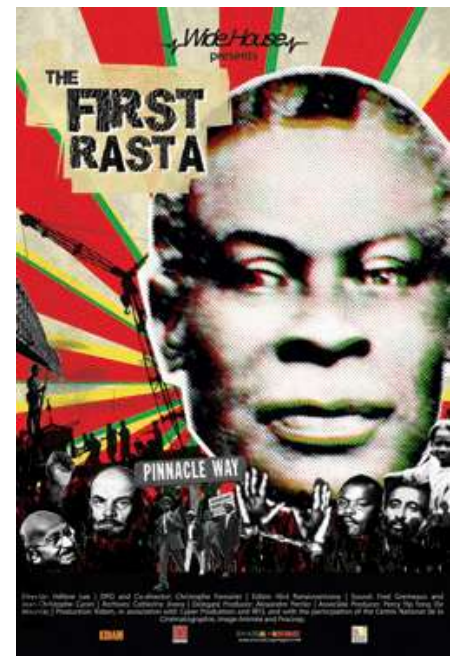
● 9%

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**

**SCREEN**  
INTERNATIONAL

**Media partner**

**CINANDO**.com

**EoF private group  
& voting platform**

**EoF**

# 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)