



A PAN EUROPEAN PROJECT FOR BLU-RAY PRODUCTION

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EUROPA DISTRIBUTION WORKSHOP
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BLU-RAY TODAY : LACK OF INDEPENDENT CONTENT AVAILABLE

- ⇒ **In most of the European countries, Blu-ray releases are mainly blockbusters and commercial movies**
- ⇒ **For more independent or arthouse movies, the potential quantity is often too low to release it on Blu-ray**
- ⇒ **Starting costs for a Blu-ray release are still very high, so you can barely consider a 500 or 1000 piece release**
- ⇒ **As a consequence, a lot of interesting titles are never released on Blu-ray, even if there would be a demand for it**

BLU-RAY PRODUCTION : HIGH STARTING COSTS

BEFORE STARTING THE PRODUCTION

- ⇒ **AACS personal License number** : 1 publisher = 1 license
Price : 500 USD / year or a one time fee of 3000 USD
- ⇒ **BDA CPA Light** : Use of BD logo and Region playback control logo
Price : 500 USD annual fee (Term of contract is 5 years)

STARTING COST FOR EVERY PRODUCTION (Apart from the authoring)

- ⇒ **AACS PROTECTION FEE PER MASTER + KEY ENCRYPTION = 450€**
This cost is to be paid for every new master (500USD + key processing fee)
1 MASTER = 1 x 450€
- ⇒ **GLASSMASTER (MPO Price) : BD25 => 450€ / BD50 => 900€**

HOW TO FACILITATE BLU-RAY PRODUCTION FOR INDEPENDENT DISTRIBUTORS ?

**ONE SOLUTION :
TO GATHER SEVERAL VIDEO PUBLISHERS
AND AGGREGATE VOLUMES FOR EACH
BLU-RAY RELEASE**








**⇒ MORE INDEPENDANT BLU-RAY RELEASES,
LOWER PRODUCTION COSTS**

HOW DOES IT WORK ...

- ⇒ **Step 1 : to share information regarding Blu-Ray release dates , estimate the combined Blu-ray quantity , and determine a project manager for the production (authoring+manufacturing)**
- ⇒ **Step 2 : to gather for the Blu-ray authoring**
- ⇒ **Step 3 : Production : the project manager publisher will provide to the factory :**
 - The master
 - AACIS license number
 - Overall quantity the factory should receive for this project, per member involved
- ⇒ **Step 4 : Every member of the project will place directly it's own order to the factory => but will get the unit price of the overall quantity**

REPLICATION COST EXAMPLE : 500 units



		500 	1000 	2000 	2000 	3000 	5000 
		PRICE FOR 1 PUBLISHER					
 500 UNITS		1465€	855€	820€	595€	575€	565€
 500 UNITS		2065€	1150€	1105€	767,5€	747,5€	727,5€

PRICE FOR : BD GLASSMASTER + BD DISC REPLICATION
 + DISC LABEL + AACS fees (master fee+ per disc fee)

REPLICATION COST EXAMPLE : 1000 units



		1000 	2000 	2000 	3000 	5000 	10 000 
		PRICE FOR 1 PUBLISHER					
 1000 UNITS		1710€	1190€	1040€	925€	905€	840€
 1000 UNITS		2300€	1535€	1310€	1157,5€	1117,5€	1030€

PRICE FOR : BD GLASSMASTER + BD DISC REPLICATION
 + DISC LABEL + AACS fees (master fee+ per disc fee)

MPO SERVICES FOR THIS PROJECT : FLEXIBILITY

- ⇒ **A Blu-ray price list is available for Europa Distribution's members**
- ⇒ **To proceed with a dedicated planning per project**
- ⇒ **To use as a price basis the combined total quantity and not individual order quantity.**
- ⇒ **Possibility to print different label artworks (extra cost) and paperparts (inlay, O-Card...)**
- ⇒ **Possibility to keep in stock the discs (different release date for example) without extra cost during the first 3 months**

FEW WORDS ABOUT MPO

- ⇒ **MPO is a leading European manufacturer and services provider to the Home Entertainment industry in Europe**
- ⇒ **MPO main activities : disc replication, packaging design and manufacturing, digital services, logistics...**
- ⇒ **Blu-ray : fully integrated manufacturing system (glass mastering, replication and automatic packing)**
- ⇒ **An independent, family owned business**
- ⇒ **2 manufacturing sites and 6 sales offices in Europe**

MPO CONTACT

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