Selected Actions: Call for Proposals Pilot Projects EACEA/05/2011

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
DE	3	Moviepilot GmbH	SylC - Support your local Cinema	1,098,729.50 €	400,000€	36,41%

The goal of this application is to secure the funding of our SylC Pilot project over the course of its third and last year of its investment phase in 2012. Since we started the SylC project backed by MEDIA support in 2010 our vision has always been to create products and services tailored uniquely to streamline cinemas' social media practice and assist arthouse cinemas to engage with their local audiences online. The SylC project encourages, enriches and enables audience members to connect with independent cinemas across the European market. Essentially, we want to help arthouse cinemas embrace these new developments and communication means to intensify their relationships with their existing audiences and to attract new local audiences. After having successfully developed customisable mobile apps for our partners and having found a promising way to internationalise our own service via the new possibilities offered by the social media revolution in late 2010 and 2011, the main goals for 2012 are best captured by the terms "growth" and "sustainability". Growth is more than just an end in itself. Knowledge creation, state-of-the-art product development and effective, innovative marketing in this fast-changing environment are all subject to significant economies of scale. Growth in users, partners and scope enables us to support our local cinema partners with even more effective tools and products, which they would not be able to develop by themselves. Precisely, in 2012 we will increase the number of people using the apps we provide to our part¬ners. We will increase the number of partners we work with. We will keep increasing the international scope of our project from three to five European territories. We will increase our central know how on the fast changing developments of the social media possibilities, translating our key findings into helpful products for our partners. And we will keep on growing as an international media company ourselves, thus maintaining our position as the ideal project leader for the SylC application. Ultimately, our growth plan serves the main purpose of creating a stable network infrastructure for the SylC project, locally organised in each territory under the guidance of Moviepilot as coordinator, far beyond 2012.

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
CZ	2	Film Distribution Artcam Sro	InVitr0: The Talent Incubator	250,928.91 €	125,433.46 €	49,99%

The urge to create is as old as the human race and the desire to make something beautiful lives inside of all of us. As a production network, InVitro transmutes this desire to focus the combined impetus of a powerful network of emerging filmmakers to create exciting new formats that are at home online as well as in cinemas. By providing an intuitive set of collaboration tools, InVitro lays the foundations on which pan-European collaborations can grow, transcending borders, culture and language, while transmedia story elements help to dismantle the borders between the digital and the analogue. As a distribution network, InVitro is building for the future of European audio visual culture, providing profit opportunities for almost every distribution branch in the industry whilst generating innovative branding and sponsorship models for entrepreneurs eager to follow the migration of young, media savvy audiences into a bright new future. InVitro is ready to meet the challenge - are you?

Selected Actions: Call for Proposals Pilot Projects EACEA/05/2011

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
DE	1	Mediapeers GmbH	Seed Your Rights!	600,000 €	300,000 €	50%

The Seed Your Rights pilot project is designed to significantly improve the cooperation between:
- Rights holders of European audiovisual content (T1) - "Get your content organized and put it at work"
- Non-linear services offering European audiovisual content (T2) - "Extend editorial selection by simplifying your acquisition process"

In today's market reality, significant hurdles obstruct or even block a direct collaboration, and thus the availability of European content from independent producers. First and foremost content owners dread the hassle to distribute via non-linear services given the legal (rights availability and contracting), technical (material delivery) and financial (regular revenue share invoicing) tasks involved. Non linear platforms on the other hand fear that the marginal revenue with content from smaller partners do not merit the transaction cost – from contract to billing – per content supplier. Therefore the goals of the action are:
- Reducing the complexity of licensing/acquiring European audiovisual content (G1)
- Reducing transaction costs for licensing/acquiring content for non linear services (G2)
- Facilitating cross-platform and cross-border distribution (G3)

Ultimately all three goals increase the circulation of European audiovisual content across Europe and beyond. In order to achieve these goals the action Seed Your Rights will concentrate on the following three modules, which are an natural extension based on mediapeers' proven technology for less sophisticated market participants:
- Rights Management System (M1): An easy-to-use web based software for independent European producers and smaller distributors to manage their libraries of digital rights
- Transaction Toolset (M2): A comprehensive toolset for European rights holders and of VoD platforms to manage their transactions.
- Information Hub (M3): A medium for non linear platforms in the MEDIA member countries.

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
FR	1	Under The Milky Way SARL	Waveback EU	522.910,00 €	261.455,00 €	50,00%

WAVEBACK EU is a project developed by Under the Milky Way (UMW), a service company dedicated to the digital distribution and marketing of films and audiovisual programs.

Since 2010, UMW is working on the development of WAVEBACK, an online tool that helps film distributors drive and monitor their marketing actions on Social Networks from the theatrical release all the way through the DVD and VoD releases.

WAVEBACK is an online service with simple interfaces allowing the simultaneous publication of content on multiple Social Media Networks. It then collects and organizes Social Media activity to optimize marketing activities and the management of communities. Experience and data from one campaign can also easily be used to enhance future releases.

The WAVEBACK EU Project is first aimed at developing the usage of WAVEBACK outside of France, and to contribute to Social Media Marketing experience sharing among European Film distributors. Secondly, feedback and experiences will be used for the development of a new version of the software, necessary to the integration of additional functionalities, to the customisation of national particularities, and to a wider distribution of the service.

Selected Actions: Call for Proposals Pilot Projects EACEA/05/2011

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
BE	2	Limecraft BVBA	Nordic Light	551.137,63 €	264.849,69 €	48,06%

Nordic Light is an online collaborative production environment, based on a central searchable database and integrated with scriptwriting, production planning, editing and Intellectual Property Management software. Its workflow is model-driven and user centric designed. Data contained in a script are parsed into semantic elements and universally represented in an underlying data model resulting in the high-level automation of production processes.

Furthermore Nordic Light enables collaboration and real-time coproduction, capitalizes on 360° publishing and opens venues for interactive, non-linear and innovative audiovisual formats.

This operating model is challenging in terms of architecture, semantics and the development of user-friendly and intuitive applications. Limecraft takes the lead in development, supported by Wappa, whereas Raindance, and Taglicht steer development, in an iteration of analysis, design and user feedback, towards a release by the end of the first funding year.

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
DE	2	ITA Media Entwicklungs- und Vertriebsgesellschaft mbH	APMS - Advanced Production Management System	294.571,00 €	147.000,00 €	49,90%

APMS is an open production system for AV media producers and TV broadcasters. It unifies the functionality of an Enterprise Resource Planning (ERP) and a Digital Asset Management (DAM) system. Through that, it enables the controlling of the whole production process from production, to creation and to distribution. APMS is a user friendly and intuitive software system basing on a technical innovation: in contrary to existing systems, APMS is conceived as a client/server solution with semantic software features. This allows producers to manage planning, administration and controlling processes collaboratively, yet all data is available also in the offline mode thanks to the client architecture.

APMS offers English, German and French as menu languages. It is made for multinational and multiplatform and interoperable use - programmed in the latest HTML 5 technology in combination with an intelligent synchronization mechanism. Through the use of HTML 5 and the semantic software technology the system is also suitable for future generations of handheld devices (tablet pc's). In addition HTML 5 enables the user to handle and administrate all type of RichMedia content.

Most important advantages for the user:
- interfaces for all participants and all stages of a film production
- technology and know-how transfer
- transparency through joint administration
- time and location independent access to all data
- Metadata for distribution

Additionally: Considerable savings of time and costs, increase of professionally, efficiency and transparency in the production process, especially against the background of complex international coproductions and decentralized work processes.

Selected Actions: Call for Proposals Pilot Projects EACEA/05/2011

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
FR	1	Moving Scope SAS	Festival Scope	400,000 €	200,000 €	50%

Festival Scope (FS), supported by MEDIA, CNC and Oseo as an innovative service, is an Internet platform created for audiovisual professionals allowing festivals' programming to be viewed online on demand.

Launched in September 2010 and partnering with more than 45 international film festivals and rights holders, FS promotes independent European cinema (fiction, documentaries, animation) in original version. Sub-ti contributes to the creation of subtitles helping rights holders cutting their costs.

FS increases distribution opportunities and helps international professionals (distributors, sales agents, TV, festivals, exhibitors, film critics) access and select content suitable for their needs.

Film projects are also highlighted to stimulate co-production opportunities and further European talent.

Subscribers are registered by professional category; each profile is granted personalised access.

Innovative marketing strategies combine use of social networks, barter exchange and co-branding.