

NON STOP FESTIVALS

<CinemaCity>



FILMFESTIVALS.COM



The leading media
focused on
the festival circuit

BRUNO CHATELIN
Novi Sad 2012



Leading creativity Advertising... Film... and Digital

BIO

1. Publicis, DMM Masius and JWT International advertising
2. Film Distributor with Sony, formed and managed the joint venture 20th Century Fox - UGC
100M€ year 2. Launched over 150 films, BO record ID4...
3. Net pioneer filmfestivals.com Major Buzz Factory
4. Co founder Emotion Film Factory

Board member
European Film Academy,
International Film Festival Summit



Digital pionner

1. 20 Minitel services for film
2. Interactive phone Ghostbusters...(1M calls)
3. Online database for fests
4. VOD platform 2001,
5. eBook community platform,
6. Social network for film & festivals,
7. Cannes on Second Life 2007
8. Future of Cinema Salon for Late Fragment
9. Cannes iPhone app - Alert media for smartphones...





Cannes in Second Life







Cannes 2009 Second Life





Films need festivals



Red Carpet : Stairway to heaven ?

- 10.000 films produced worldwide each year
- 1.500 approx. distributed in 1 or more countries
- 500 films benefit from strong promotion
- **250 to 300 play more than 1 week; 90 % US films**

To emerge, a film needs:

- **promotion,**
- **contacts with buyers and distributors nationally and internationally**
- **media exposure to the pros and audience...**

Guts and luck...and festivals



Festivals



The Festivals:

- Professional trade shows and general public projections
- Film discovery and promotion places
- Market place, selling rights sale and deal making
- They can make or break a career

More than 6,000 festivals worldwide looking for:

- The best (new) films
- Brand development for more sponsoring
- Ever growing; 1000 in the US, 250 in most key territories
- The balance between, glamour, touristic promotion, art, sales and market



Cannes 65th...N° 1 *in figures*

25 M€ budget

1,000 films screened last year, 900 market screenings: x2 from 1995

4,650 journalists +20% over 1995

468 journalists for the web 2 in 1996

26,881 professionals +50% from 2003

11,000 professionals at the Market selling 4,000 films

800M€ transaction in the Market .

There is Cannes...and the rest of the world





Leading Media resource to the film and festival community

Leading portal website for professional services to festivals organisers and films producers, covering festivals and film events with a network of 60 correspondents.

Social network and promotion platforms

Services and professional community platform for festivals

- services to the industry (film search, festival search...)

- promotion & advertising

Revenues are 2/3 promotion, 1/3 services



Filmfestivals.com M21 Entertainment

- Officiel partner of major festivals (Cannes, Venice, Locarno, Hollywood Awards...)
- Producer of the Future of Cinema Salon in Cannes and Locarno
- Officiel blog for many festivals
- Most comprehensive festival directory
More than 6 000 affiliated festivals, 400 in France

FILMFESTIVALS.COM

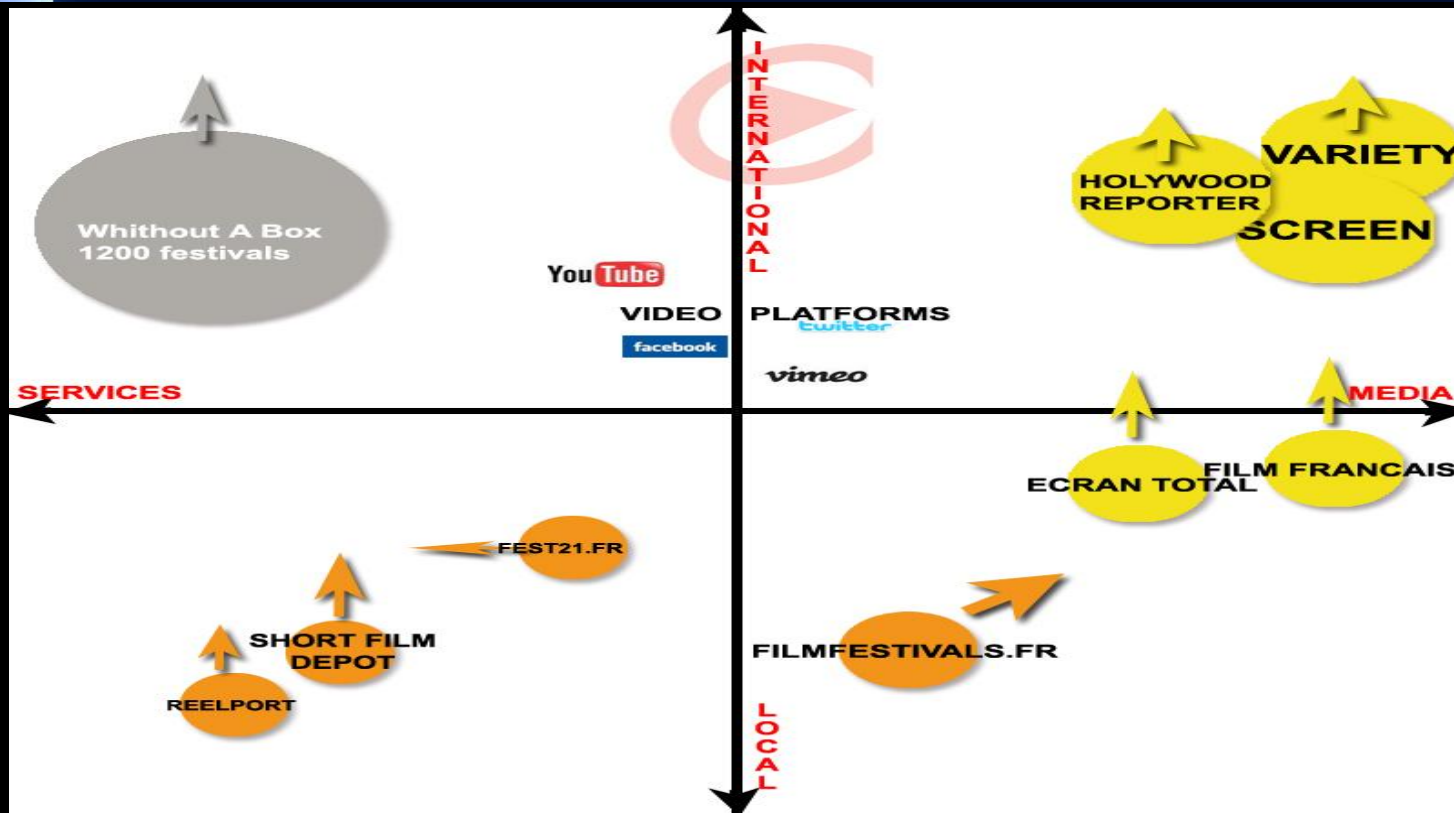


Our audience

- 350 000 visitors/month, strictly professionals
- 81 000 subscribers, 45 000 pages of content.
- Professionals and serious film fans looking for info on the Fest scene:
 - Their UNIQUE concern: know about festivals, films from festivals, dates, contacts, awards, what is hot from the circuit.
 - Filmmakers profile and serious film fans and indies.
 - Emerging talents with a first short or feature.
- Fest organizers from the world (9,000 registered users for 4,000 festivals)
 - Media (9,000) looking for info on film and festivals
 - Buyers and sellers TV programmers and TV buyers.
- Professionals from institutions worldwide, academies of school and film universities.

FILMFESTIVALS.COM

Unique B2B Positioning: media and services



Filmfestivals.com



FEST21.COM
Pro Film Festivals social network
Powered by Filmfestivals.com



Pro Tools

[Create content](#)

- Register a festival or a film
- Submit film to festivals with free service FestivalExpress

Your Fest21

- Create
- Search
- Awards
- Festivals
- Film
- People
- Pros

To version FR  RSS Feeds

Search

Festivals All content

Search


Profile Update

Logged in as Editor

- My email
- My Blog
- Create Content

Logout

Active Members



View Edit Track

Films

Search Films

Machinima community to feed Bitfilm's feature film project "Money & Me"

Machinima-Filmmakers from around the world may contribute frame story ideas for the feature film Money & Me - Submissions of ideas for the frame story until April 30, 2010 - Submissions of short films about Money un ...

Tribeca in love with french cinema to be continued...

The Tribeca Film Festival - the renowned



International film festival co-founded by Robert De Miro - has announced its program, which includes several films with French roots. Since its founding nine years ago, Tribeca has showcased a breadth of w ...

Ice Cube's Straight Outta L.A., will have its world premiere at Tribeca/ESPN Sports Festival

- Thesadomiki Masterclass with Stefan Kloos: Producing and Packaging Documentaries
- New York's Love Affair With French Cinema
- "Oceans" will premiere at the 2010 Going Green Film Festival
- HONG KONG's ashler DREAM HOME to Open Udiwe Forest Film Festival 2010
- First highlights of Nippon Connection film program

View more

Most Voted Videos

Festivals

Search Festivals

Submit your short films to the 3rd Babelgum Online Film Festival

BABELGUM ONLINE FILM FESTIVAL 3rd Edition Call for Entries March 28th submission deadline! Best of luck to all App ...

International Film Festival Summit Europe: The Agenda from the Amsterdam conference April 8-9, 2010

Thursday, April 8, 2010 8:30 am - 9:30 am
Registration Opens 9:15 am - 9:30 am
Opening Remarks by Conference Chair 9:30 am - 10:30 am Panel "What's Really Going on!"
There has been a great deal of scrutiny on what's ...

- The 15th annual Winlux International film festival "Kino passavari" will help you rediscover film
- 18th Faindance Film Festival: Call for entry
- "Just Talking"
- 7th edition of Dubai International Film Festival to be held next December
- Guadalajara Film Festival Notches 25 Years
- DOK.FEST München preview

View more

People

International Film Festival Summit Europe: The Amsterdam edition's speakers

The 4th Annual International Film Festival Summit Europe (April 8 - 9, 2010) will be the most informative and fun filled summit to date. We are excited to announce new topics and speakers at the annual summit, insuring that attendees at all level ...



Interview with Jonas Mekas Filmmaker and DoFest Jury member

Interview with Jonas Mekas Why do you make film? Why do you make such films (not that predictable narrative ones)? I do not know why I make films. It's an obsession. I make diaristic films. It's basically a narrative



Communities



SUNDANCE TWENTY TEN
FILM FESTIVAL, PARK CITY UTAH, JAN 20-31

FOLLOW OUR DAILIES

Recent blog posts

- Submit your short films to the 3rd Babelgum Online Film Festival
- Andy at les Jumbies / Andy and the Jumbies
- San Francisco International Film Festival (April 22 - May 6) will close with Joan Rivers-- A Piece of Work,
- OFF/SHORT 2010 - Are you an invader ?
- OFF/SHORT 2010
- Two-year filmmaking conservatory program
- Two year fine arts degree programs
- Machinima community to feed Bitfilm's feature film project "Money & Me"
- About the New York Film Academy
- International Film Festival Summit Europe: The Agenda from the Amsterdam conference April 8-9, 2010

more

Who's online

There are currently 1 user and 1014 guests online.

Online users

ibentz

More

17%

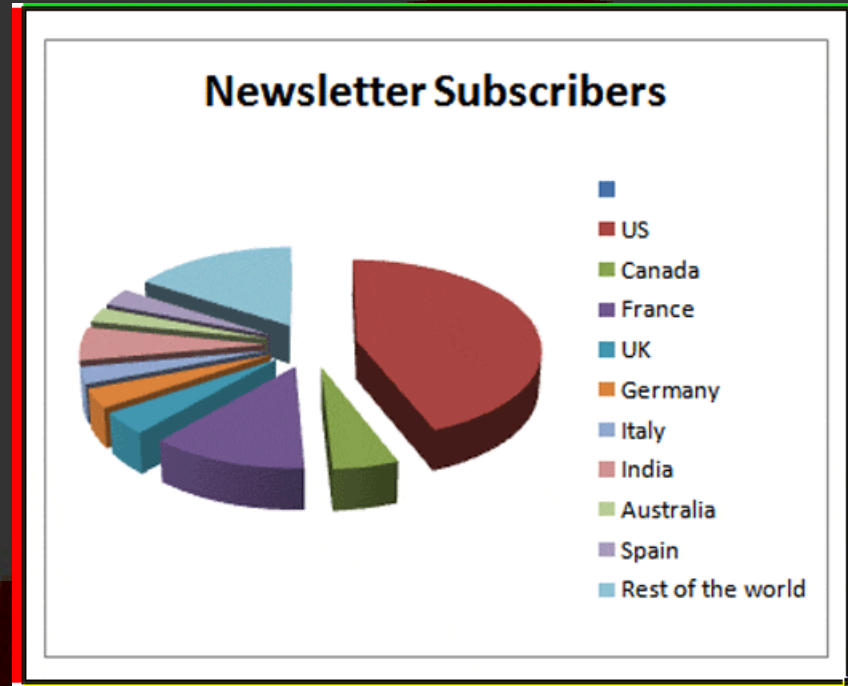
Dear fest21.com Visitor: can you please tell us which is your profession? Thanks I am filmmaker

A festival organizer

FEST21.COM

FEST21.COM

111 000 subscribers to the newsletter



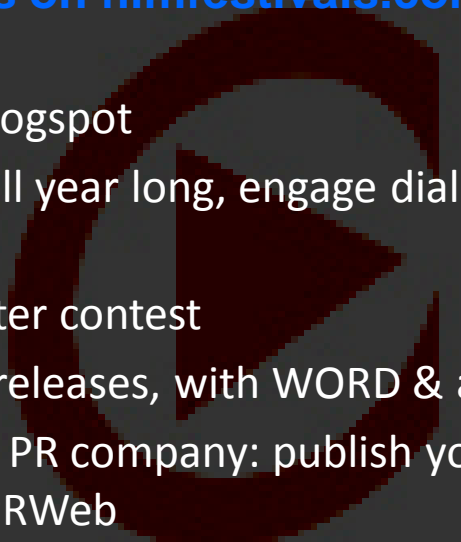


Improve your online presence

- **Connect your publications on filmfestivals.com with your other social networks**

Facebook, youtube, twitter, blogspot

- **Things to do:** SEO, active site all year long, engage dialog in your site +blog, **WaB** Serial submitters
- Do something **viral** trailer, poster contest
- Boost your publicity, monthly releases, with WORD & attachments
- Use filmfestivals.com as a free PR company: publish your press releases use VPO Virtual Press Office, PRWeb



FILMFESTIVALS.COM



A few marketing success stories and why it worked for me

- Mr Jones: the right positioning
- Striking Distance : the right title
- La Bamba : the vibes
- The Doors: the myth
- Woody Allen Alice...Manhattan Murder Mystery: affinity , PR
- Baron Munchausen: panache
- Philadelphia: the heart
- The Adams Family: the right target
- En avoir ou pas (laetitia masson) the brothers mc mullan: the first timer
- El Mariachi small budget miracle



Festivals can make a career but how?

- Horror & fantasy films need festivals: The Blob, Shocker
- Boy'z n the hood: the Cannes platform, building the word of mouth, getting th eright audience... Cannes presentation delivered 40M\$ according to my boss (Studio chief at Columbia)
- Pariah broke the traditional media sequence and found distribution
- Late fragment it's interactive



Things to do in a festival

- Prepare at home: announce on your website, facebook...
- Get a marketing kit, production notes, short long synopsis, poster art, stills, excerpts trailer...
- Prepare a press release
- Check the online resources, buzz online
- Prepare, scout
- Crash parties
- Print postcards or flyers and business cards
- Get screening slot(s), anywhere
- Interview the professionals you think can teach you something or help you. (introduce yourself as a filmmaker blogger, journalist for filmfestivals.com, PS ask me first 😊)
- Meet colleagues and share their tips, mingle, hang around in the key, power spots
- Bring a few DVD



Prepare for your festival circuit

- Submit to the best in your category
- Beware of submission fees too expensive
- Get festival invitations, and print fee
- Search filmfestivals.com and WaB...
- Attend festivals, even with no film.

Festival Film

Best festival film...

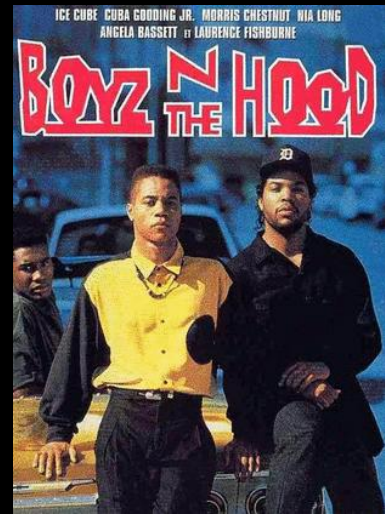
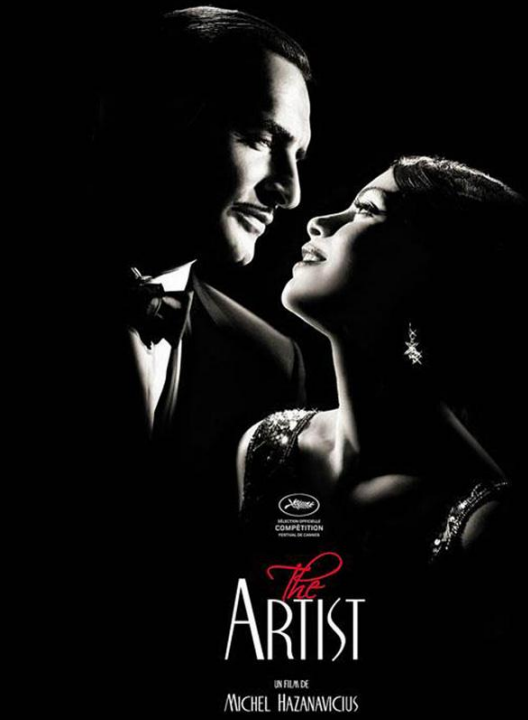
JEAN DUJARDIN

THOMAS LANGMANN
PREMIERE

BERENICE BEJO

Festivals can

- make a career: Spielberg, Lucas, Besson
- set trends
- mean big \$\$: Boyz n The Hood + \$24M The Artist BO doubled after the Oscars
- big local economic impact Tribeca Budget \$13 M \$120 million activity





« Toast and jam, terry? »



TOAST AND JAM FOREVER!



bruno@filmfestivals.com

THANK YOU