

# artfilm.ch

We sell Swiss films and independent world movies on the Internet

Presentation at the IFFMH 2010

Matthias Bürcher

## What is artfilm.ch?

- Founded 2005
- Privately owned, no public funds
- Partnership with 250 producers/distributors
- 1200 swiss films on DVD
- 800 international films on DVD
- 100 swiss films on VOD

## Why do we do VOD?

- DVD sales will go down in a short time
- Swiss films are not present in the mainstream VOD providers
- VOD production cost less than DVD
- Broader international public (no shipping costs)
- Film will be a digital good like music and news is already (Internet as big HD)

artfilm.ch

Home Cart News DVD VOD Movie Theatres TV

Dream, think, entertain - artfilm.ch sells swiss films and world movies on the Internet. A swiss view of the contemporary world. 24h delivery time to Switzerland and with Priority mail to the entire world. Your one stop source on swiss film: You can buy here a swiss film on DVD or rent it on VOD.

### Search for a film

Swiss films by genre: [Swiss fiction films](#), [Swiss documentary films](#), [Swiss films for children](#), [Swiss short films](#).

International films by genre: [International fiction films](#), [International documentary films](#), [International films for children](#), [International short films](#).

Keywords: [Bauern Bücher](#) [Dokumentarfilm](#) [Frauen](#) [Geschichte](#) [Kunst](#) [Musik](#) [Politik](#) [Spielfilm](#) [Welt](#)  
*All keywords*

List search [Title](#), [Year](#), [Director](#), [Cast](#), [Crew](#).

View excerpts in the [Showreel](#). Or use the search field top right.

### About artfilm.ch

Contact, Frequently Asked Questions [FAQ](#), [Maillist](#) on the new DVD, [Comments](#) from our clients about us and our films.

artfilm.ch presents independent swiss movies on DVD and VOD.

## DIE FRAU MIT DEN 5 ELEFANTEN

by *Vadim Jendreyko*



A fascinating world of culture and humanity at the heart of which the literary text is essential. 5 "elephants" = 5 great books by Dostoyevsky. ...->

*VOR DIE TÜR (3) Kurzfilm von Micha Lewinsky online anschauen 2010-11-15 (German)*



### IL GIRASOLE by Christoph Schaub and Marcel Meili

A House Near Verona. A modernist villa has a motor that turns the house to follow the path of the sun.

2010-11-13 [Permalink](#) [No comment](#) [Tweet](#)  
[Recommend](#)

### Video on Demand



Download swiss films and view them immediately: [Immer und Ewig](#) [Samir](#), [Romeo und Julia in der Stadt](#) [Daniel von Aarburg](#), [Letters to Srebrenica \(D\)](#) [Daniel von Aarburg](#).

### New on DVD



[Jonas et Lila, à demain](#) [Alain Tanner](#), [Laufftext - ab 1985](#) [Peter Liechti](#), [Juste avant la catastrophe](#) [Damian Plandolit](#). [Les uns les autres](#) [Cornelia Hummel](#). [Carnets d'un fragment sonore](#) [Samantha Granger](#)  
*All new DVD*  
*Soon on DVD*

### New on Bluray

### twitter:artfilmch

artfilmch [Julia Child](#) shows how to edit video. <http://www.youtube.com/w...>

[RolfLang](#) Die Proportionen stimmen meiner Meinung nach nicht ganz, aber vielleicht können wir das noch ändern. <http://ow.ly/l/5wnl>

[burowalnoot](#) Prachtige docu Die Frau mit den 5 Elefanten op Noordelijk . Ode aan de taal. Met stip op nr 1. So far.

[betivasnki](#) Jean-Luc Godard awarded honorary Oscar: Jean-Luc Godard, the reclusive French-Swiss filmmaker, has been awarded ... <http://bit.ly/b1OGsL>

[dhayes1098](#) Swiss director snags international film prize: Filmmaker Christian Frei has been named winner of the Grand Prix ... <http://bit.ly/duwXfw>

### Gift certificate

50 CHF, 100 CHF, 200 CHF

### Currently showing





Price: 30.00 CHF  
23.25 EUR 31.75 USD  
Available

**ORDER**

DVD9 + Booklet (20p)  
PAL 16:9  
Region 0

Languages: OV (Deutsch  
Russian)

## Die Frau mit den 5 Elefanten

*Vadim Jendreyko*

**Swiss Film Prize 2010: Best Documentary**

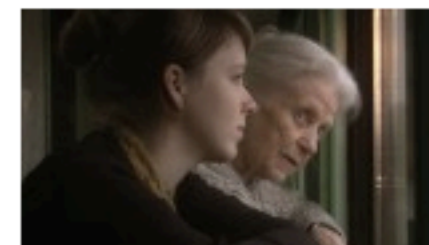
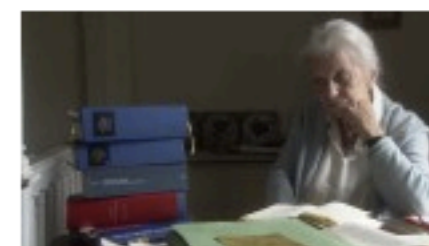
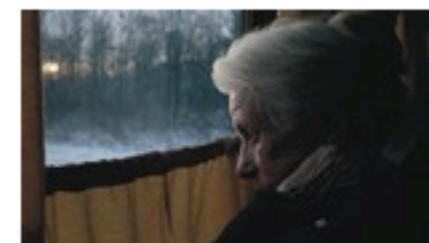
A fascinating world of culture and humanity at the heart of which the literary text is essential. 5 "elephants" = 5 great books by Dostoyevsky.

The story of Swetlana Geier is exceptional and Vadim Jendreyko delicately draws upon its different threads to weave an account - devoid of any oversimplification - , recounting great misfortunes, coincidences, unexpected luck and a passion for literature. Born in 1923, in Kiev she was 16 when her father died after being released from one of Stalin's camps, and 19 when 30,000 Jews were murdered near Kiev by the SS commandos. In 1943, she fled to Germany. Her adventure continued with decisive encounters as far as her survival and her language training were concerned, resulting in her becoming a skilled translator and renowned literary academic in the 50s.

By successive strokes, the film depicts aspects of her memory (the archives reflect the big picture she was a witness to) and settles in the house where she lives and does her literary work. She has been very busy since 1992 with five "elephants", that are "Crime and Punishment", "The Idiot", "The Possessed", "The Raw Youth" and "The Brothers Karamazov" by Fyodor Mikhaylovich Dostoyevsky. Her translations from Russian to German are landmarks. In 2008, it was the turn of "The Gambler" and a year later her last Dostoyevsky, "The House of the Dead". The secret that Vadim Jendreyko comes close to has to do with the fact that the translation must reach into the heart of the book, to where its inspiration takes its breath and adopts its vision of the world. The threads of a white table cloth are the metaphor of the literary sentences to be woven into a unique text, while remaining aware of the irreducible imperfection of all translations.

While her son was in hospital dying and she cooked for him, Swetlana Geier

[View trailer](#)  
[Credits](#)  
[Bios](#)  
[Internet](#)  
[Add a comment.](#)





Price: 30.00 CHF  
23.25 EUR 31.75 USD  
Available

**ORDER**

DVD9 + Booklet (20p)  
PAL 16:9  
Region 0

Languages: OV (Deutsch  
Russian)  
Subtitles: Deutsch, English

# Die Frau mit den 5 Elefanten

*Vadim Jendreyko*



[Back](#)

**Currently in the theatres**



**Beresina oder die letzten Tage der Schweiz**  
Daniel Schmid

This black comedy tells the story of the lovely Irina, a Russian call girl who ends up in a fairy tale land in the Alps, and falls completely under its spell.

Price: 34.00 CHF  
26.35 EUR 35.98 USD  
Available  
[Order](#)

[More Info on this DVD](#)

[View on external Player](#)

Streamed 10696 times



- [A tout prix](#)
- [Absolut \(DVD\)](#)
- [Album de famille](#)
- [Attention aux Chiens \(F\)](#)
- [Aux frontières de la mort](#)
- [Il bacio di Tosca](#)
- [Les Bas-Fonds](#)
- [Beresina oder die letzten Tage der Schweiz](#)**
- [Campagne perdue \(DVD\)](#)
- [Ciné Journal au féminin - Die Frau in der Filmwochenschau](#)
- [Classe d'accueil \(DVD\)](#)
- [Dieter Roth](#)
- [Dieu sait quoi](#)
- [Douleur et révolte](#)
- [Elisabeth Kübler](#)

**artfilm.ch Showreel #2 Streaming (Beta)**

**Configuration**  
Resolution: **High** Low  
Autostart: **True** False

[Help](#)  
[Showreel #1](#)



**Gambit**  
Sabine Gisiger



**Hasta la última piedra**  
Juan José Lozano



**Sweeping Addis**  
Corinne Kuenzli



**Heimat - lebenslänglich**  
Christine Ränninger

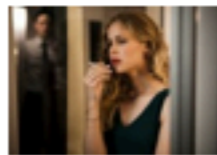


**Exit**  
Fernand Melgar

## Swiss Films in the movie theatres

On screen the next seven days:

Schweiz/Suisse | Basel | Bern | Fribourg | Genève | Lausanne | Luzern | St. Gallen | Winterthur | Zürich



### 180° - WENN DEINE WELT PLÖTZLICH KOPF STEHT

Cihan Inan (2010)

*A killing rampage shocks Switzerland. At the same time the destinies of some Turkish immigrants and a small German family cross with a picture-perfect Swiss couple as a result of a tragic car accident.*

Einsiedeln, Freienstein [Vorstellungen Mi, Fr, Sa, So, Mo](#) | [Info](#)

### A ROAD NOT TAKEN Christina Hemauer (2010)

Frauenfeld [Vorstellungen Fr, So](#) | [Info](#)

### LAAFI - TOUT VA BIEN S. Pierre Yameogo (1991)

Genève [Vorstellungen Di](#) | [Info](#)



### BAD BOY KUMMER Miklos Gimes (2010)

*The startling truth behind a press scandal: Bernese journalist Tom Kummer put an end to his thriving career when he professed to having invented interviews with stars.*

Freienstein, Zürich [Vorstellungen Di, Mi, Do, Fr, Sa, So, Mo](#) | [Info](#)



### C'ETAIT HIER Jacqueline Veuve (2010)

*It is summer 1937 and spectators are lined up along the streets of a small village called Lucens. Racing cyclists pass through the village at top speed. The children at that time, who are grandparents today,*

*recollect...*

Lausanne [Vorstellungen So](#) | [Info](#)



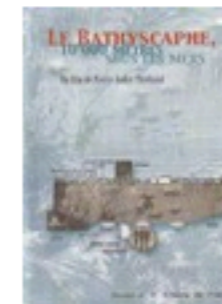
### CLEVELAND VS. WALL STREET Jean-Stéphane Bron (2010)

*On 11th January 2008, hired by the City of Cleveland, lawyer Josh Cohen and his team filed a lawsuit against 21 banks, which they held*



### Anne Trister by Léa Pool

Carried by the aesthetics of the 1980s, Anne Trister is a poignant and melancholy film about the confusion of feelings and the initiatory path followed by a young woman in search of herself.



### Le Bathyscaphe by Pierre-André Thiébaud

Inspired by Jules Verne and his book "Twenty Thousand Leagues under the Sea", the first bathyscaph was invented by Auguste Piccard, a scientist and explorer who conquered the

stratosphere as well as the ocean depths.



### Bird's Nest – Herzog & de Meuron In China by Christof

Schaub, Michael Schindhelm

Schaub and Schindhelm's documentary follows two Swiss star architects on two very different projects: the national stadium for the Olympic summer games in

Peking 2008 and a city area in the provincial town of Jinhua, China.

**Search for a film**

Swiss films by genre: [Swiss fiction films](#), [Swiss documentary films](#), [Swiss films for children](#), [Swiss short films](#).  
 International films by genre: [International fiction films](#), [International documentary films](#), [International films for children](#), [International short films](#).

**Keywords:** [Bauern Bücher](#) [Dokumentarfilm](#) [Frauen](#) [Geschichte](#) [Kunst](#) [Musik](#) [Politik](#) [Spielfilm](#) [Welt](#)

*All keywords*

List search [Title](#), [Year](#), [Director](#), [Cast](#), [Crew](#).

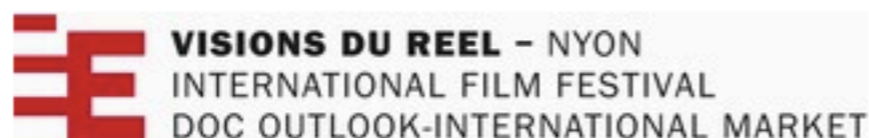
View excerpts in the [Showreel](#).

Or use the search field top right.

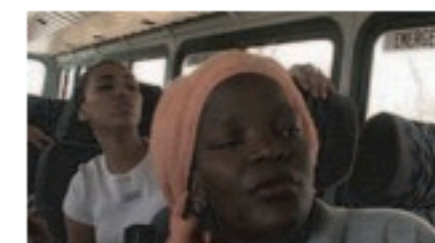
Some swiss filmmakers on [artfilm.ch](#) [Kurt Früh](#), [Alain Tanner](#), [Claude Goretta](#), [Thomas Koerfer](#), [Markus Imhoof](#), [Denise Gilliland](#), [Peter Liechti](#), [Ursula Meier](#), [Mike Eschmann](#), [Andrea Staka](#), [Animation](#), [Bruno Moll](#), [Erich Langjahr](#), [Lewis Häusler](#), [Stéphane Goël](#), [Heinz Bütler](#), [Samir](#), [Alex Mayenfisch](#), [O'Neil Bürgi](#), [Erich Schmid](#)

## Keywords

[Aargau](#) [Activism](#) [Adventure](#) [Afghanistan](#) [Africa](#) [Aging](#) [Airplanes](#) [Algeria](#) [Alternatives](#) [Animals](#) [Animation movie](#) [Antisemitism](#) [Archeology](#) [Architecture](#) [Archive](#) [Movies](#)  
[Argentina](#) [Armenia](#) [Army](#) **Art** [Asia](#) [Australia](#) [Austria](#) [Basel](#) [Belgium](#) [Bern](#) [Best Sales](#) [Biel/Bienne](#)  
[Biography](#) [Blindness](#) [Blockbuster](#) [Bluray](#) [Bolivia](#) **Books** [Bosnia](#) [Botswana](#) [Brazil](#) [Bulgaria](#)  
[Burkina Faso](#) [Cambodja](#) [Camerun](#) [Canada](#) [Cancer](#) [Cannes](#) [César](#) [Challenged people](#)  
[Children](#) [Chile](#) [China](#) [Cinémathèque Suisse](#) [Circus](#) **Classic Swiss Films** [Clown](#) [Colonialism](#)  
[Columbia](#) [Comedy](#) [Comic strips](#) [Communism](#) [Cooperation](#) [Coproduction](#) [Country](#) [Craze](#)  
[Crime](#) [Cuba](#) [Czechia](#) [Czechoslovakia](#) [Dance](#) [Death](#) [Denmark](#) [Desert](#) **Documentary**  
[Down Syndrome](#) [Drugs](#) [DVD](#) [Poche](#) [East Germany](#) [Eating](#) [Ecology](#) [Economy](#) [Egypt](#) [England](#)  
[Environment](#) [Equator](#) [Eritrea](#) [Ethiopia](#) [Ethnography](#) [Ethnology](#) [Europe](#) [Euthanasia](#) [Existence](#)  
[Expedition](#) [Experimental](#) [Family](#) **Farmers** [Faschism](#) [Fashion](#) **Fiction film** **Film School**  
[Finland](#) **France** [Fribourg](#) [Fugitives](#) [Gender](#) [Geneva](#) [Geography](#) [Georgia](#) [Germany](#) [Ghana](#)  
**Globalization** [Graphic Arts](#) [Graubünden](#) [Great Britain](#) [Greece](#) [Greenland](#) [Guatemala](#) [Guinea Bissau](#)  
[Haiti](#) [Handicaped](#) **Health** **History** [HIV](#) [Hollywood](#) [Holocaust](#) [Home](#) [Homosexuality](#) [Human](#)  
[Rights](#) [Hunger](#) [Iceland](#) **Identity** [India](#) [Indochina](#) [Indonesia](#) [Industry](#) [Integration](#) [Iran](#) [Iraq](#) [Israel](#)  
**Italy** [Ivory Coast](#) [Japan](#) **Jazz** [Jenish](#) **Jews** [Journalism](#) [Jura](#) [Korea](#) [Kurdistan](#) [Language](#)  
[Lausanne](#) [Law](#) [Lebanon](#) [Liberia](#) [Liechtenstein](#) [Litauen](#) **Literature** [Locarno](#) [Macao](#) [Mali](#) [Marocco](#)  
[Marriage](#) [Mauretania](#) [Mediterranean region](#) [Men](#) [Mexico](#) **Migration** [Mongolia](#) [Montreux](#) [Mountains](#)  
**Movies** **Music** [Namibia](#) [Nature](#) [Netherlands](#) [Neuchâtel](#) **New Swiss Cinema** [New York](#)  
[Nicaragua](#) [Nouvelle vague](#) [Opera](#) [Oscar](#) [Painting](#) [Palestine](#) [Paraguay](#) [Paris](#) [Pedagogy](#) [Peru](#)



[La Sélection](#)  
[Les moments du réel](#)  
[Films par année](#)  
[Films par réalisateur](#)  
[Nouvelles](#)  
[Le prochain festival](#)  
[Le site Visions du Réel Nyon](#)



## La Sélection Visions du Réel Nyon

Visions du Réel, Festival international de cinéma à Nyon, est l'un des festivals les plus importants dans le domaine du film documentaire ou cinéma du réel. Visions du Réel s'est donné pour mission de montrer le monde tel qu'il est vécu, pour s'émanciper du courant normal. Il offre une diversité de regards engagés et inspirés, en permettant la mise en relation d'expériences, de réflexions et d'aspirations.

Nous estimons chez artfilm.ch que les films documentaires sélectionnés par Visions du Réel méritent une vie et une distribution au-delà du festival, d'autant plus que les documentaires suisses et internationaux en DVD sont difficilement accessibles au public. C'est pourquoi nous avons ouvert cette fenêtre **Sélection Visions du Réel** qui vous présente les films qui sont disponibles en DVD.

### Le Festival

Issu du mouvement des ciné-clubs, le Festival voit le jour en 1969. À la fin des années 70, il atteint sa première maturité. C'est à Nyon qu'il a été possible de découvrir la production des pays de l'Est, comme celles de tant d'autres horizons, sans oublier les productions suisses, qui s'imposent pour leurs qualités thématiques et esthétiques. C'est aussi à Nyon que les diverses luttes pour les indépendances trouvent un écho: des pays du tiers monde à l'émancipation de la femme, en passant par la libération sexuelle.

**How does it work?**

VOD allows you to download films and view them at your computer (Macintosh or PC).

**Watch the Video Demo**

The films are protected. You need to install a player application to view it. You can download it here:

[Filmkey Player Macintosh \(6 MB\)](#)

[Filmkey Player Windows \(3 MB\)](#)

Open the downloaded film file from within Filmkey Player. The application will ask you to pay a rent at the website artfilm.ch. The films are rented for 72 hours. Once you paid the rent, you can view the film.

**What do I need?**

Macintosh: System 10.4 to 10.6 and QuickTime 7  
Windows: Windows XP, Vista ou 7 and QuickTime 7

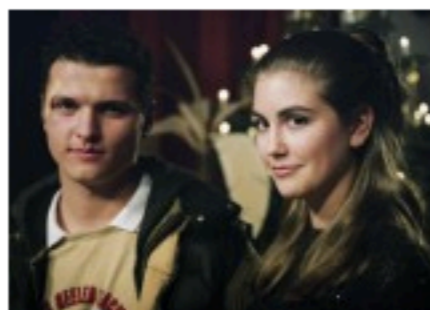
A fast Internet connection to download the films and enough disk space to store them. The films weight 10-15 MB per minute.

An Internet connection when

**Swiss films are now available as Video on Demand (VOD)**

**All films** [Fiction films](#) [Documentaries](#) [Short films](#) | **All languages** [German](#) [French](#) [English](#)

108

**Romeo und Julia in der Stadt**  
Daniel von Aarburg

A boy of bosnien refugees and a swiss girl fall in love. The initial benevolence of their parents soon turns into insurmountable hate as the cultural opposites between the two families become more and more

apparent.

**Letters to Srebrenica (D)** Daniel von Aarburg

Ina Bakalovic is a 19-year-old Muslim girl from Srebrenica. For the last three years Ina has been living as a refugee in Switzerland. With her handy-cam she documents her daily life in Davos.

**Sur les traces des pharaons noirs (E)** Stéphane Goël

Charles Bonnet, 71, is one of Europe's leading archeologists. Geneva-born Bonnet, originally a wine grower, has been combing

through the sands of northern Sudan for 40 years.

**Immer und Ewig Samir**

Claude, militant anarchist, and Dodo, the hairdresser who reads Kafka as well as cheap romances, are shot dead by a policeman. In the kingdom of the dead, they fall in love and are given twelve hours' grace on earth in which to prove that their love is tr

**Camenisch - Mit dem Kopf durch die Wand** Daniel von Aarburg

On November 5, 1991, the most wanted Swiss terrorist fell into the Italian police's trap: Upon being arrested in the Tuscan holiday locale of Forte dei Marmi, Marco

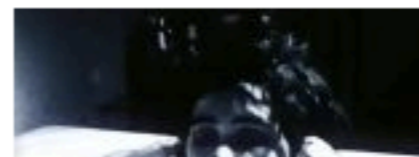
Camenisch responded by opening fire, injuring a carabinieri and getting shot himself.

**Nachtschicht** Matthias Bürcher

A night in the chemical factory in the Swiss canton Valais. Joseph erpen has been working shifts for 24 years

**Roman Güttinger - Hollywood à discretion** O'Neil Bürgi

Roman Güttinger is probably the most important collector of film

**Habibi - Ein Liebesbrief** Anka Schmid

A surrealistic film about love. She lives in a hip town, maybe Berlin

Price: 7.00 CHF  
5.42 EUR 7.41 USD  
Video on Demand



To view the film you need the filmkey.ch Player. Drag the link to the window of Filmkey Player.

[Download the film](#)

[Help Video on Demand](#)

Languages: OV  
(Schweizerdeutsch Bosnian)  
Subtitles: Deutsch

### Romeo und Julia in der Stadt

CH 2002 85'  
Director: [Daniel von Aarburg](#)  
Script: [Daniel von Aarburg](#),  
[Gottfried Keller](#)  
Camera: [Pierre Mennel](#)  
Sound: [Patrick Becker](#), [Jürg von Allmen](#)  
Art Direction: [Monica Rottmeyer](#)  
Costumes: [Monika Schmid](#)  
Editing: [Kathrin Plüss](#)  
Music: [Domenico Ferrari](#)  
Production: [Dschoint Ventschr AG](#)  
With: [Julia Schiwow](#), [Shpend Salihu](#), [Daniel Bill](#), [Sima Bürgin](#),  
[Zdenko Jelcic](#)

#### Keywords

[Fernsehfilm](#)

[Familie](#)

[Schweiz](#)

[Bosnien](#)

[Spielfilm](#)

[Propose keywords](#)

# Romeo und Julia in der Stadt

## Daniel von Aarburg

A boy of bosnien refugees and a swiss girl fall in love. The initial benevolence of their parents soon turns into insummountable hate as the cultural opposites between the too families become more and more apparent.

## Daniel von Aarburg

2009 [HUGO KOBLET - PEDALEUR DE CHARME](#)

2007 [NEBENWIRKUNGEN](#) (Drehbuch)

2005 [INA, AMER & ELVIS](#) ([VOD D](#), [VOD E](#), [VOD F](#))

2003 [SI PENSAVA DI RESTARE POCO](#)

2002 [ROMEO UND JULIA IN DER STADT](#)

2001 [CAMENISCH - MIT DEM KOPF DURCH DIE WAND](#) ([VOD](#))

1996 [LETTERS TO SREBRENICA](#)

## Internet

- [Dschoint Ventschr ROMEO UND JULIA IN DER STADT](#)
- [SWISS FILMS: ROMEO UND JULIA IN DER STADT](#)

[Add a comment.](#)

[Recent comments](#)

[Permalink](#) [Tweet](#) [Recommend a webpage](#)

[Credits](#)  
[Bios](#)  
[Internet](#)  
[Add a comment.](#)



## Filmkey VOD

- User installs an external player (mac/win)
- Player lists all available films
- User starts to download the film
- After 1% user can ask to play the film
- User rents the film (redirected on website)
- User can view the film 72 hours

## We are now working at...

- Integration of Video Portal (HTML5 + Flash)
  - Trailers
  - Showreel
  - Streaming VOD with restricted access
  - Free movies (public domain)
  - Accessible on mobile devices
- Subscription based VOD (SVOD)
- Give producers access to their film page
- User integration: lists, recommendations

## Technically, VOD works

- All computers can playback video and have sufficient harddisk space
- Internet bandwidth is constantly growing and widely available

*Typical download time for feature film in DVD quality (1 GB) on ADSL in CH:  
2008: 50 minutes / 2010: 15 minutes*

- Better video compression
- Video available on mobile devices

# VOD technology

- Streaming
  - Mostly directly in web browser
    - Flash
    - HTML5
  - Positive: Works out of the box
  - Negative: Permanent connection
  - Negative: Compatibility
- Download
- Setup Box

# VOD technology

- Streaming
- Download
  - Mostly proprietary application
    - Windows Media Player, Filmkey, iTunes
    - DRM
  - Positive: Offline viewing possible
  - Positive: Better image quality
  - Negative: Installation needed
- Setup Box

# VOD technology

- Streaming
- Download
- Setup Box
  - External proprietary hardware
    - Apple TV
    - Google TV
  - Positive: Integration in TV
  - Positive: High volume of sales
  - Negative: Vendor lock

## The VOD offer is here now

- Over 250 VOD services in Europe (2007)
- Many of them offer 4000 films and more  
*(comparison: FNAC Lausanne has 6000 DVD in the shop)*
- But not so much recent titles
- And not so much appealing titles

# VOD provider typology

- Mainstream
- ISP provider
- Broadcaster
  - maintain public relationship
  - coproducer
- Producer / Distributor
- National cinematography
- Thematic VOD
- Self service

## Cost of VOD

- Cost per film
  - Compression, encryption, upload
  - Server space
  - Meta content
    - texts
    - translation
    - images
- Cost per license
- Overall costs

## Cost of VOD

- Cost per film
- Cost per license
  - Traffic *nonlicensed traffic not included*
  - DRM
  - Derivative rights (music, script)
  - Transaction costs
- Overall costs

## Cost of VOD

- Cost per film
- Cost per license
- Server overall costs
  - Basic hosting
  - Development
    - Player
    - Compression
    - CMS
  - Redaction

## Market is slow

- VOD Titles work only as long as featured  
*(it is not enough to put film online)*
- Technological barriers (usability)
- Small market in Europe
  - Language barriers
  - Territory barriers
- No established window in exploitation chain
- Hesitating producers (legal, DVD cannibalism)
- Only ISP are making business

# No perfect business model

- VOD is only secondary activity
- Sale of technology
- Institutional VOD
- Media program
  
- Other business models
  - Subscription based VOD (big catalogue)
  - Ad Based VOD (needs very high traffic)
  - Download to own (seems not to work)

# Activities

- DVD
  - Sales to public over Internet
  - Shop in festivals (Nyon, Locarno)
  - *New*: Shop in Lausanne
  - Distribution
  - Edition
- VOD
- Website

# Activities

- DVD
- VOD
  - Development of Filmkey Software
  - Commercial VOD Platform
  - Institutional VOD Platforms (Academy)
- Website

# Activities

- DVD
- VOD
- Website
  - Portal on every aspect of Swiss films
    - Production
    - Theatrical distribution
    - Television
  - Rich pages for every film (3 languages)
  - Blog

# Our public

- 76% Switzerland
- 24% World
  
- Female
- Older (35-55)
- Graduate School

## Our sales

- 65% documentary
- 35% fiction
  
- 26% recent titles
- 74% back catalog
  
- 98% DVD
- 2% VOD

# Piracy is not the problem

*Download figures are impressive, but...*

- Audience is generous and wants to support artists
- There are many many films: The main problem is to get noticed.
- Public wants sites that create orientation and VOD that just works

# Checklist for producers (1)

*Choose the VOD provider carefully:*

- Pay attention to side effects of national theatrical distribution contracts
- Try out the website of the VOD provider
- Check reputation of VOD provider
- Do not pay any fees upfront
- Check handling of music and other collective rights

## Checklist for producers (2)

*Pay attention on the contract:*

- Make non-exclusive deals
- Minimum garantie is not usual
- Revenue share is usual
- Minimum price per transaction
- Find appropriate window of exploitation
- Provide as much versions as possible
- Integrate VOD offer in Internet marketing
- Create packages and branding

## Checklist for producers (3)

*Ask for your money:*

- Insist on proper Reporting
- Use models of Revenue Share based on gross sales

## Political to do list

- EU should support subtitling
- Branding / Festivals
- Collaboration / standartization between VOD providers (common search engine, cross-site renting)
- Crossborder licensing
- Licensing agency

# Money is not everything

- VOD makes films available which have disappeared from public memory
- VOD can help the reputation and the career of the director and the producer
- VOD can be a marketing tool to sell the film to festivals and other countries