

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)



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: Baumen Bücher Dokumentarfilm Frauen Geschichte Kunst Musik Politik Spielfilm Welt
All keywords
List search Title, Year, Director, Cast, Crew.
View excerpts in the Showmed. Or use the search field top right.

About artfilm.ch
Contact, Frequently Asked Questions, FAQ, Mailist 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 Melli
A House Near Verona. A modernist villa has a motor that turns the house to follow the path of the sun.
2010-11-19 Premierlink 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 Slobodica (D) Daniel von Aarburg.

New on DVD
Jonas et Lila, à demain
Alan Tanner, Luftfrei - ab 1985
Peter Lechi, Juste avant la catastrophe
Damian Pianzola, Les uns les autres
Cornelia Hummel, Canale d'un fragment sonore
Samantha Granger
All new DVD
Soon on DVD

Twitter:artfilmch
artfilmch Julia Child shows how to edit video. <http://www.youtube.com/w...>
Roll,ang Die Proportionen stimmen meiner Meinung nach nicht ganz, aber vielleicht können wir das noch ändern. <http://ow.ly/5wml>
burawalnooi Prachtige dazu Die Frau mit den 5 Elefanten op Noordelijk. Ode aan de taal. Met esp op nr 1. So far.
belvaapnik Jean-Luc Godard awarded honorary Oscar
Jean-Luc Godard, the reclusive French-Swiss filmmaker, has been awarded <http://bit.ly/1OGSL>
dhrayes1088 Swiss director erago international film prize: Filmmaker Christian Frei has been named winner of the Grand Prix ... <http://bit.ly/1uKwQe>

Gift certificate
50 CHF - 100 CHF - 200 CHF
Soon on DVD

Currently showing

artfilm.ch Home Cart News DVD VOD Movie Theatres TV

De En Fr It

5

Search

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 Svetlana 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, Svetlana Geier

Price: 30.00 CHF
23.25 EUR 31.75 USD
Available

ORDER

DVD9 + Booklet (20p)
PAL 16:9
Region 0
Languages: OV (Deutsch Russian)

View trailer
Credits
Box
Internet
Add a comment.

artfilm.ch Home Cart News DVD VOD Movie Theatres TV

De En Fr It

6

Search

Die Frau mit den 5 Elefanten
Vadim Jendreyko

Price: 30.00 CHF
23.25 EUR 31.75 USD
Available

ORDER

DVD9 + Booklet (20p)
PAL 16:9
Region 0
Languages: OV (Deutsch Russian)

Back

Currently in the theatres

artfilm.ch Home Cart News DVD VOD Movie Theatres TV

De En Fr It

7

Search

Bereina oder die letzten Tage der Schweiz
Daniel Schmid

This black comedy tells the story of the lovely Inna, a Russian call girl who ends up in a fancy late hotel in the Alps and falls completely under its spell.

Price: 34.00 CHF
26.35 EUR 35.95 USD
Available

Order

More info on this DVD
View on external Player
Streamed 10696 times

A tout prix
Absolu (DVD)
Album de famille
Attention aux Chiens (F)
Aux frontières de la mort
Il bacio di Tosca
Les Bas-Fonds
Bereina oder die letzten Tage der Schweiz
Campagne perdue (DVD)
Ciné-Journal au féminin - Die Frau in der Filmwochenschau
Classes d'accueil (DVD)
Dieter Roth
Dieu sait quoi
Dolueur et révolte
Filmothek kritisch

artfilm.ch Showroll #2 Streaming (Beta)

Configuration
Resolution: High Low
Autostart: True False
Help
Showroll #1

Gambit
Sabine Gaiger

Hasta la última película
Luis, José, Leticia

Sweeping Addis
Corinne Kuenzi

Heimat - Hebräisch
Christoph B. Böhmer

Exit
Fernand Melgar

artfilm.ch Home Cart News DVD VOD Movie Theatres TV

De En Fr It

8

Search

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, Freizeiten Vorstellungen Mi, Fr, Sa, So, Mo 1 Info

A ROAD NOT TAKEN Christina Hemauer (2010)
Frauenfeld Vorstellungen Di, So 1 Info

LAAFI - TOUT VA BIEN S. Pierre Yameogo (1991)
Genève Vorstellungen Di 1 Info

BAD BOY KUMMER Nikos 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 1 Info

C'ETAIT ICIER Jacqueline Yuve (2010)
It is summer 1937 and spectators are lined up along the streets of a small village called Lucens. Facing cyclists pass through the village at top speed. The children at that time, who are grandparents today, recollect...
Lausanne Vorstellungen So 1 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 J.P. banks, which they held

Anne Trister by Léa Pool
Carried by the aesthetics of the 1920s, Anne Trister is a poignant and melancholy film about the confusion of feelings and the industry path followed by a young woman in search of herself.

Le Bathyscaphe by Pierre-André Thibaud
Inspired by Jules Verne and his book "Twenty Thousand Leagues under the Sea", the first bathyscaphe was invented by Auguste Piccard, a scientist an 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 elite projects: the national stadium for the Olympic summer games in Peking 2008 and a city area in the provincial It of Jinhua, China.

De En Fr It

artfilm.ch Home Cart News DVD VOD Movie Theatres TV Search

9

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 short films.
 Keywords: Baumen Bücher Dokumentarfilm Frauen Geschöliche 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 Fritzy, Alain Tanner, Claude Goretta, Thomas Koefler, Markus Imhoof, Denise Gilland, Peter Lechti, Ursula Meier, Mike Eichmann, Andrea Staks, Animation, Bruno Moll, Erich Langhans, Lewis Hülsler, Stéphane Goll, Heinz Büttler, Samir, Alex Mayenfisch, Othel Burgi, Elish Schimid

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 Cambodia Camerun Canada Cancer Cannes clear Challenged people Children Chile China Cinématheque 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 Fascism 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 Jewish 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

De En Fr It

artfilm.ch Home Bestalliste Nachrichten DVD VOD Kino TV Suche

10

VISIONS DU REEL - NYON
 INTERNATIONAL FILM FESTIVAL
 DOC OUTLOOK-INTERNATIONAL MARKET

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.

De En Fr It

artfilm.ch Home Cart News DVD VOD Movie Theatres TV Search

11

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

All films Fiction films Documentaries Short films | All languages German French English

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 (8 MB)
 Filmkey Player Windows (3 MB)

Open the downloaded 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 10.8 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

Romeo und Julia in der Stadt Daniel von Aarburg
 A boy of bosnian refugees and a swiss girl fall in love. The initial benevolence of their parents soon turns into insurmountable hate as 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 Goll
 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 chess 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 true.

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 Mathias Buecher
 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 Othel Burgi
 Roman Güttinger is probably the most controversial director of films.

Habibi - Ein Liebesbrief Anka Schmid
 A surrealist film about love. She

De En Fr It

artfilm.ch Home Cart News DVD VOD Movie Theatres TV Search

12

Price: 7.00 CHF
 5.42 EUR 7.41 USD
 Video on Demand

Romeo und Julia in der Stadt

Daniel von Aarburg
 A boy of bosnian 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.

Daniel von Aarburg
 2008 HUGO KOBLER - PEDALEUR DE CHARME
 2007 NEBENWIRKUNGEN (Drehbuch)
 2005 INA, AMER & ELVIS (VOD D, VOD E, VOD F)
 2003 SI PENSAVA DI RESTARE POCCO
 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

Keywords
 Familienfilm Familie Schweiz Bosnien Spielfilm Propose keywords

Price: 7.00 CHF
 5.42 EUR 7.41 USD
 Video on Demand

To view the film you need the Filmkey Player. Drag the link to the window of Filmkey Player.
 Download the film
 Help Video on Demand

Languages: OV (Schweizerdeutsch Bessrian)
 Subtitles: Deutsch

Romeo und Julia in der Stadt
 CH 2002 85'
 Director: Daniel von Aarburg
 Script: Daniel von Aarburg, Gotfried Keller
 Camera: Pierre Mennel
 Sound: Patrick Becker, Jürg von Allmen
 Art Direction: Monica Rottmeyer
 Costume: Monika Schmid
 Editing: Katrin Pilz
 Music: Domenico Ferrai
 Production: Dschoint Ventschr AG
 With: Julia Schwow, Shpend Salihu, Daniel Bili, Sina Burgi, Zdenko Jelcic

Credits
 Bios
 Internet
 Add a comment.
 Add a comment.
 Recent comments
 Permalink Tweet Recommend a webpage

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 canibalism)
- 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 guarantee 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 / standardization 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