Selected Actions: Call for Proposals Pilot Projects EACEA/10/2012

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
FR	1	Moving Scope SAS	Festival Scope	350.000,00 €	175.000,00 €	50%

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

Launched in September 2010 and partnering with many international film festivals and rights holders, Festival Scope promotes independent European cinema (fiction, creative documentaries, animation) in original versions with subtitles created by Sub-ti.

Its aim is to increase promotion and distribution opportunities for the films, together with helping international professionals (distributors, sales agents, TV, festivals, exhibitors, journalists) getting personalised access to the films and selecting content suitable for their needs.

Film projects selected at partner coproduction markets are also highlighted to stimulate co-production opportunities and further European talent.

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

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
DE	2	ITA Media Entwicklungs- und Vertriebsgesellschaft mbH	APMS - Advanced Production Management System	192.600,00 €	96.300,00 €	50%

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 based on technical innovation. 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, multiplatform and interoperable use - programmed in the latest FLEX technology in combination with an intelligent synchronization mechanism. Through the use of FLEX and the semantic software technology the system is also suitable for future generations of handheld devices (tablet pc's). In addition FLEX 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

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Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
PT	2	Beactive Produções Interactivas SA	Machinima Storyteller	578.460,00 €	287.500,00 €	49,70%

Machinima Storyteller is a platform and a digital workflow that aims to allow filmmakers to create 3D CGI animated content that can be released commercially by European audiovisual production companies. The platform will use techniques that have been exploited by thousands of gamers worldwide, but applied to professional TV and Film production environment.
The advantage of using videogame engines to generate animated sequences (i.e. Machinima) is that once design teams create the 3D assets, these assets (characters, objects, backgrounds) can be re-used not only in the output of a pre-visualization (animated storyboard) of their script but also for an animated TV episode, a film, Web series or a Videogame, offering considerable economies of scale and increasing the competitiveness of European audio-visual companies.

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
BE	2	Limecraft BVBA	Nordic Light	603.438,59 €	300.000,00 €	49,72%

Nordic Light delivers an online collaborative production environment for media professionals. Based on a central searchable database, it integrates scriptwriting, production planning, editing, Intellectual Property Management and play-out applications. The workflow is user-centered. Data contained by scripts are broken down into semantic elements and universally represented by the underlying data model, resulting in the automation of production processes.
Designed as an internet application and operating in the cloud, Nordic Light will set a landmark for real-time collaboration and coproduction and be open for interactive, non-linear and innovative audiovisual formats.
Limecraft leads the actual development, supported by Wappa, Raindance and Taglicht Media contributing to the functionality of the system.

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
FR	3	La 7ème Salle SAS	La 7ème Salle	352.000,00 €	100.000,00 €	28,41%

La 7ème Salle aims to be a combination of a website and a community of spectators geolocalized around their movie theatre.
For the audience, it's a chance to participate in the programming of mainly European independent films which they may have missed or which weren't offered nearby. For exhibitors and distributors, it's an opportunity to maximize attendance at screenings and to offer a diverse selection of films.
The aim of La 7ème Salle is to build a European social media web platform, connecting audiences, exhibitors and distributors. Through an « on demand » philosophy, it encourages word of mouth and gives independent films a longer exposure and life in the theatres. It gives the exhibitor a geo-located marketing tool, and a better knowledge of its potential audience and public.
In the first year La 7ème Salle will start in France and Italy. They aim to extend the action to 7 countries by the third year.

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Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
DE	1	Zeitzeugen TV Onlineportal UG & Co. KG	European Biopic Pool	501.794,00 €	250.000,00 €	49,82%

EUROPEAN BIOPIC POOL 'EBP': Emphasises the distribution and monetisation of European biographies
One of the main uses of the internet is the search for people and biographies. The aim of this project is to create a user-friendly web portal containing biographic films, television productions, creative documentaries and archive stock material, enriched by biographies and transcripts available via non-linear services in various languages and formats all over Europe.
Designed for B2B as well as B2C users the aim is to set up within three years a multilingual dynamic aggregation pool and comprehensive distribution and sales portal offering innovative marketing tools.

Country	Action	Company Name	Project Title	Total Budget	Proposed Contribution	%
UK	1	Portal Entertainment Ltd	Immersion Go: A Storytelling Platform for the Digital Age	376.904,00 €	188.452,00 €	50 %

Partnering with Cisco, Immersion GoTM is a distribution platform that allows the delivery of stories told over multiple devices using the user's emotional response of anxiety as a trigger in delivering the story. Immersion GoTM contains IP that is being protected, with patents pending. At the heart of the platform is the ability to track and profile how audiences' take part in the stories. By mapping this feedback against the psychological triggers associated with anxiety in real-time, we can create higher levels of audience tension and suspense dispersed through different digital platforms, maximising the thriller experience.
Five areas of enhancement have been identified and include:
•   Response Time – the time it takes for an audience member to make a choice within a story
•   Electrodermal response – the arousal state of the audience member when presented with a choice within a story
•   Facial Recognition – the muscle formation of the audience member when presented with a choice within a story
•   Posture – the physical shape of the audience member when interacting with a story
•   Location – the movement of the audience member when presented a choice within the story
The revenue model is similar to a SaaS business with the publishers/content partners paying Portal on a utility basis: a platform fee each time a download is made by an end user.