



Donde el Cine Latino se ve

Where Latin Cinema is seen



**EUROPA DISTRIBUTION : CINE SIN FRONTERAS
WORKSHOP**

MYTHS AND OPPORTUNITIES OF ONLINE FILM DISTRIBUTION

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SUBJECT


Online Film Distribution: *Why so much hype?*

+ Exponential Growth of Online Video
Success of Music Downloads

= Myth 1: Films must follow

FORMAT ADOPTION

Online Video Characteristics

- Short Form
 - Inexpensive (User Generated)
 - Click and Play
 - Free
- 
- A large white curly brace is positioned between the two columns of bullet points, grouping the characteristics on the left with the user behavior traits on the right.
- **Short-span** attention users
 - **“Free”** content

FORMAT COMPARISSON

Online Video versus Online Film: *Very different cases*

<u>Videos</u>		<u>Films</u>
Short Form	≠	Long Form
Inexpensive	≠	Expensive Production
Inexpensive Distribution	≠	Expensive Distribution
Click and Play	≠	Various “Applications”
Free	≠	Needs to make \$

CHALLENGES

Barriers to online film adoption:

- 1. Unwillingness to pay**
Users *expecting* content to be for free
- 2. TV – PC connectivity gap**
Who wants to watch a movie in a PC?

SUBJECT

Opportunities

SUCCESSFUL MAINSTREAM FILM VOD SITES (U.S.)

Three very different Business models:

The Hulu logo is displayed in a bold, lowercase, green sans-serif font.

• Free, Ad-supported model

The Netflix logo is shown in a white, uppercase, sans-serif font with a slight shadow effect, centered within a solid red rectangular background.

• Monthly Subscription based



• PPV Rental/Purchase

In Common?: **No “Right” Business model or platform**

DISTRIBUTION: BEYOND THE PC



www.butaca.tv

MULTIPLATFORM DISTRIBUTION

Butaca.tv
Catalog

SET -TOP BOX

FREE, Ad-supported
model



ONLINE VOD

EST & VOD



ONLINE VOD


VOD & FREE



Free & Paid

DISTRIBUTION PLATFORMS



 **The Complete Monty Pythons
Flying Circus** ✕

Advertisement

THE OPPORTUNITY OF ONLINE FILM DISTRIBUTION



Multi Platform Distribution
&
Diversified Revenue Model



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