POWER TO THE PIXEL PRESENTS
ADVENTURES IN CROSS-MEDIA
& STORY INNOVATION

CREATIVE EUROPE DESK, HAMBURG
LIZ ROSENTHAL - CEO & Founder, Power to the Pixel

@powertothepixel
www.powertothepixel.com
www.thepixelreport.org
POWER TO THE PIXEL
Create, Finance, Engage Across Multiple Platforms

What we do:

CROSS-MEDIA PROJECT DEVELOPMENT
/ The Pixel Lab, July to October 2014, Germany & London
/ High 5 For Kids, November 2012 to March 2013, Denmark & Sweden
/ The Writer’s Room, March to November 2014
/ Consulting & Advisory

CROSS-INDUSTRY BUSINESS & COLLABORATION
/ Power to the Pixel: The Cross-Media Forum, London - October 2014 in association with the BFI London Film Festival
/ IPA AdaptLab The Cross-Media Forum NYC, High 5 For Kids Financing Forum Sweden, Pixel Paris
/ Inter-Industry Think Tanks, Markets
/ Consulting & Advisory

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Power to the Pixel
The Cross-Media Forum
7-10 October 2014
In association with The BFI London Film Festival

Special Offer for Pixel Day Hamburg Delegates:
30% off tickets until 19 September
POWER TO THE PIXEL

7-10 October 2014

4 DAYS

In Association with the BFI London Film Festival, 7-10 October 2014
FROM SCARCITY TO ABUNDANCE

Abundant
Audiences
Money
Time

Scarce
Storytellers
Channels
Content

Courtesy of Co:

Friday, 12 September 14
FANS AND FOLLOWERS ARE THE NEW CURRENCY

PEOPLE-CENTRIC APPROACH
THINK AUDIENCE FIRST
PLATFORM SECOND
UNDERSTAND PEOPLE’S: BEHAVIOUR & MOTIVATIONS
"What motivates people to consume, create and share media is that they want to connect to new ideas and to disconnect from the world"

Wayne Fletcher - Head of Innovation, McCann Erickson
STORYTELLING TODAY

// NO STORY IS SELF-CONTAINED IN ONE MEDIA

// STORIES HAVE BECOME A LIVING ENTITY:
  SHARED, DISCUSSED AND RE-MIXED

// STORY BRAND IS BIGGER THAN PLATFORM OR MEDIA
TRADITIONAL PROJECT DEVELOPMENT

5 YEARS

FILM
TV FORMAT
BOOK
GAME

LONG
PRODUCT
DEVELOPMENT/
SCRIPT

FINANCE/
PRE SALES

FESTIVALS
B2B MARKET
SALES

DISTRIBUTION
MARKETING

PREDETERMINED
FORMAT

AUDIENCE
ENGAGEMENT

Friday, 12 September 14
TWO CROSS-MEDIA APPROACHES

Platform-Centric v People-Centric
KEY STARTING POINTS

WHAT IS?

THE CORE
(The Story Driver)

THE GOAL

STRATEGY
(The Roadmap)
TRADITIONAL PROJECT DEVELOPMENT

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INNOVATING PROJECT DEVELOPMENT

LESS THAN 1 YEAR

- Story
- Core Themes
- Characters
- Brand

- Content Strategy
- Engagement Plan

- Rapid Prototyping
- Of First MVP

- Audience Testing/
- Proof of Concept

- Investment/
- Further Dev
- & New Products

/No Predetermined First Product
/Early Audience Testing and Engagement
/R & D and Prototyping
/Fail Fast
/Organic Story/ Brand Development
SUBJECTS

/Platform vs idea development
/Platform vs idea funding
/Cross-border partnerships
/Cross-industry partnerships

EXAMPLES

/The Spiral
/The Builders Challenge
/Alma: A Tale of Violence
/Gigglebug
/Highrise
/Iron Sky Universe
THE SPIRAL
POTEMKINO/ CAVIAR CONTENT

Project Elements:
/ 5 x 50’ TV series
/ thespiral.eu game
/ living drama
/ an art installation

The Spiral
Potemkino/ Caviar Content

Story Architecture

Living Drama

Live Action Role Play
+30 ambassadors

TV SERIES

Stand alone 5 x 50 min TV drama series + millions passive audience
THE SPIRAL
POTEMKINO/CAVIAR CONTENT

Rules of Engagement

5% - Producers
20% - Players
75% - Passives

Deep Content
Gaming Content
Media

(c) Mike Dicks at BleedinEdge
What if this were real?
FINANCE PLAN:

/ Budget:
  Total Budget: €6.45m
  Interactive Extension funding secured: €435k

/ Financing Partners: 20
TV: YLE, NRK, VRT, SVT, VARA, ARTE, TV3, VAF, BXLIMAGE, Tax Shelter, Own investment, Media Broadcast, COBO fonds, Mediafonds TV series
Interactive Funding: MEDIA Interactive, Wallimage Crossmedia, Medienboard Berlin-Brandenburg, Mediafonds e-Cultuur, Tax Shelter, own investment

/ Launch Date: Interactive - 21 Aug 2012, TV - 2 September 2012
THE SPIRAL
POTEMKINO/ CAVIAR CONTENT
5.82% audience activation

note: Facebook 3.3k

36 ambassadors
433 Warehouse
19,752 uploads
16,922 profiles
142,704 unique visitors
1,274,305 searches
2,552,599

THE SPIRAL
POTEMKINO/ CAVIAR CONTENT
THE SPIRAL
POTEMKINO/ CAVIAR CONTENT

Community growth

Warehouse community

thespiral.eu

The Spiral TV series

Heist

End Event

Friday, 12 September 14
LESSONS LEARNED:

/ Engage the community early on
/ Too short a time to develop a complex interactive experience
/ Separate the marketing of the game and the TV series
/ Executive Producer needed to coordinate broadcaster relationships
/ Event based multi territory format - limiting the territories of format sale
How did they make this enormous structure?

The Pixel Lab 2012
THE BUILDER’S CHALLENGE
SEPPIA/ INDI FILM
THE BUILDER’S CHALLENGE
SEPPIA/ INDI FILM

/ Budget:
  Film: €1m
  Interactive Extension: €353k

/ Interactive Finance Partners: 8

France
  French Ministry of Culture €25k
  Region Alsace €30k
  Scan Strasbourg €20k
  ARTE GEIE €66k
  Seppia €56k
  Total €197k

Germany
  MFG Content Funding €115k
  ZDF ARTE €20k
  Indi Film €21k
  Total €156k

Launch date: 16 Dec 2012
## Audience

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<td>Engaged Users Docu-Game</td>
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<td><strong>App</strong></td>
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<tr>
<td><strong>Blog</strong></td>
<td>Unique Visitors</td>
<td>45,000</td>
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Lessons Learned:

/ Cross-media project conceived after the 3D feature film

/ Funding secured for docu-game and app in August 2013. Launch scheduled in 16 December, too short a time to develop and test products.

/ Concentrate on one new product, not two at a time

/ Simultaneous launch - no audience build around the project.

/ Co-production of interactive products is new - difficult for traditional producers to structure cross-border teams

/ No plan for the licensing of the interactive format beyond ARTE
ALMA: A TALE OF VIOLENCE

UPIAN/ VU

UPIAN PRESENTS
Alma
A TALE OF VIOLENCE

A webdocumentary by
Miquel Dewever-Plana & Isabelle Fougère

For 5 years Alma has been a member of one of Guatemala’s most brutal gangs, a country today ravaged by an unnamed war. She tells her confession face to face.

Alma’s testimony is unique. The young woman’s words open onto images of her memories, of daily life in Guatemala, and of gang subculture.

start
ALMA: A TALE OF VIOLENCE
UPIAN/ VU

Project Elements:
/ Webdocumentary
/ 52’ TV documentary
/ App for Android and iOS
/ Book
/ Exhibition

Budget: €550,000

Financing Partners:
/ ARTE (web and TV) €215k
/ CNC (webdocumentary)€100k
/ Tribeca Film Institute (webdocumentary)€40k
/ World View - CBA Fund €19k
/ Upian

Distribution Partners:
France: France Info, Télérama, Rue89
Germany: Tageszeitung
US: Time

Launch date: October 2012

Revenue Model: 52’ Minute TV Documentary
HIGHRISE
Katerina Cizek @ NFB Canada

STORY UNIVERSE

- TRAILER
- PROLOGUE
- OUT MY WINDOW
- 1,000th TOWER
- ONE MILLIONth TOWER
- HISTORY HIGHRISE
- DIGITAL CITIZEN
- SSHRC
- MIT
- BOOK WRAP
- highrise.nfb.ca

- 2009
- 2014

- LOCAL
- GLOBAL

- KIPLING WORKSHOPS
- DIGITAL
- LIVE
- SUBWAY INSTALLATION
- RADIO SHOW
- CODING WORKSHOPS
- ACADEMIC COMMUNITY
- DIGITAL
- DIGITAL
- PARTICIPATE INSTALLATION
- FILMS
- USER SUBMISSIONS
- INTERACTIVE
- DIGITAL

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NEW APPROACHES TO

FORM

DIGITAL INTERACTIVE NON-LINEAR

NEW APPROACHES TO

CONTENT

COLLABORATIVE ITERATIVE COMMUNITY-BASED
OUT MY WINDOW
Katerina Cizek @ NFB Canada

http://highrise.nfb.ca
THE 1000th TOWER
Katerina Cizek @ NFB Canada

http://highrise.nfb.ca
A SHORT HISTORY OF THE HIGHRISE
Katerina Cizek @ NFB Canada/ collaboration New York Times
GIGGLEBUG
Anima Boutique (FIN)

High 5 For Kids 2013
GIGGLEBUG
Anima Boutique (FIN)

/ Age: 3 - 6

/ TV Series: 10 x 5mins, June 2013
52 x 5mins in dev

/ App: released in 2013 in English, Finnish, Swedish, German, Chinese

/ 8 new apps in dev

/ Book: x2 picture books

High 5 For Kids 2013
IRON SKY UNIVERSE/ 1ST STAGE
TIMO VUORENSOLA/TERO KAUKOMAA
Crowdfunding – The New Way to Finance Movies

Iron Sky is a dark science fiction comedy. The film is a Finnish-German-Australian co-production, filmed mainly in English, with a budget of about 7.5 million euros.

We have secured about 6.3 million euros through traditional film funding channels like the Finnish Film Foundation, Eurimages, Hessen Film Invest, Screen Queensland, pre-sales etc. We are now aiming to cover 900,000€ of the budget with crowd funding: securing money from volunteers via merchandise sales, preorders and an upcoming investment possibility, which gives You a chance to take part in this movie project.

- Crowdfunding 300,000€
- Secured Financing 6,300,000€
- Total Budget 7,500,000€

Here is the current status of the crowd funding on March 2nd 2012: 74%
IRON SKY UNIVERSE/ 1ST STAGE
TIMO VUORENSOLA/TERO KAUKOMAA

3 x graphic novels

1 x boardgame

1 x LARP

3 x iPad/iPhone games
BUILDING THE NEXT STAGE OF THE FRANCHISE
IRON SKY UNIVERSE
TIMO VUORENSOLA/TERO KAUUKOMAA

INVEDSOR EQUITY CROWDFUNDING PLATFORM
1st round investment target: €150,000
Investment reached: €265,800
Price per share: €25 (minimum 10)
no. of shareholders: 421
Equity offered: 5%
Valuation: €2.5m
GERMAN EQUITY CROWD FUNDING PLATFORMS

Startnext: Creative Industries Startups/ Social Organisations

DeutscheMikroinvest: Mixed Investment Products

Innovestment: High Tech Investment

FundedByMe: Cross-border Mixed Investment
CONCLUSIONS

// PEOPLE-CENTRIC APPROACH TO CREATING STORY EXPERIENCES
// ITERATIVE DEVELOPMENT PROCESSES WITH USER-TESTING
// COLLABORATIONS ACROSS INDUSTRIES AND SKILL SECTORS
// INVESTMENT IN PROTOTYPING, NEW CONTENT FORMS AND AUDIENCE BUILDING

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NEW WAYS TO MEASURE IMPACT AND VALUE
Harmony Institute/ Buzzfeed

HOW TO GROW STORY BRANDS
Rovio/ Playmatics/ Iron Sky Universe

SUCCESSFUL INNOVATION MODELS
Guardian/ NFB Canada/ TOXA/ FilmTank/ BBC/ ITVS

WHO IS FINANCING STORY INNOVATION?
100+ International Funders

NORDIC FOCUS
8 Nordic Funds, 20 producers, 9 Projects
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