




REMODELLING THE RELEASE

#LFFINDUSTRY

SCREEN
INTERNATIONAL



Remodelling the Release – the story so far...

Introduction

Notable Findings

Key issues moving
forward



Strategic priority one: Boosting audience choice across the UK

Film Fund:
Distribution Funding for specialised film and
independent British cinema £4m per year

New Models Strand

New Models Awards



- Multiplatform distribution strategies; simultaneous releases; Premium VoD
- Original marketing strategies and creative audience building
- New partnerships in distribution



Insight Reports

Transparency

Quantative &
qualitative

Sharing of
successes,
failings &
learnings

A Late Quartet - published
A Field In England – end of October
What Maisie Knew – end of October
InRealLife – end of October
Frances Ha – end of October
Borrowed Time
A Pervert's Guide To Ideology
Project Wild Thing

Some initial findings...



I. Some initial numbers

(as of 16/10/2013)

Title	Box office	VoD Transactions	VoD Revenues	DVD/BD units
A Late Quartet	£528,987	6,005	£26,274	6,813
A Field in England	£51,409	6,212	£15,000	7,172
What Maisie Knew	£356,633	20,602	£65,832	r/date 6/1/14
A Pervert's Guide to Ideology*	£55,817	442	-	r/date 14/10/13

*still on release (release date 04/10/2013)



II. Audience Viewing Choices

- Does a choice of platforms erode cinema attendance?
 - *Value of cinema*
 - *Demographic dependent*
 - *Loss of screens*
- What is the effect of simultaneous releasing on home entertainment revenues?

III. Premium VoD & Pricing

A woman with long brown hair and sunglasses is smiling and looking towards a young girl with freckles. The girl is wearing a red floral jacket and looking directly at the camera. They are standing on a busy city street with many people and buildings in the background.

- Are consumers open to a premium priced window?
 - *On what films?*
 - *Which consumers?*
- Who is setting the price?

IV. Marketing and Engagement

- Challenge of signposting multiplatform (simultaneous) releases
- Impact of creating and marketing an 'event'; repackaging the film and reusing the event

*Event BO as % of opening weekend:
Spirit of '45 66%; InRealLife 72%; PGTI 72%*

- New Partnerships



Issues to explore further

- Consumer behaviour around VoD
- Transparency of data
- Home entertainment timelines
- sVoD?





INSIGHT REPORT

A LATE QUARTET

Michael Gubbins and Peter Buckingham, SampoMedia

Thank you

Katie.ellen@bfi.org.uk
Alex.stolz@bfi.org.uk

www.bfi.org.uk/film-industry/lottery-funding-distribution

17 October 2013