

COMMUNIQUÉ DE PRESSE CNC – 18/05/2016

Pendant le festival de Cannes, le CNC annonce une conférence durant laquelle FlameFy est invité à intervenir

New distribution and marketing models in the on-demand age

Cannes Film Festival

May 18, 2016 from 3pm to 6pm

The emergence of Video on Demand has been a growing theme at the Cannes Film Festival and the Marché du Film for the last two or three years. Everyone knows it will be an essential part of the film economy and major global VOD platforms have begun to exert their influence over sales and distribution. But the final shape of the market is not yet clear and the balance between threats and opportunities for rights-holders is still hotly debated.

The French National Cinema Centre (CNC) brings together publishers, producers, aggregators, distributors, international sales agents and marketing agencies to discuss the emerging distribution and marketing models in the on-demand age.

Traditional theatrical distribution is no longer a high road to launch a film. Cinema is unique in its way, but not necessarily more important to film audiences than any of the emerging video-on-demand services. While the VoD marketing is maturing, the appetite for original content is increasing. In that context, the line between the old world order and the VoD industry is blurring. This phenomenon creates great opportunities for rights-holders, but also challenges. Windows are collapsing and producers need to have a far better understanding of how and where their work could be exploited in the best way.

First, direct distribution becomes an increasingly popular model that is now set against traditional distribution through distributors. Secondly, new players emerge between producers and VOD platforms, like content aggregators. How do sales agents and distributors respond to the growing on-line market, and how do content aggregators and digital platforms anticipate further growth? What is their impact on release strategies?

If audience demand for content is higher, it is also much more fragmented. In this context, it becomes challenging to reach the right audience at the right moment. What are the best marketing and promotional tools to build a digital audience? What are the key indicators to take into account? How to use data to create targeted marketing campaigns? What is the future of branded content? What about guerilla marketing?

Who is speaking?

Moderator

Michael Gubbins (Sampomedia, Film Agency for Wales)

Speakers

Bobby Allen (Mubi, VP of Content)

Ariane Buhl (Gaumont, Digital Sales Manager)

Jérôme Chung (Under The Milky Way, Co-Founder)

Ira Deutchman (Deutchman Company, professor at Columbia University)

Tristan du Laz (TF1 Studio, Manager)

Cédric Monnier (FlameFy, CEO)

Ridhima Lulla or Pranab Kapadia (Eros Itl)

Source : [cnc conference - new distribution and marketing models in the on-demand age.pdf](#)