

QUESTION

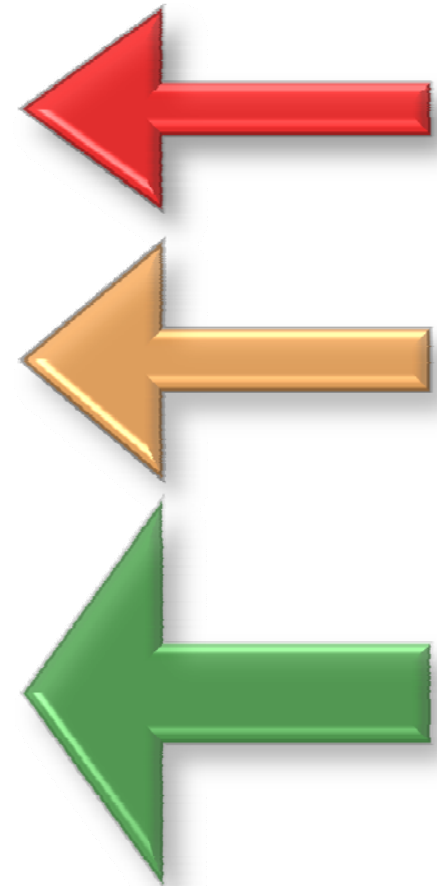
Module 2

Should the dramatic increase in audience data and a demand-driven economy affect our decision-making processes?

Michael Gubbins, SampoMedia

DATA SOURCES

- Historical data (e.g, box office)
- Market research (production led)
- Web analytics
- Academic/industrial research
- Real-time data/social media
- Voluntary data
- Direct interaction
- Metadata
- Big data



BUT...

- Little feedback to producers
- Little producer-audience interaction
- Low transparency in VOD
- Low transparency in transmedia
- Poor analysis of data
- Data lost in film-by-film funding
- History written by winners
- TOO MUCH AND NOT ENOUGH



DEMAND-DRIVEN BUSINESS

1. Identifying the most valuable sources of demand.
2. Aligning your brands, products, messages and resources so that you capture an increasing share of this source of demand.
3. Innovating the right products or services for customers in these sources.
4. Refining pricing strategy to match the expectations of these customers.
5. Developing the right branding, marketing, packing and retail channels to match the perceptions and lifestyles of the members of these groups of demanding consumers.



Source: Rick Kash & David
Calhoun
www.sampomedia.com

DEMAND-DRIVEN FUNDING?

1. Identifying demand *and identifying shortfalls in demand*
2. Aligning your brands, products, messages and resources so that you capture an increasing share of this source of demand *and building policies and products to create and nurture potential demand.*
3. Innovating or targeting *[the right?]* products or services for customers in these sources.
4. Refining pricing *and platform* strategy to match the expectations of these customers
5. Developing the right branding, marketing, packing and *[retail?]* channels to match the perceptions and lifestyles of the members of these groups of demanding consumers



PLATFORM POWER

facebook



SKYMOVIESHD
INDIE



BBC iPlayer

LOVEFiLM.COM[®]



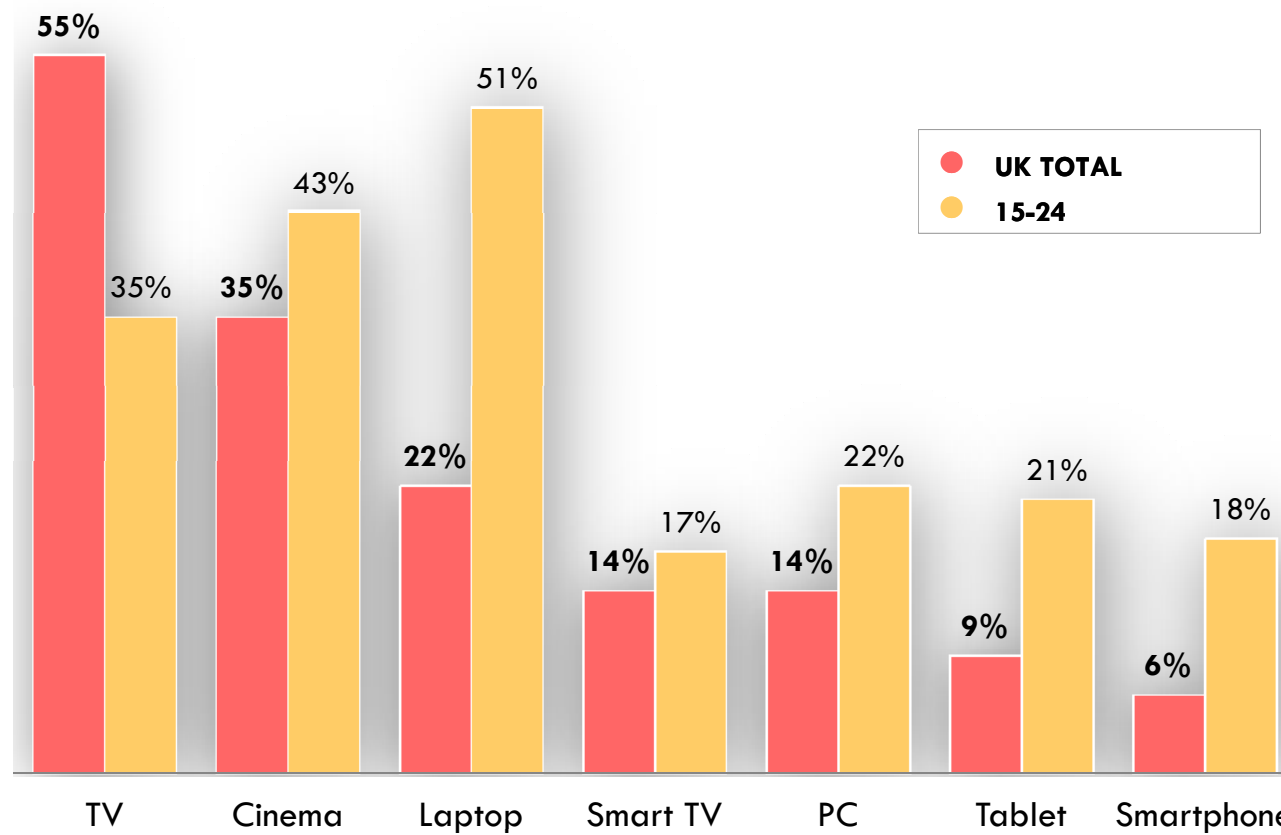
blinkbox[®]
from TESCO

Google[™]

hulu



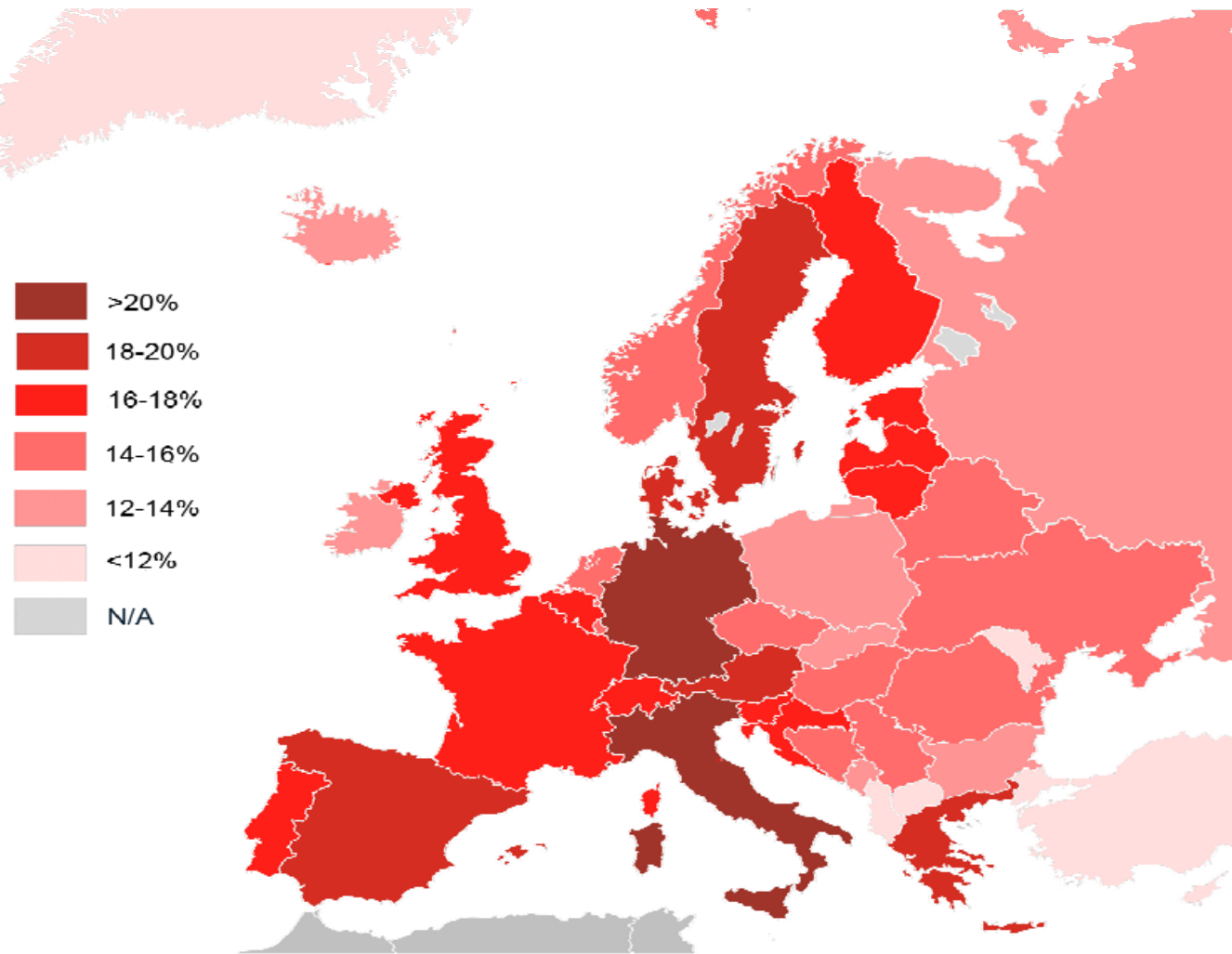
DIGITAL DIVIDE



Source:
ICM

www.sampomedia.com

AGEING EUROPE – OVER 65



DEMOGRAPHIC CHANGE

Battle of the bulge

Euro-area population by age group, m

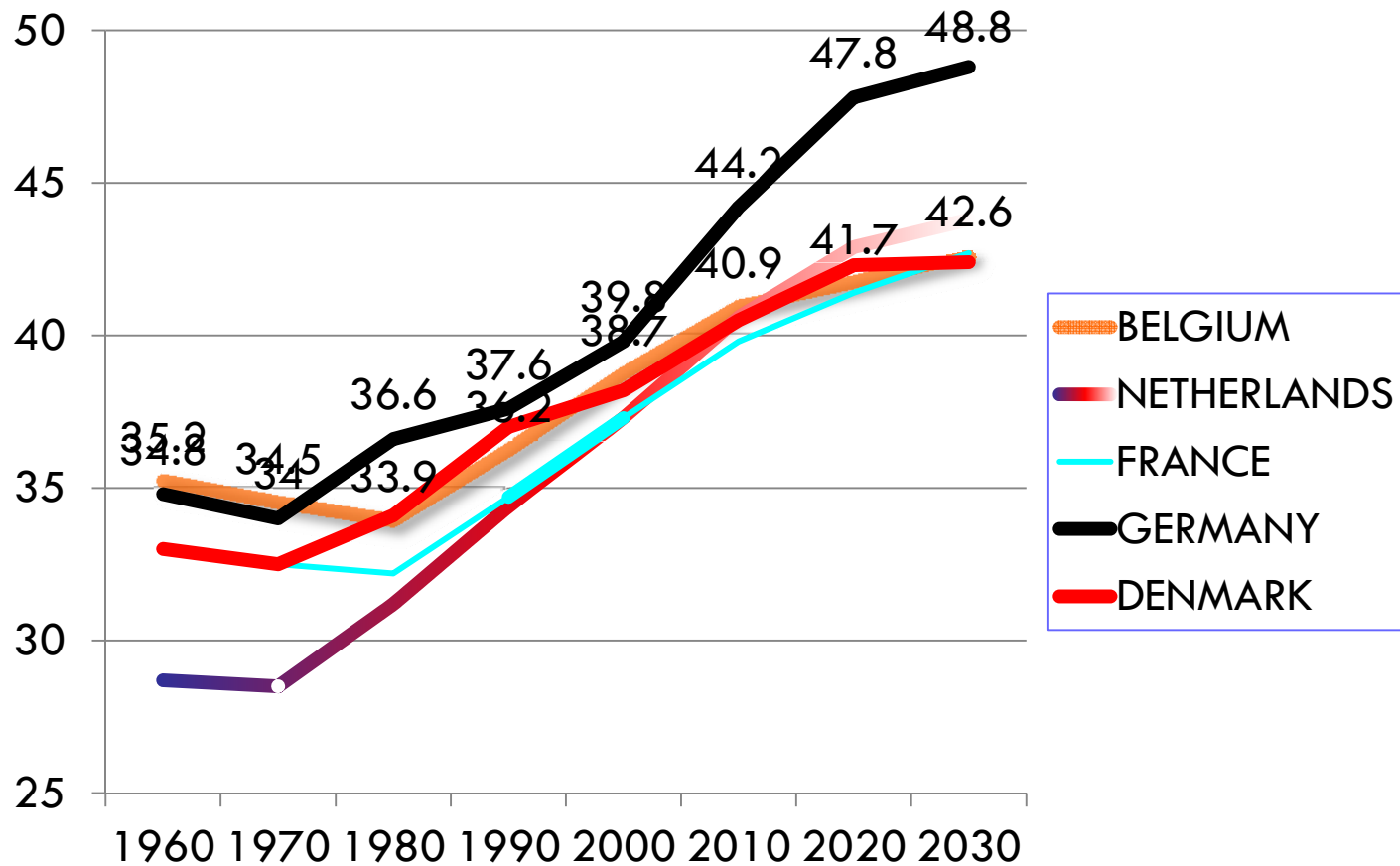


Source: UN Population Division

*Forecast

Source: UN

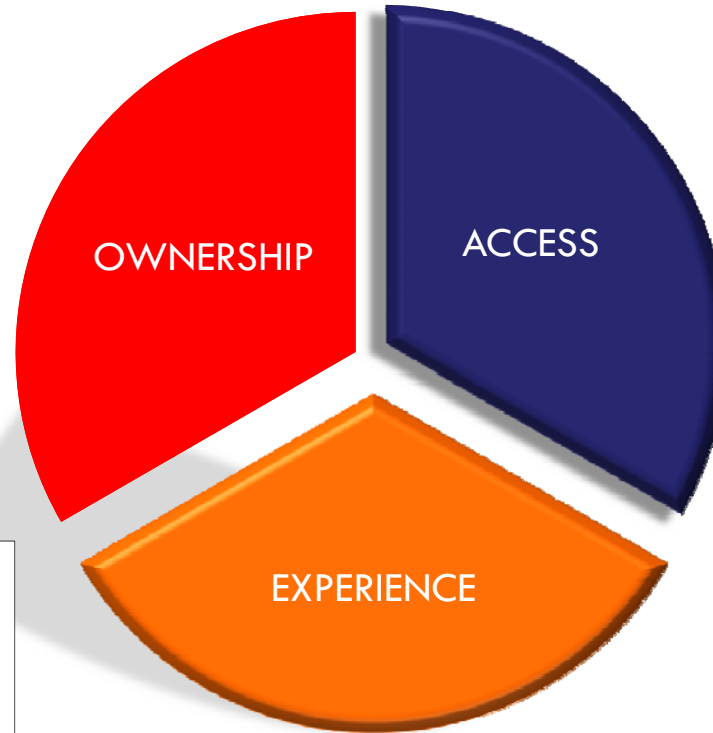
AVERAGE AGES



DEMAND PATTERNS

DVD
BluRay
EST/DTO
Merchandise

SVOD
Cinema on demand
NVOD



Is there potential to extend IP of films?

Cinema
Event cinema
Devices
Games
Crowdfunding
LARP

WHAT WILL WE PAY?

CINEMA ON DEMAND



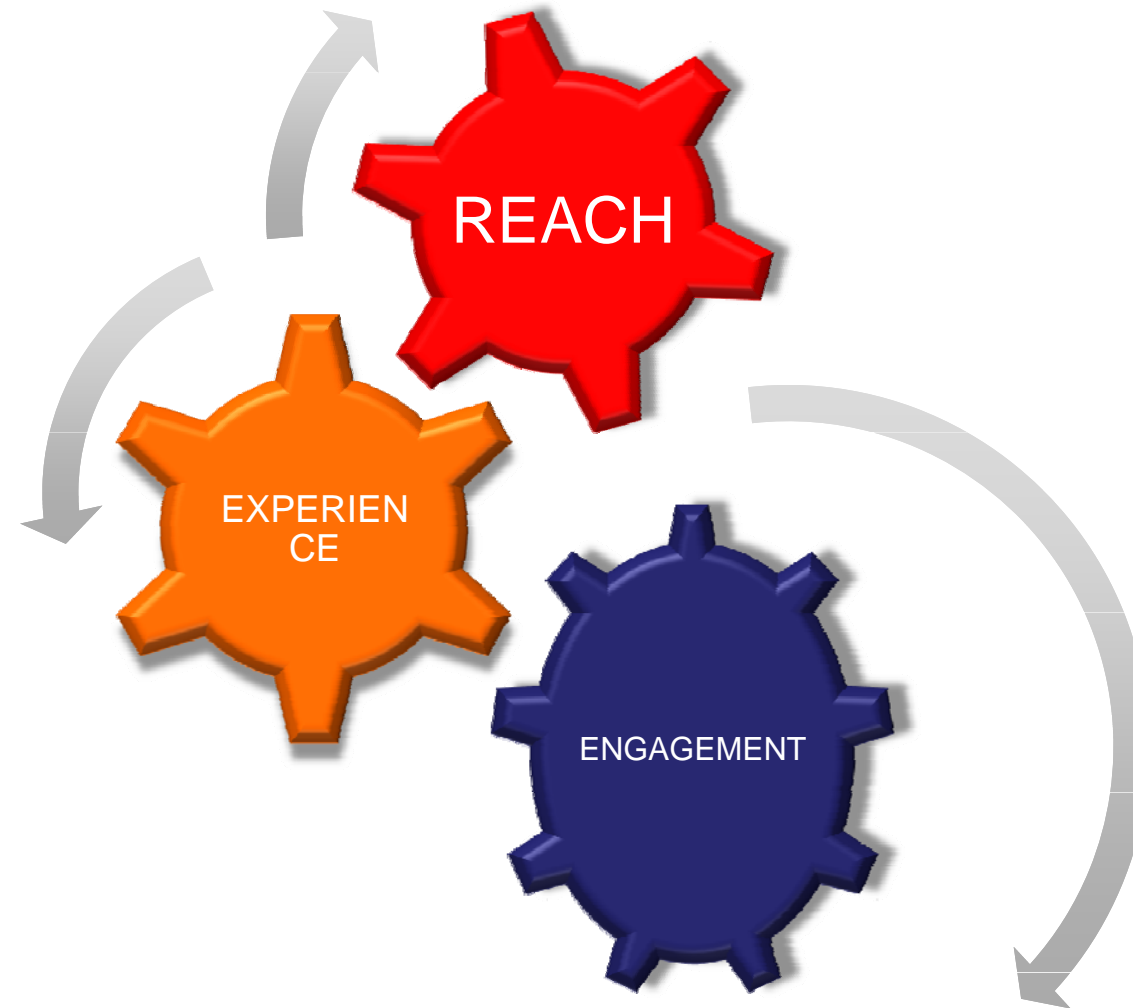
EXPERIENCE

Secret Cinema – *The Third Man*



Takes circa £500,000 in the UK, more than
Melancholia

CINEMA ON DEMAND



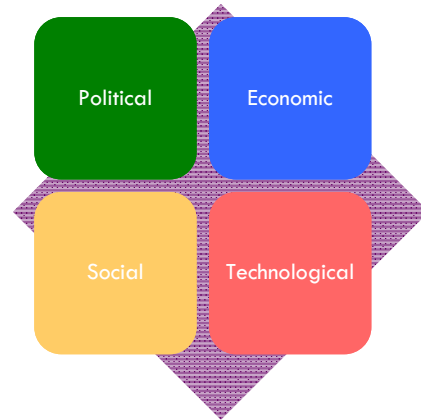


QUESTION

How does the dramatic increase in audience data and a demand-driven economy affect our decision-making processes?

Michael Gubbins, SampoMedia

PEST ANALYSIS



POLITICAL

Politicians want to see tangible values and data will become more important to them

ECONOMIC

We may be platform-agnostic but the platforms are not...

SOCIAL

Data sets up new challenges for cultural diversity...

TECHNOLOGICAL

Will technology allow us to build demand and collect data at the same time?