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**For services in support of information and communication initiatives related**  
**to Information Society and Media policies**

**Lot 3: Audiovisual Services**

**Proposal for**  
**A MEDIA 2007 Video Clip**

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## **1. Background**

The mission of DG Information Society and Media (DG INFSO) is to support the development and use of Information and Communication Technologies (ICTs) for the benefit of all citizens. One of DG INFSO's initiatives is MEDIA 2007, a support fund for the audiovisual (AV) industry. MEDIA 2007 funds training for and the development of films as well as the distribution and promotion of films. The aim of MEDIA 2007 is to increase the circulation of European films and other audiovisual productions both inside and outside the EU and to strengthen the commercial performance of the AV sector in an open and competitive market context. MEDIA 2007 also aims at preserving and promoting Europe's cultural diversity and audiovisual heritage, ensuring public access to this heritage and encouraging dialogue between cultures. However, the core of the programme remains in funding the distribution of films.

In 2007, MC produced four video clips to promote the MEDIA 2007 programme. Each of these video clips highlighted an emotion ("joy", "love1", "love2", and "sadness"), using collages of scenes from famous MEDIA-funded films. The video clips were distributed through viral marketing. The success speaks for itself: over 7 million viewers have watched the MEDIA video clips on EUTube. ([http://ec.europa.eu/information\\_society/media/overview/clips/index\\_en.htm](http://ec.europa.eu/information_society/media/overview/clips/index_en.htm)) and the clips achieved media coverage for the MEDIA programme in print and TV outlets such as the BBC, Reuters, France 24, the New York Times and der Spiegel.

Now, MC has been asked by DG INFSO to produce a promotional video clip of 60 seconds in length in order to celebrate the achievements of European film and to promote the MEDIA 2007 programme.

## **2. Objective**

The MEDIA 2007 video clip will promote excellence in European films and inform European audiences about the MEDIA 2007 programme. The main objective is to increase the awareness and interest of the European viewers in MEDIA 2007 programme funded films. The video clip will be shown in cinemas and at major film festivals as well as being used for viral marketing.

## **3. Target Group**

The main target groups for the MEDIA 2007 video clip are the European movie-goers and visitors at film festivals who do not know about the MEDIA programme, especially young audiences.

The secondary target group includes cinephiles, internet adepts, specialised AV journalists, Information and Communication adepts, Commission/National officials and the general European public with an interest in movies.

#### **4. Tasks of the Agency**

MC's task is the complete production of the 60 second long promotional video clip. Specifically, MC has been asked to fulfil the following tasks:

- **Development of a treatment**
- **Development of a storyboard**
- **Casting of actors**
- **Shooting**
- **Editing**
- **Sound production**
- **Translation** of slogans and ending slide into six further languages
- **Production of 500 DVD copies** of the MEDIA 2007 video clip
- **Production of 25 35 mm copies** of the MEDIA 2007 video clip
- **Distribution** of the MEDIA 2007 video clip, including
  - Researching cinemas and film festivals
  - Liaising with cinema owners and film festival organisers
  - Sending 35 mm copies and DVD copies to cinemas and film festivals
  - Reporting back to DG INFSO on distribution measures
  - Distribution via *Reelport* and *Europe's Finest*
- **Viral marketing**
- **Implementation of an online personalisation campaign**

#### **5. Implementation**

The production of the MEDIA 2007 video clip will run through different stages. These consist of developing treatment suggestions and a storyboard as well as the complete production and postproduction processes.

##### **5.1. Preproduction**

##### **5.1.1. Development of a Treatment**

MC will develop a detailed treatment for the MEDIA 2007 video clip based on the treatment suggestion selected by DG INFSO. MC will present the treatment to DG INFSO for feedback and approval.

### Selected Treatment Suggestion

**“And the Winner Is...”**

Idea:

The video clip emphasises MEDIA 2007 support of the development and distribution of thousands of films as well as training activities, festivals and promotional projects throughout the continent bearing in mind the European audience as the chief beneficiary.

Description:

During a glamorous award ceremony a young woman stands on a stage, opening the envelope. It's all quite exciting. We see several guests, waiting tensely for the announcement of the winner.

The woman on stage reads out loud:

**“And the winner is...”**

A short pause of absolute silence follows.

The camera zooms into a number of nominated film makers who are waiting tensely. We see their faces on screens across the reception room packed with the audience.

The woman looks a bit confused as she reads what the note in the envelope says. The she looks up and hesitantly announces

**“... the audience.”**

In the screens across the reception room we see the baffled faces of the nominees and in the background the cheerful reaction of countless members of the audience. Suddenly, the entire reception hall is enthusiastically celebrating.

Cut

We see different groups of people celebrating in front of their TV sets at home and in bars, as well as on the streets. People are hugging strangers, smiling, some are crying.

End Slogan:

**European Cinema: Made For You.**

Logo:

**Media 2007**



#### **5.1.2. Preproduction Meeting**

Before starting production on the MEDIA 2007 video clip, MC will organise a preproduction meeting (PPM) together with DG INFSO. At the PPM, MC will present the treatment to DG INFSO. The PPM provides the opportunity to discuss in detail what will be filmed and how it will be filmed. All important details for the upcoming shoot, including audio and video elements, will be clarified at this meeting.

After this meeting, MC will finalise the treatment, subject to DG INFSO's approval.

#### **5.1.3. Development of a Storyboard**

MC will develop a detailed storyboard based on the approved treatment. The storyboard will be presented to DG INFSO for feedback. MC will revise the storyboard according to DG INFSO's comments and submit a final version to DG INFSO for approval before starting the production process.

#### **5.1.4. Casting and Location Scouting**

Based on the storyboard approved by DG INFSO, MC will take care of casting the actors for the MEDIA 2007 video clip. All actors will be selected in close cooperation with DG INFSO. MC will also select suitable shooting locations for the video clip.

#### **5.2. Production**

MC will take care of establishing a team consisting of a film director and camera crew to transform the approved storyboard into a dynamic, visually appealing video clip.

MC may use a crane, dolly and/or steady cam in order to shoot dynamic scenes and high quality images.

#### **5.3. Postproduction**

During postproduction, all AV material filmed by MC will be screened by MC and digitalised. The filmed footage will then be edited into a provocative and eye-catching video clip. MC will edit the MEDIA 2007 video clip so that the key messages included in the storyboard are clearly communicated.

Moreover, MC will carry out the sound production of the MEDIA 2007 video clip, which includes the soundtrack and final mixing. MC will send DG INFSO recommendations for suitable soundtracks. After DG INFSO chooses a soundtrack, MC will produce "sound-alike" music (especially composed music for DG INFSO's promotional video clip based on the original soundtrack chosen by DG INFSO). MC will submit the video clip to DG INFSO for final changes and approval before sending the final version.

## **6. Language Versioning**

MC will produce the DVD copies of the MEDIA 2007 video clip in English plus six further languages. MC will translate all the relevant information in print featuring on the outro slide into 6 additional languages.

The 35 mm versions will be produced only in the following languages: EN, FR, DE, ES.

## **7. Production of Formats**

MC will produce the MEDIA 2007 video clip in the following formats:

- 25 copies of the MEDIA 2007 video clip as 35 mm copy
- 500 DVD copies of the MEDIA 2007 video clip
- MPEG2 (high quality), Real Media Player (high and low quality), WMV (high and low quality)

## **8. Development of a DVD Cover and Label**

MC's creative department will design the DVD cover and label for the DVD copies containing the MEDIA 2007 clip in close cooperation with DG INFSO. The cover will show the EU logo as well as the MEDIA 2007 logo and a title. It will be designed according to the DG INFSO corporate identity style. MC will possibly use screenshots from the finalised MEDIA 2007 video clip for the cover and label. The layout will be produced in English only. Upon approval of the master layout design by DG INFSO, MC will conduct the mass production of the cover.

## **9. Distribution**

The distribution of the MEDIA 2007 video clip will be organised in two major waves. In the first wave, ten 35 mm copies will be distributed to MEDIA 2007-funded film festivals. The second wave will provide specially selected outlets from the "Europa Cinemas" with fifteen 35 mm copies for long term screening.

For the distribution during the first wave, MC will target up to 150 MEDIA 2007-funded film festivals. DG INFSO will provide MC with a list of MEDIA 2007-funded film festivals to be targeted. The agency aims at concluding distribution agreements with at least 50 film festivals during the time frame of one year (duration of the contract). MC will contact these festivals and arrange the circulation and transfer of ten 35 mm copies to the festival and back to the agency's storage rooms.

The second distribution wave will target selected outlets from the "Europa Cinemas." MC will identify fifteen cinemas and liaise with them for long-term screening of the



MEDIA 2007 clip. These partners will be provided with a 35 mm copy each to be screened on a regular basis.

In addition, MC will distribute 500 DVD copies of the MEDIA 2007 video clip to the organisers of film festivals and cinema events in order to promote the clip.

In both cases the selection of cinema outlets, film festivals, and cinema events will be conducted in close cooperation with DG INFSO.

#### **9.1. Distribution via Reelport and Europe's Finest**

MC will also join with the MEDIA supported online film library *Reelport* (<http://www.reelport.com/>) to distribute the clip to film festivals all over Europe. Reelport is an online film platform for short films and arthouse productions and serves as a major free of charge film supplier for a wide range of European and international film festivals. MC will upload the MEDIA 2007 clip to the Reelport platform for digital distribution. In this way, the MEDIA 2007 clip will be immediately accessible for download for all Reelport clients for screening at their festival.

In addition, MC will also liaise with the MEDIA supported project *Europe's Finest* (<http://www.finest-film.com/>) to distribute the MEDIA 2007 clip to digital cinemas throughout Europe. Europe's Finest offers digital copies of European film classics to European cinemas on digital HD's. MC's cooperation with the Europe's Finest project foresees that every HD distributed by Europe's Finest will include a copy of the MEDIA 2007 clip for screening.

MC would then conduct a thorough monitoring on all distribution tasks committed and report back to DG INFSO on a regular basis.

#### **10. Viral Marketing**

MC will take care of all measures necessary to distribute the MEDIA 2007 clip by use of viral marketing.

##### **10.1. Identifying Video Communities and Content**

Once the MEDIA 2007 video clip has been approved, MC will identify the most popular global online video communities in the EU countries which cover the six languages English, French, Italian, German, Spanish and Polish – for instance youtube.com, myvideo.de, kewego.es, dailymotion.fr, thus also covering the widely spoken languages in the European Union.

MC does not recommend seeding the video in other languages as past experience has shown that language-based seeding even in the case of extremely well produced videos reaches only disappointing numbers of viewers in the respective





countries. Even with languages that are spoken by a large population, for instance German, Italian, or French, it has been observed that the English language version remains the most successful.

#### **10.2. Creating Text and Tag Words**

MC will prepare a very short text and a list of tag words for the video in the English master version. The short text and the tag words will describe the content of the video and contain clear associations to the major content elements. MC suggests producing a pool of tag words to give a greater variety to choose from. Also, it is very important that the tag words and the text look authentic and credible for the average user, i.e. non-institutional. MC will make sure to draft texts that look original, including short alternatives of the description text in the six languages.

#### **10.3. Creating Sender Names**

Experience has shown that authentic user names of video community users are more likely to generate views for animations than institutional sender names. Therefore, MC will develop one sender name per community.

#### **10.4. Seeding**

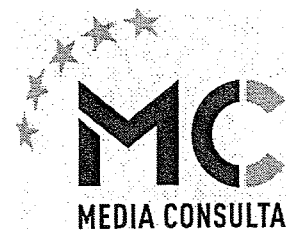
Having identified a total of some 8-12 most relevant video communities (1-2 global ones and 1-2 each in the biggest member states), and prior to starting the seeding process, MC would seed the MEDIA 2007 video clip in all six languages.

Video links will also be seeded in the respective languages and initial presentation in the most important blogs and social communities would be realised. MC has a database of blogs and communities with real users that would carry out the seeding. This approach is recommended to support the credible and authentic realisation of the viral strategy.

After approval of the short text and the tag word list, MC will start seeding the MEDIA 2007 video clip in each of the selected communities. When doing so, MC recommends including minor languages mistakes, which will give the text a more authentic look.

#### **10.5. Optimisation**

Having seeded the MEDIA 2007 video clip, MC will provide two snapshot reports of the first results (one month after seeding and three months after seeding). Simultaneously, MC will manage the seeding optimisation, e.g. change of tag words, new blog and fora entries depending on the current topics discussed on the Internet. Further evaluation and optimisation would be done in a bimonthly frequency.



#### **10.6. Evaluation**

Following two short and simple snapshot reports MC will produce an interim report six months after the launch of the seeding campaign. A final report will be produced at the end of the contract giving an evaluation of the viral effects.

#### **10.7. Personalisation Campaign**

MC will implement an online personalisation campaign for the video clip. Internet users will be able to insert a name in an online form presented on a specially created website. The video clip will then be automatically personalised to include this name in the story line, and the website will enable the user to send around this version of the video clip to friends.

## Annex - Financial Proposal

DG INFSO				
Media 2007				
<i>And the Winner is</i>				
Production of 1 film - 60 seconds	unit	No of Units	Rate per Unit	
Duration: 1 year				<b>TOTAL</b>
<b>Main Budget</b>				
<b>Project management</b>				
Continuous consulting of and reporting to client, briefing and coordination (project management)	m/d	5,00	430,00 €	2.150,00 €
Financial management and final report	m/d	2,00	430,00 €	860,00 €
Meeting with client during the project	m/d	2,00	430,00 €	860,00 €
<b>sum Project management</b>				<b>3.870,00 €</b>
<b>Preproduction</b>				
Supervision of the Preproduction	m/d Director	6,00	430,00 €	2.580,00 €
Development of a treatment	m/d Producer	3,50	430,00 €	1.505,00 €
Development of the storyboard	m/d Producer	3,50	430,00 €	1.505,00 €
Research and selection of shooting locations	m/d Producer	5,00	430,00 €	2.150,00 €
Casting incl. management of all parties involved	m/d Producer	5,00	430,00 €	2.150,00 €
<b>sum Preproduction</b>				<b>9.890,00 €</b>
<b>Production</b>				
Supervision of the production incl handling of all parties involved	m/d Producer	6,00	430,00 €	2.580,00 €
<b>Director</b>	m/d Director	3,00	430,00 €	1.290,00 €
* 2 days shooting * 1 day preparation				
<b>Filming of raw footage (on location) - 2 days shooting and 1 day preparation</b>				
* 1 cameraman * 1 camera assistant * 1 video operator * 1 sound engineer * 1 light engineer * 1 assistant for light engineer * 3 production assistants * 2 electricians * 2 make up stylists	per person	39,00	400,00 €	15.600,00 €
Equipment (camera, sound, light, optics, filters) for 3 days	per day	3,00	1.500,00 €	4.500,00 €
Material for filming	based on real costs	1,00	2.800,00 €	2.800,00 €
Transportation vehicle (incl. Petrol)	day	3,00	1.500,00 €	4.500,00 €

DG INFSO				
Media 2007				
And the Winner is				
Production of 1 film - 60 seconds	unit	No of Units	Rate per Unit	
Duration: 1 year				<b>TOTAL</b>
<b>4 Talents</b>				
* incl. Buyouts for 3 days * actors	per person	4,00	2.000,00 €	8.000,00 €
<b>30 Extras</b>				
* incl. Buyouts for 3 days	per person	30,00	500,00 €	15.000,00 €
Props and costumes for the talents for 3 days	based on real costs	1,00	4.000,00 €	4.000,00 €
Location hire incl. Shooting permits for 3 days	per day	3,00	2.500,00 €	7.500,00 €
<b>sum Production</b>				<b>65.770,00 €</b>
<b>Postproduction of EN masterversion</b>				
Supervision of the postproduction incl handling of all parties involved	m/d Director	11,00	430,00 €	4.730,00 €
Film processing	based on real costs	4,00	3.500,00 €	14.000,00 €
Offline virtual editing (incl. editor)	day	10,00	750,00 €	7.500,00 €
Online virtual editing (editor included)	day	5,00	750,00 €	3.750,00 €
Production of 3 animated typo/animation	minute of animation	3,00	800,00 €	2.400,00 €
Music (originally composed, sound-alike)	unit	1,00	1.500,00 €	1.500,00 €
Studio Time (for final mix)	per day	2,00	500,00 €	1.000,00 €
Production of 2 Master tapes	unit	2,00	150,00 €	300,00 €
Editing facility for the coding of the films into mpeg, mov e.g. formats	m/d	1,00	430,00 €	430,00 €
Courier costs for sending of Master tape to Brussels	unit	1,00	25,00 €	25,00 €
<b>sum Postproduction of EN masterversion</b>				<b>35.635,00 €</b>
<b>Postproduction of 6 further language versions</b>				
Supervision of the postproduction incl handling of all parties involved	m/d Director	5,00	430,00 €	2.150,00 €
Online virtual editing (editor included)				
* Adaptation of the animated graphics into 6 further language versions * half a day per language	day	3,00	750,00 €	2.250,00 €
Translation of slide into 6 further language versions	m/d	4,50	430,00 €	1.935,00 €
Proofreading into 6 further language versions	m/d	2,50	430,00 €	1.075,00 €
Production of 2 Master tapes for all 6 language versions	unit	2,00	150,00 €	300,00 €
Courier costs for sending of Master tape to Brussels	unit	3,00	25,00 €	75,00 €
<b>sum Postproduction of 6 further language versions</b>				<b>7.785,00 €</b>

<b>DG INFSO</b>				
<b>Media 2007</b>				
<b>And the Winner is</b>				
<b>Production of 1 film - 60 seconds</b>				
	<b>unit</b>	<b>No of Units</b>	<b>Rate per Unit</b>	
<b>Duration: 1 year</b>				<b>TOTAL</b>
<b>Distribution (viral campaign for 1 video in online video communities, blog and fora)</b>				
Project management, organisation, coordination	m/d	3,00	430,00 €	1.290,00 €
Identification and qualification of relevant video communities, global and 6 selected languages, about 15-20 communities altogether	m/d	1,00	430,00 €	430,00 €
Concept development for seeding strategy	m/d	0,50	430,00 €	215,00 €
Content development including different text creation (short text, tag wrds) in EN for 1 video	m/d	1,00	430,00 €	430,00 €
Content translation of short text description, tag words into 5 further languages	m/d	1,50	430,00 €	645,00 €
Initial Seeding: Registration in selected video communities in all 6 languages with different sender names and inserting video text, links, etc.	m/d	4,50	430,00 €	1.935,00 €
Regular optimisation of tag words, short text, blog social communities and fora entries, in first 2-4 weeks	m/d	4,50	430,00 €	1.935,00 €
Continuous evaluation after seeding phase and bimonthly snapshot reports	m/d	6,00	430,00 €	2.580,00 €
Production final report on monitoring and dissemination on seeding	m/d	2,00	430,00 €	860,00 €
<b>sum Distribution (viral campaign for 1 video in online video communities, blog and fora)</b>				<b>10.320,00 €</b>
<b>Personalised viral</b>				
development of simple HTML micro-site hosting the personalised video and production of personalised video, only EN	m/d	23,00	430,00	9.890,00 €
Hosting	per month	12,00	90,00 €	1.080,00 €
Technical maintenance and Monitoring (1 md per month), 12 months	m/d	12,00	430,00 €	5.160,00 €
<b>sum Personalised viral</b>				<b>16.130,00 €</b>
<b>Sum Main budget</b>				<b>178.585,00 €</b>

<b>VIII Travel costs and subsistence allowances</b>				
Travel costs for 1 trip à 2 persons for 1 day to Brussels for client meeting	person	2,00	550,00 €	1.100,00 €
Subsistence allowances for 1 trip à 2 persons for 1 day in Brussels	person/day	2,00	84,06 €	168,12 €
<b>sum VIII Travel costs and subsistence allowances</b>				<b>1.268,12 €</b>
<b>sum TOTAL incl. travel and subsistence allowances</b>				<b>179.953,12 €</b>

<b>DG INFSO</b>				
<b>Media 2007</b>				
<b>And the Winner is</b>				
<b>Production of 1 film - 60 seconds</b>				
	<b>unit</b>	<b>No of Units</b>	<b>Rate per Unit</b>	
<b>Duration: 1 year</b>				<b>TOTAL</b>
<b>Production of 500 DVDs</b>				
Design and layout of a cover and a label for the DVD as well as for the boxes	m/d	2,00	430,00 €	860,00 €
Designing the DVD menu incl. project management, concept and interface development and testing	m/d	4,00	430,00 €	1.720,00 €
Production of master DVD 9 (incl. e.g. MPEG encoding, audio encoding and glassmaster for production)	m/d	2,50	430,00 €	1.075,00 €
Handling of production of 500 DVD's	m/d	1,00	430,00 €	430,00 €
Production of 500 DVDs incl. Box, label and packaging	unit	500,00	2,80 €	1.400,00 €
Courier costs for sending out DVDs and CDs to DG INFSO in Brussels	unit	3,00	150,00 €	450,00 €
<b>sum Production of 500 DVDs</b>				<b>5.935,00 €</b>
<b>Production of 25 copies of 35 mm rolls (EN version)</b>				
Production of cinema master for copy processing	based on real costs	1,00	3.000,00 €	3.000,00 €
Studio time for cinema mix incl. Dolby license	day	3,00	500,00 €	1.500,00 €
Copies	based on real costs	25,00	25,00 €	625,00 €
Courier costs	unit	25,00	25,00 €	625,00 €
<b>sum Production of 25 copies of 35 mm rolls (EN version)</b>				<b>5.750,00 €</b>
<b>Distribution (cinema and film festivals)</b>				
Coordination with the client and quality management	m/d	2,00	430,00 €	860,00 €
* 15 MDs Liaising with European film festivals, coordinating distribution of video clip to up to 50 film festivals over the period of one year	m/d	15,00	430,00 €	6.450,00 €
* 5 MDs for Liaising with "Europa Cinemas", coordinating distribution of video clip to 15 cinemas for long term screening of the video clip	m/d	5,00	430,00 €	2.150,00 €
Preparation of a final report	m/d	1,00	430,00 €	430,00 €
Courier within Europe for the circulation of the festival copies	unit	50,00	25,00 €	1.250,00 €
Liaising with Reelport and Europe's Finest	m/d	2,00	430,00	860,00 €
File decoding for Reelport and Europe's Finest (incl. copying on 40 Europe's finest HD's and one year hosting of the clip on Reelports website)	based on real costs	1,00	5.600,00 €	5.600,00 €
<b>sum Distribution (cinema and film festivals)</b>				<b>17.600,00 €</b>