



## Global Junior Challenge

Projects to share the future

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### Project Location

**Country:** Italy

**City:** Rome

### Organization

**Organization Name:** Romefilmmarket.com

**Organization Type:** Company

**Specify:** Lazio regional funds

### Website

[www.indiefilmchannel.tv](http://www.indiefilmchannel.tv)

### Privacy Law

Consenso al trattamento dei dati personali

**Do you authorize the FMD to the treatment of your personal data?:** I do authorize the FMD to the

### Project Type

Education up to 29 years

### Project Description

**Description Frase (max. 500 characters):**

Indiefilmchannel.tv is the first Italian VOD platform completely dedicated to first and second operas of European films. Indie's catalogue, formed by shorts, docs, feature films focuses both on emerging talented directors. IndieTV wants to be a valid distribution channel for all that European first and second operas that hardly reach main audience, promoting their intra-European circulation and cultural diversity, and a reference point for the indie cinema lovers

and professionals, fighting piracy effectively.

### **Project Summary (max. 2000 characters):**

European Independent first and second feature films, documentaries and shorts, continually have to face with lack of opportunity to reach the main audience. The main part are visible only in the occasion of bigger film festival, some are nationally distributed by independent distribution companies, that cannot guarantee a uniform distribution (i.e. number of theatre in bigger city vs small town) and a long last presence in the traditional distribution circuit, a minimal part is internationally distributed, but the screening are most special events. IndieTV aims to be the first European VOD platform dedicated to authorize streaming of first and second European films directors, becoming so the main archive of these operas. Our main objectives are, on one side, to be the alternative distribution channel for emerging independent directors and producers to commercialize first operas, on the other, to be the reference platform for indie cinema lovers and professionals, where watch niche films and programmes hardly available on other VOD platforms. In addition, a big effort will be made also to collect the first operas of now established directors in order to supply also their first operas. Indiefilmchannel.tv platform is a project made by Romefilmmarket.com Srls (RFM), a digital start-up founded in October 2015, with the support of Lazio Regional Funds, by three cinema professionals keen on independent cinema. From January 2016 to November 2016, RFM has focus its efforts, on one hand, on the creation and testing of the platform from a technological point-of-view (encoding of the films, subtitling, translation of side information, pay modality ...), and, on the other, the setting up of the catalogues, through scouting activities and participation to the main European Film Markets (MIPCOM, Berlinale, Cannes, ...).

### **How long has your project been running?**

2014-11-01 00:00:00

### **Objectives and Innovative Aspects**

In this first year of creation, IndieTV aims to mantein its original nature, to be a VOD platfrom with a TVOD commercial-free modality and with a revenues-sharing agreement with films suppliers (70/30). At the core of the project there will be cultural products, and even the reaching of a breakevn-point in 2017/2018 will be essential, in these first three years public supports as Lazio Regional Funds and EU Media Funds, will be essential to guarantee a high-quality free of commercial and able to dedicate special discount to cinema student and free contents for directors and producers. Starting from these considerations, the revenues generated by the platform will come only by the paid user transactions. To realize this prevision we are taking into consideration the following information: a feature films is available at an average 2,99/3,99 Euro per screening, a documentary 1,99 Euro and a short 0,99 Euro; the European SVOD programmes will be screen at 9,90 Euro per month, and Day-and-Date at 4,90 for screening.

### **Results**

**Describe the results achieved by your project How do you measure (parameters) these.** Indie cata  
(max. 2000 characters): the other

Pictures, Koch Media, VideA, Cinecittà Luce, Minerva, Mariposa, Nomad Film, Zalab, Movimento Film and directly from independent producers and filmmakers. At the moment, IndieTV's catalogues is composed by 597 independent films. The 48% of the catalogue (287 titles) are first or second feature films, the 38% (223 titles) are shorts, and 14% are documentaries, short and feature. The 73% of the catalogues is composed by European Films. More than 34 countries, 20 European and 14 extra-European, are represented in the catalogues. These films belongs to the main various genre as animation, anime, action, comedy, drama, erotic, fantasy, horror and thriller. Besides this variety, IndieTV catalogues focuses only in first and second feature films, both of emerging directors, premiered or awarded in international films festival, and established directors. Each film has a single description with the following info: country and year of production, format, legths, genres, direction, cast, synopsis and awards A qualitative internal menu divides the films into categories that permits to the users to surft inside the catalogue. Besides type of audiovisual (shot, doc, ...) and type of genre, an important part of the category is the Festival section, where the films are divided on the base of their festival premieres, as Berlinale, Venice Fim Festival, RIFF Awards, Cannes, Sundance (....)

**How many users interact with your project monthly and what are the preferred forms of interaction? (max. 500 characters):**

Our target  
well-educ  
contents  
producers  
that hard  
500 users  
conceived  
audience  
discussion  
Date Eur

## Sustainability

**What is the full duration of your project (from beginning to end)?:** From 3 to 6 years

**What is the approximate total budget for your project (in Euro)?:** From 75.001 to 500.000 Euro

**What is the source of funding for your project?:** Grants

**Specify:** srls

**Is your project economically self sufficient now?:** Yes

**When is it expected to become self-sufficient?:** 2018-01-01 00:00:00

## Transferability

**Has your project been replicated/adapted elsewhere?:** Yes

**What lessons can others learn from your project? (max. 1500 characters):**

People love TV content,  
ondemand, personalized  
likely to be big and endu  
world. It is expanding ra  
devices, while penetrati  
consumers can watch c

personalized to individual tastes (Freedom and Flexibility); Internet TV apps have frequent improvement updates and streaming is the primary source of UHD 4K video content (Rapid Innovation).

**Are you available to help others to start or work on similar projects?:** Yes

## Background Information

**Barriers and Solutions (max. 1000 characters):** The following obstacles and shortcomings that could especially without the availability of adequate funds, resources could slow down the project at an early stage. • Lack of public loyalty: the credibility of other platforms offering exclusive rights does not allow the vertical integration for fair competition on the downstream market. • Inability to ensure computer literacy (eg Memory Icons) which is one of the challenges of the digital content industry. • Difficulties in creating a market: individual and collective capacity of an audience to produce a product; Its valorization becomes indispensable. Solutions: Streaming is getting faster and more reliable, while penetration of digital content is increasing. Freedom and Flexibility: Consumers can watch content on their own terms. The experience is personalized to individual tastes? Rapid improvement updates and streaming is the primary source of UHD 4K video content (Rapid Innovation).

**Future plans and wish list (max. 750 characters):** To verify the impact and the results of the project will be our main reference points to judge the success. From a quantitative point of view, we aim by the end of the project (30/11/2018) to have 10.000 users, bringing them from roughly 500 to 10.000; \* to have a Monthly Programme and to have, as average, 100 titles per month. Festival partnership and to organize at least 45 Days of Film Festival for each Film Festival), with at least, an average of 10 titles per month. Exponentially increase our catalogue from 597 titles to 10.000. European part of catalogues moving it from roughly 500 to 10.000. Qualitative point-of-view, important data to verify if the project is operated is the description of the user retention. The "monthly spending average" and "monthly average" will be our main reference points to judge the success.

[vod; indie; streaming; platform; cinema](#) <sup>[1]</sup>

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**Source URL:** <https://www.gjc.it/en/progetti/indiefilmchanneltv>

## Links

[1] <https://www.gjc.it/en/keywords-separate-commas/vod-indie-streaming-platform-cinema>