Company Pitch
Karin Haager | CFO

Innovation Seed Camp
December 02, 2009
Market Demand

actors availability blu-ray cinema
critics director rent download
dVD film information genre
mood movie most viewed price
poster rating release-date reviews
seamless streaming trailer VoD
Market Solution

actors availability blu-ray cinema
critics director rent download
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Product

Movie: «Balzac, Part I» (Josée Dayan)

Director: Josée Dayan
Actors: Cédric Depardon, Jeanne Moreau, Fanny Ardant, Veena Lin, Katja Kinnmann...
Country: FR, IT, DE
Run Time: 95 Minutes

This French–made small–screen production is dominated by the charismatic presence of Cédric Depardon, who taxes his skills to seem as spectacularly fat and physically unattractive as the legendary writer and lover of women. Practically all the actual lovemaking takes...

Buy «Balzac, Part I» in your country

<table>
<thead>
<tr>
<th>Film</th>
<th>Year</th>
<th>Runtime</th>
<th>Country</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balzac, Teil I – Ein Leben voller Leidenschaft</td>
<td>1999</td>
<td>95 min.</td>
<td>DE</td>
<td>€7.59</td>
</tr>
<tr>
<td>Balzac – A Passionate Life</td>
<td>2000</td>
<td>186 min.</td>
<td>FR, DE</td>
<td>€5.99</td>
</tr>
<tr>
<td>Balzac</td>
<td>2005</td>
<td>186 min.</td>
<td>EN</td>
<td>€9.99</td>
</tr>
<tr>
<td>Balzac</td>
<td>2002</td>
<td>218 min.</td>
<td>FR</td>
<td>€17.99</td>
</tr>
<tr>
<td>Balzac, Teil II – Ein Leben voller Leidenschaft</td>
<td>1999</td>
<td>95 min.</td>
<td>DE</td>
<td>€3.99</td>
</tr>
</tbody>
</table>

Images and film stills

Reviews «Balzac, Part I»

Lovers of 19th-century French literature and contemporary French cinema will probably get the most out of this 210-minute march through the sensual life of Honoré de Balzac.
Business Model

Top Search Ranking

Traffic

Revenues

Unique Visitors

Advertising
Affiliates
VoD Shop
Analytics

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Status Quo & Outlook

- Alpha launch test: 50,000 titles, 500,000 names, 180,000 aka titles, maxdome, iTunes, lovefilm, videoload, Affili.net, Zanox recommendations, alert me button...
- Open beta launch: TV & cinema programme, moviepilot, film.at/de, Youtube, tradedoubler, wikipedia, movieposter, media partner...
- Soundtracks: film news, web 2.0 features, zelluloid.de, filmstarts.de, tvspielfilm.de, 50+ partners...
- Mobile app: charts, flickr, trailer, lang: en, 250,000 titles, 600,000 names, 70+ partners...
- Break-even: 2. HJ 2010

- 5mln Unique Visitors/Month:
  - Q4/09
  - Q1/10
  - Q2/10
  - 2. HJ 2010
  - 2011/2012

- 10mln Unique Visitors/Month:
- 20mln Unique Visitors/Month:

Languages:
- lang: es, it, fr
- 900,000 movies
- 1,2 mln names
- 150+ partners in media, content and information...

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Summary & Contact

- Aggregation, semantic analysis and recommendation all-in-one system
- Generate revenues through affiliates and advertising
- Know the delta between searched but not offered content

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