

Streaming video boosted by online PR

Vivadas Group

Midnight secured an interview with Charles Arthur regarding the benefits of streaming over rental which was posted as a podcast on the online Guardian site.

Midnight was delighted when the journalist commented in his personal blog: *"And a quick word for PR people ... Andrew Wilding's PR showed some neat footwork in getting him in front of us to talk about the idea of whether streaming is better than rental..."*

Global action

Mindful of the international market and Vivadas plans for growth, Midnight rolled out the issues-led campaign in Europe and linked with partner agencies in the USA and Australia to ensure announcements and comment opportunities were co-ordinated on a global scale.

As lead agency, Midnight continually refined the strategy, ensuring that key announcements were coordinated and leading regular international agency summits to share market knowledge and plan the campaign ahead.

Digital campaign targets students

Having identified entertainment and broadcast clients, it was agreed to target the **broadcasters of tomorrow** – student film-makers – by developing an online project for students. The project formed the second strand of the new digital strategy and was titled 'Cinema 2020'.

The competition was developed in

conjunction with Pinewood Studios and invited students to create a short film which would be judged at the ICA by key figures such as Radio 4's Mark Lawson and representatives from Pinewood Studios, Paramount Pictures and the National Film School.

The competition received hundreds of entries and the winner received their own premier of the film following a post-production session at Pinewood studios – as well as free online distribution.

Key to the success of the campaign was the creation of groups on Facebook and Myspace which targeted students and encouraged them to enter online and share their work.

Highlights

- The campaign generated a **79 per cent media share of voice** for Vivadas, compared to its closest 'service providing' competitors
- **76 articles** (online and traditional press) were generated in just six months, touching all key nationals and their websites (bbc.co.uk, The Telegraph, Financial Times, The Guardian)
- Traditional advertising equivalent valued the online and print coverage in just six months at **£272,000** (nearly **ten times return on investment**), and generated several direct new business leads
- Vivadas' search ranking increased, taking them to the top three ranking position during the campaign



Cinema 2020 - Call for Entries

Cinema 2020 - The Future Vision of Cinema is a nationwide competition aimed at up and coming film producers hosted by Vivadas and Pinewood Studios.

The competition invites student and amateur film-makers to submit a short film of 20 minutes or less. The film will be judged by a panel of influential figures from the film and broadcast industry.

The winning clip will be specially awarded for internet distribution by Vivadas.

The winning entry will be available on Vivadas' pay per view portal for six months. All profits made from the film's sales will go back to the film's producer for use on future projects.

The winner will be invited to an exclusive post-production session with the Pinewood Studios which includes free tickets to a forthcoming Paramount / Dreamworks production.

Deadline for entries is 30 May 2007.

Please visit the [website](#)



Opening weekend frenzy goes online with moviePol.com

Wendy Mitchell in Cannes

18 May 2007 16:31

Here in Cannes, film-maker Mary McCookian has launched a new online network, [moviePol.com](#), for online film premieres.

The secure site has been developed during the last year, designed by film-makers for film-makers.

[moviePol.com](#) is now accepting online submissions from all industry sources directly from film-makers, their representatives, sales agents and distributors. The site will go live to consumers after...

The site's creators are looking for...
*Again



Are you the next *Sweeney or Spielberg*?

See your film premiered online and win a post-production session of your movie at the globally renowned Pinewood Studios Group.

19 February 2007: Cinema 2020 - The Future Vision of Cinema is a nationwide competition aimed at up and coming film producers from amateurs and students around the UK. Hosted by Vivadas, the streaming video people, in conjunction with Pinewood Studios, the home of world class film, television and commercial production and postproduction facilities, the competition aims to find the film production talent of tomorrow - today!

The internet continues to shape the way in which content is produced, distributed and viewed. This competition invites student and amateur filmmakers to submit a short film of 20 minutes or less. A panel of influential figures from the film and broadcast industry, including Radio 4's front row presenter, Mark Lawson, will judge the content.

Win your own premier!

The winning clip will be specially awarded for internet distribution by Vivadas, the first streaming video company to premiere a film online. The winning entry will be available on a pay per view portal at [www.vivadas.com/cinema2020/entry/submit.cfm](#) for six months. Winner gets a great platform for easy to access global viewing in full screen, high definition mode. All profits from the film's online sales will go back to the film's producer for use on future projects.

The lucky winner will be invited to an exclusive post-production session...
The globally renowned facility, and its highly skilled team...
big name films, including *Miss Potter* and *Black*...

And if that's not enough...
an opportunity to...

advanced-television.com

Broadcasters lose on peer download

New research from Vivadas reveals that issues including complicated set up, slow to download files and crashing content are cited as a major barrier to consumer take-up of watching videos online. The research also shows that poor picture quality and incomplete downloads cost a quarter of broadcasters up to £15,000 (£14.5k) in customer refunds and the resulting IT issues. Streaming video was found to be five times less frustrating for the viewer than battling with content that is delivered as a download.

Large data packages are causing headaches for the ISPs, who are already experiencing problems in delivering increasing volumes of media-rich traffic over their networks. Delivery issues can only rise as consumers continue to snare the net for video.