

TFL AUDIENCE DESIGN FUND // FILM TEAM

Consultancy & Distribution Report

*to be delivered to TFL approx. 1 year after the delivery of the AD strategy outline
– deadline to be communicated by the TFL Audience Design Fund project manager –*

The Company awarded has to provide proof of the audience design actions that have/still are accompanying the release of the film in the 3 specified territories.

It also has to demonstrate that the Audience Design strategy outline has been implemented (wholly, partly, or through later added actions) by delivering information and materials to measure and evaluate the qualitative and quantitative impact of the strategy.

The AD consultants will assist the Film Team in finalising this report, but it is the main responsibility of the Film Team to lead the process of gathering all the relevant materials and information, and to make them available.

MATERIALS TO BE PROVIDED (FOR EACH TERRITORY)

- invoices and receipts (copies already settled during the film distribution period, focused on the expenses paid for the film distribution and promotion itself)
- expense sheet (with all the eligible expenses covered by the amount awarded and related to the invoices/receipts presented)
- press release / press kit
- articles
- marketing materials (artwork, flyer, poster, online advertising example)
- pictures of offline events
- Consultancy & Distribution Report (see 'consultancy report' below, to be expanded from elements of the already made AD Team Report, that the AD Team will share together with the relevant info/links/examples gathered previously)

CONSULTANCY REPORT

PROJECT TITLE:

FILM TEAM (Names/role/company of people involved):

AD CONSULTANCY DATES:

- start
- skype sessions
- workshop
- delivery of the AD-strategy outline
- premiere of the film (int., local, other territory)

Short comment on the collaboration and exchange process with the Audience Design Team:

***Overview of ideas and actions realised in the 3 territories. Those included in the AD-strategy outline are marked with (AD), so as to see which actions were added after the Consultancy:**

Film Team's overall impression of the global communication and presentation of the project, i.e. international premiere materials and actions (i.e. how are they linked to and how do they differ from the AD-strategy outline focus):

***List of Actions taken** (links can be incl.; documents and examples may be added as an Appendix)

1) prior to the international premiere

2) for the local premiere (before, during, after)

3) for further territories or alternatively with regard to any distributor, festival, other packages

4) all audience engaging actions (not already mentioned in 1-3/see special focus areas below):

- Social media
- Other digital/online
- Offline
- Other

***List of Qualitative results for Actions taken** (highlight the qualitative results and whether this links back to the goals or a whether a new priority evolved since the AD strategy outline):

***List of Quantitative results for Actions taken** (statistics and other references may be added as an Appendix to this Report) – mainly for measurable actions as listed above in Actions taken:

Film Team's impression/evaluation of the actions taken with regard to results and the priorities and motivations laid out in the AD-strategy outline - 1) prior to the int. premiere 2) for the local premiere (before, during, after) 3) for further territories or alternatively with regard to any distributor, festival or other packages 4) all audience engagement actions overall (not already mentioned in 1-3/see special focus areas below):

1)

2)

3)

4)

- Social media
- Other digital/online
- Offline
- Other

Assessment of the overall audience engagement actions taken for this project (sufficient, the quality, the spread, the synergy etc.):

Assessment of the overall audience design consultancy:

- Would you continue the collaboration with our AD consultants (or other ADs)?
- Which are the benefits you took away from this training?
- Which are the problems/challenges (IF) you see in practically implementing the strategy (beyond time and money, or be more specific with regard to time and money issues)?
- Mention 3 or more key aspects/decisions/situations where the AD consultancy made a difference for the project and/or your work:

DISTRIBUTION REPORT

INFORMATION ABOUT THE FILM

- Original Title
- Length (in minutes)
- Shooting language
- Cost of production local currency in EURO (€)
- Director
- Nationality of the director
- Directing status (1st/2nd feature, other)
- Writer(s)
- (if) Co-writer
- Country(ies)
- Genre
- Synopsis (max. 800 characters incl. spaces)
- Logline (max 200 characters incl. spaces)
- Completion date (year)
- On-line trailer
- Website
- Facebook/Twitter/Instagram
- World Premiere (Festival and year)
- Festival screenings & awards (Name and section, dates and country)
- Release territories (other than the 3 covered by the Fund)
- Film poster (if present): please attach a hi-res film poster + 2-3 hi-res stills in JPEG
- Film review (please specify the source/add links)

REPORT ABOUT THE PRODUCTION AND RELEASE

- Cost of production
- Date of beginning of principal photography
- World sales agent (name and country)
- Financing Plan of the film

Lead producer:		
Name of the Company	Country	% in the co-production
.....
Co-producers:		
Name of the Company	Country	% in the co-production
.....
.....
.....
.....
TOTAL		

INFORMATION ON THE RELEASE FOR EACH COUNTRY OF DISTRIBUTION COVERED BY THE FUND

- Country # 1
- Local Title
- Name of the local distribution company
- Total of P/A expenses (€)
- Support received from the Fund (€)
- Contract type > Minimum guarantee - Percentage remuneration - Flat fee
- Date of contract signature
- Amount of MG in currency of the contract
- Release in Cinemas
 - date of release
 - number of screens (first week of release):
 - number of running weeks
 - number of admissions
 - gross-box office
- Release Video on Demand services
- Other releases

The same as above for:

- Country # 2
- Country # 3