

ANIMATION MOVIES AND BUSINESS: CALETRA'S STORY



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SILICON VALLEY SYMPOSIUM
"ANTICIPATING THE FUTURE"
BERLIN, NOVEMBER 20, 2016

«ESSERE BRAVI NEGLI AFFARI È
LA FORMA D'ARTE PIÙ AFFASCINANTE.
DURANTE L'EPOCA HIPPIY LA GENTE
AVEVA RIFIUTATO L'IDEA DEL BUSINESS
E DICEVA: " I SOLDI FANNO SCHIFO"
E "LAVORARE FA SCHIFO",
MA FAR SOLDI È UN'ARTE,
LAVORARE È UN'ARTE,
FARE BUONI AFFARI
È LA MIGLIORE FORMA D'ARTE.»

ANDY WARHOL

" Business art is the step that comes after Art. [...] I wanted to be an Art Businessman or a Business Artist. Being good in business is the most fascinating kind of art. During the Hippies era people put down the idea of business - they'd say 'Money is bad', and 'Working is bad', but making money is art and working is art and good business is the best art "

Andy Warhol's Exhibition - Arte Fiera 2016 - Bologna - Italy

THE CREW



Manuel Izzo

Founder, producer and
social media strategist



Miriam

Seralessandri

Co-founder,
screenwriter, 2D/3D
animator and social
media strategist



Maria

Seralessandri

Executive
producer



Claudio

Lucania

Character
designer



Leonardo

Ligustri

Props designer



Chiara Talà

Web designer



Selvaggia Di

Fazio

English
translator



Alessandro

Calbini

Layout designer



Jacopo

Pacioni

Layout designer

SUMMARY



- ★ Why talk about **animation movies** and series: **pitching** an **entertainment product**
- ★ **Business models**
- ★ How to raise **funds**
- ★ How to **promote**
- ★ Distribution **channels** and **platforms**
- ★ What's **next?**

WHY TALK ABOUT ANIMATION MOVIES



 Profitable **multimedia projects** even if risky

 **Growing business** and not only for children anymore

 New emerging **business models** and new opportunities

 Similar **challenges** of tech startups



What's your
message?



What's your
target
audience?



How to
promote
your movie?



What's your
business
model?



How to raise
funds?



What are the
distribution
channels?



Who are the
key
partners?

BUSINESS MODELS



Caletra originally planned as a **web serie** of 10 episodes to reduce distribution costs and lower the risk



Advertisement supported Video on Demand (AVOD) - YouTube

- Revenues 0,22 EUR ~ 3,56 EUR x 1000 visitor
- Profitable only if you have millions of visitors
- Used to promote Caletra and not for the distribution



amazon.com
Prime



Transactional Video on Demand (TVOD) or Pay Per View (PPV)

- Vimeo, iTunes, Amazon Prime
 - **Download to Own (DTO)** - ~10% fees
 - **Download to Rent (DTR)** - ~10% fees



Subscription Video on Demand (SVOD) - Netflix

<http://www.filmmakingstuff.com>

<http://www.filmproposals.com>

<http://socialblade.com>

RAISE FUNDS



European Media Funds - some announcements in Switzerland

- [Zuercher Filmstiftung](#) up to 50% of the production costs max 750,000 CHF (ca. 675,000 €)
- [SSA and Suisse Image](#) 50,000 CHF (ca 45,000 €) each session
- [Mediadesk](#) up to 80% of production costs max 75,000 CHF (ca 67,500 €)
- [EACEA online](#) max 60% of costs
- [EACEA TV](#) max 500,000€



Private investors



Crowdfunding but once you are known and you have a good reputation (see [Hullabaloo](#))

We'll launch the campaign after the production of Caletra's pilot



Sell gadgets on Redbubble and Society6



DISTRIBUTION PLATFORMS



- ★ **Manually manage distribution** on different platforms
- ★ **Integrated distribution** - iTunes, Amazon, Google Play, Netflix, Amazon, Hulu, Sony PSN and Microsoft Xbox - with



- **Fixed price** for channel and not a percentage on the revenues.
- Distribber also manage **promotion** on their social channels and **negotiates** the best placement for the film or serie
- If your product is not bought Distribber takes 75\$ per episode and you can be **refunded**



\$2550 (3 episodes)



\$2097 (3 episodes)



\$1350 (3 episodes)

HOW WE PROMOTE



Communication addressed to **potential audience, producers, young artists**



Polls and surveys to let people choose preferred props, layout palettes



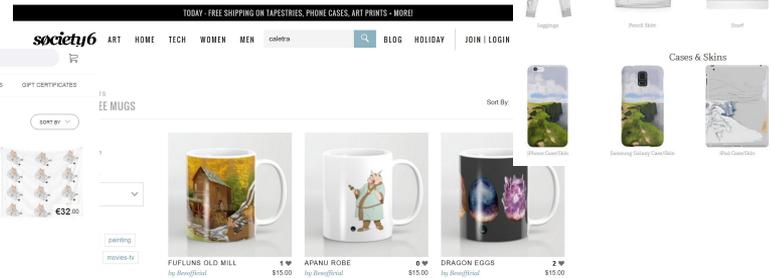
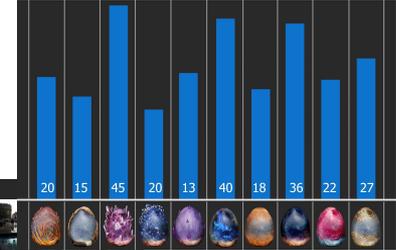
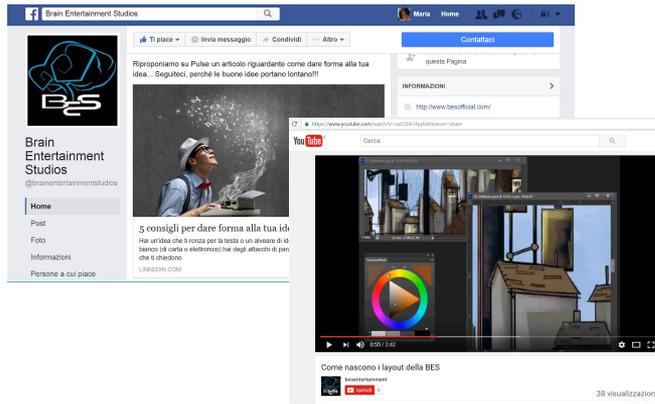
Articles on **Linkedin Pulse**, blog posts on the website, making of on **Youtube**



Gadgets available on **Redbubble** and **Society6**



Participation to principal Italian **exhibitions** - Cartoon on the Bay in Venice, Children Book Fair in Bologna, View Contest in Torino, Acme in Sarzana



WHERE WE ARE AND WHAT'S NEXT



Characters' description
Environment description
Synopsis
Model sheets
Layouts
Props
Website
Facebook page
Linkedin page
Pinterest
Redbubble
Society6

By the end of 2016
Screenplay of the pilot
Documentation for the Swiss
Image
Contract definition

Documentation for BAK
Announcement and private
sponsorships

September 2017
Participation to Cartoon Forum
of Toulouse



2018

Caletra on
air



We are here



2017
Start the
Marketing campaign



Pilot production



Caletra production with
international investors

THANK YOU! QUESTIONS? SUGGESTIONS?
WRITE US!



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