

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
DE	PP 3	MOVIEPILOT GMBH	SYLC – Support your Local Cinema	1.120.000	500,000 €	44,64%

Moviepilot is a fast growing European movie community with an innovative social utility – aiming to offer the first completely personalized entertainment guide in Europe. Although started only two years ago, moviepilot currently ranks as second largest German film site on the web and is growing steadily. English, French, Spanish and Polish versions of the site were launched at the end of 2008.

The "Support Your Local Cinema" (SYLC) action aims to address the fact that even though most European arthouse cinemas have their own websites, very few of them have embraced the various new developments of social networking, targeting, personalization and viral communication in order to nourish and intensify their relationship with their audiences.

The aim is to help local arthouse cinemas to implement efficient and effective digital communication means, intensify their knowledge and relationship with their local audiences and help them sell more tickets. For arthouse cinemas new developments mean new opportunities to intensify their relationship with their audiences and even attract new audiences for their local offers. The fan base of a cinema can be organized in community approaches. Subgroups within this micro-community can be identified and addressed differently. Two-way dialogue communication between the cinema and its fan base can be established, thus learning more about the preferences of customers. Publishing interfaces that allow multiplatform publishing of the information of a cinema can be developed in order to improve efficiency of communication and widen the reach at the same time. Social media marketing can be conducted and additional services like online ticketing services and royalty programs could strengthen the relationship between the arthouse cinemas and its audience. These new means of communication can improve the fit between the local offer and the local demand.

With the SyIC-Toolset Moviepilot plans to enable arthouse cinemas across Europe to reach out to their audience with five easy-to-use modules.

Country	Action	Company Name	Action Title	Total Budget	Proposed Contribution	%
UK	PP 3	PEACEFUL FISH PRODUCTIONS LTD	Digital Alfie	421.338,72	175,000 €	41,53%

Digital Alfie is a pilot project aimed at deploying interconnected local online communities to support local cinemas and promote European content. The consortium consists of consultancy Peaceful Fish, web marketing specialist AF83, software developer SiTec, mobile events specialist Mobile Event and satellite transmission provider GlobeCast.

The aim is to implement online communities at 8 independent cinemas in Europe (FR, UK, DE, FI, AT), interconnect them, and use them to attract people to these local cinemas. The idea is twofold: on one side, facilitating communication amongst local communities can ignite loyalty for the local cinema and motivate people to discover European content they would not have been aware of otherwise. On the other side, maintaining online communities can be taxing for a single exhibitor, but is more feasible in a network of exhibitors. In addition, within the educational dimension of this project, a central content sourcing facility will help exhibitors by providing information, content and support in implementing and using the marketing tool online community.

