

# FILM ANNEX

Film Annex is a company specialized in the distribution of Films and Animations. Film Annex also works in collaboration with leading International film festivals, we have access to catalogs of 100 years of cinema and our programmers screen thousands of films every year.

#### OUR MISSION

To work with your company with the purpose of creating a new platform of on-line entertainment and live events.

Help your company in the research and acquisition of films through our network of programmers and festivals, and in the set up of your web pages and administration tools to broadcast the films.

#### TELEVISION AND INTERNET ARE MERGING

Now that technology is merging Internet and TV, your websites should become also TV channels that will present films, animations and documentaries; the content would be related to the topics that mean the most to your company and its customers/advertisers. Film Annex will be able to supply the technology (please check [www.filmannex.com](http://www.filmannex.com) to get an idea of what we are already doing), maintenance and content.

We will create a flexible and interactive platform that will be a necessary guide and source of information and entertainment to all your customers.

## EMPOWER YOUR VIEWERS AND CUSTOMERS

We will empower the viewer to participate in the platform itself and create a direct bond with the content and your company. This strong and faithful community will interact with your website/channel and will eventually become a protagonist.

## FILM CAN DO WHAT OTHERS CAN'T

Film is capable of making a difference, here are a few examples: The movie "Philadelphia" did for AIDS what no politician or health organization had done previously. The movie "Rain Man" has brought attention to the world of Autism.

## TOPICS AND IDEAS

Here are examples of current topics we find very important for today's public:

- Empowerment and Self Esteem
- Health and Beauty
- Sexuality and Relationships
- Global Warming
- Heroes and Idols
- Organic Lifestyle
- Mental Health
- Religious tensions
- True Happiness
- Political Beliefs
- Globalization
- Celebrity Obsession



## AND SOME EDGY TOPICS

- Street Style Fashion
- Metropolitan Loneliness
- Youth Globalization
- The new tribes, identity through piercing, tattoos and skates
- Design and Food, all over the world
- The philanthropist of the architects are the “maison fashion”
- Post Global, Post Contemporary, Near Future
- Back to the Roots: spa, resort, agricultural tourism, yoga, and zen
- Visual Art and Daily Life
- Manga and Cartoons

Each of the above topics is generic and an example of what the film industry can offer today. Based on your company needs, we can target specific audiences or establish new topics. The available content and the content in production will keep your customer focused and interested.

## OUR JOB

It is Film Annex' job to find the right content and help you to edit it to fit your company needs. Once the content is presented in the on-line platform we created for your company it is possible to switch from a website to a TV channel. Being in control of your content allows your company to have a new and stable advertising platform for its own promotion and/or host third party advertisement.

## HOW TO USE PIRACY AND VIRAL E-MAILS AT YOUR OWN ADVANTAGE

Imagine if Harley Davidson or Diesel purchased the rights of the film “Easy Rider”; they could release the film on their web sites adding an advertisement or a watermark on the bottom of the film. Millions of viewers would download the film for free and post parts of it on their web sites, MySpace or YouTube accounts. All of this would be free advertising for Harley Davidson or Diesel.

The cost of controlling the copy rights for Internet distribution are a fraction of the traditional distribution costs and its effects can expand without time limitation. Piracy will work to your advantage.

For further information on our services please contact:

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