

movies 2.0

Lucas Foster

The next great medium for content...
mobile devices

*Hollywood still living in the dark
ages*

storytelling is fixed

frozen in time

viewers can't participate

*movies are mostly a one-off
event*

inherent design limit

*prehistoric business
model*

we collapse time

two hours or less

*fast pacing often hides poor
quality*

most movies feel dead on arrival

we should change the paradigm

what if

...we lengthened the story

...we could make it non-linear

...we could 'tune the dials' of the story as we go along



A TONY SCOTT FILM

DENZEL WASHINGTON MAN ON FIRE

FOX 2000 PICTURES AND REGENCY ENTERPRISES PRESENT A NEW REGENCY / SCOTT FREE PRODUCTION A TONY SCOTT FILM DENZEL WASHINGTON "MAN ON FIRE" DAKOTA FANNING CHRISTOPHER WALKEN
GRANCAELO BRANNO GADDA MITCHELL MARK ANTHONY RACHEL TIGOTIN AND WICKY PERLINS ***BOBBIE TRAMEREMANN ***HARRY GREGSON-WILLIAMS ***CONRAD HOFF ***LOUISE FROBLEY
BY CHRISTIAN WAGNER PHOTO BENJAMIN FERNANDEZ CHRIS SEAGERS MUSIC PAUL CAMERON COSTUME DESIGNER LANCE BIRD EXECUTIVE PRODUCERS JAMES W. SKOTCHDOPOLE PRODUCED BY A.J. QUINNELL DIRECTED BY BRIAN KEELELAND
WRITTEN BY ARNON MILCHAN TONY SCOTT LUCAS FOSTER DIRECTED BY TONY SCOTT

www.manonfiremovie.com

*the movie industry is not designed
to be continuous*

*sequels are only designed
to milk a known brand*

we just cash in... ka-ching \$\$\$

it's 'Outside-In'

it's backwards

trying for a continuous experience



...doesn't really work for movies

no contact with our audience

more importantly; no feedback

we mostly get revenue data

*our system is not designed to
improve our products*

we charge too much

*...because movies cost too
much to make*

*The price of watching movies
has just become too extreme
for some people*







*And we have you paying for the
same content over and over
again*

*is it any wonder that piracy is
rampant?*



consumers apply filters

word of mouth, the holy grail

*no market research
before we make a movie*

*which leads to mostly familiar
stories*

*movies cost too much to take
creative risks*

other factors fueling the fire

Web Video

Blogging

Social Networking

Video Games

Mobile Devices

*the 20th century content model
is nearing the end*

no interactivity planned

*movies won't make the
jump, won't adapt*

entertainment in transition

shifting consumer habits

*a new business model is
evolving elsewhere*



on-demand

we can do better with mobile



*200+ million devices
in 2008 and climbing*

*already bigger than movies
and soon bigger than TV*



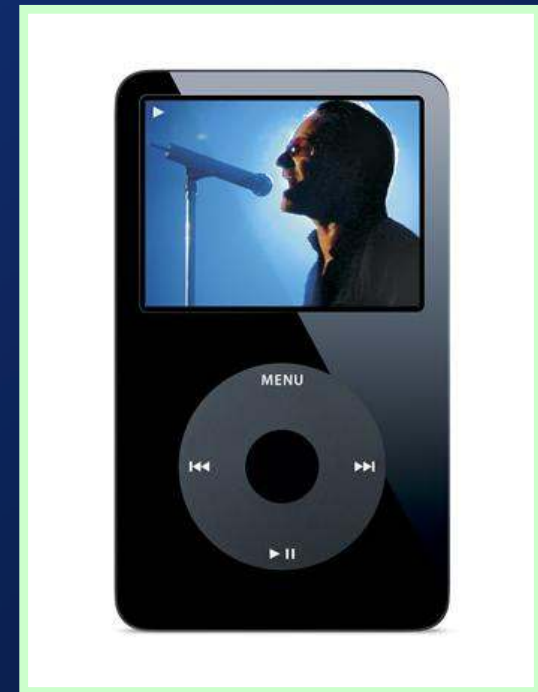
*‘with great power
comes great
responsibility’*





primarily audio only

*20 million with
video?*



perpetual content is cool

build a permanent fan base

shorts are lame. a fad

*creating community around themes and
stories*

non-linear storytelling techniques

direct relationship with consumer

listen to the them

improve the product dynamically

personalize and localize

contextual advertising

charge less, get more

produce content for less

make it free or free +

new business model coming

get going now. revenue now.

encourage sharing, not piracy

promote viral distribution

cross-platform compatibility

no DRM needed

word of mouth is still king

take creative risks to stand out

too many choices

consumers ignore 'unremarkable'

safe is stupid

*movie type experiences at
the next level*

*better design is required
creative guys like us can innovate
with you*

make it fun. usable. simple.

*original content is the where value
resides*

coming soon to a pocket near you... yours