

## Case Study

### Online Film

The screenshot shows the homepage of onlinefilm.org. At the top, there is a navigation bar with language options: deutsch | english | français | italia | latviski | Ελληνικά | Lietuvių | slovenščina | русский. Below this is the ONLINEFILM AG logo and the tagline "FILMS ARE MADE TO BE SEEN". A search bar is present with the text "Find films on our Greek partner site!" and a "go" button. A sidebar on the left contains a menu with items like Films, FAQs, The Company, Project ONLINEFILM, Partners, Newsarchive, Press releases, Press Information, Newsletter, Contact, and Imprint. The main content area features a "Welcome to onlinefilm.org!" message and a list of film entries, each with a thumbnail, title, and description. The entries include "WHAT TIME IS IT? Griechenland 2007 | 26 Min", "Günter Wallraff - Ganz Unten - Ein Film über modernen Sklavenhandel in Deutschland Deutschland 1985 | 102 Min", "Spielzeug Zauber - Kleine Welten Deutschland 1996 | 27 Min", and "ZUG UM ZUG - Budapest 1944". A right sidebar contains options for "choose theme", "Show latest entries", "Subscribe RSS-Feed", "Enter / edit films", "Setup / edit your account", "Digital Rights Fair Trade", and "EDITORS' SUGGESTIONS".

### Profile

Website's name / Domain	http://www.onlinefilm.org
Country of origin	Germany
Geographical scope	European, international
Language/s / tackling of language issues	The website is available in English, German, French, Italian, Latvian, Lithuanian and Slovak, Greek

### Website owner

Contact	ONLINEFILM AG C. Cay Wesnigk Büro Nord Heisterbusch 3 23611 Bad Schwartau Germany  wesnigk@onlinefilm.org
Type of organisation	Mixed funding; half private, half project funding
Description of the owner organisation	Onlinefilm.org is a project of the Onlinefilm AG a German company founded by over 100 Filmmakers. The Onlinefilm AG is a shareholder company where no one can gain more than 5% of the voting power, no matter how many shares he or she owns so it will stay in distributed possession.

<p>Importance of the website within the organisation structure</p>	<p>Onlinefilm.org has been realised in 2007 with the help of the Stiftung Kulturserver.de gGmbH, a web project which supplies tools and portals for art and culture, which acts as the technology provider and up to now 7 European partner organisations which run the national sister portals.</p> <p>The website is a core activity of the website. The website and the sub portals offer the possibility to up- and download films and foster the promotion of European filmmaking and enhance awareness as well as communication between filmmakers from all over Europe. The platform offers the possibility for documentary- and other filmmakers to offer their films as legal paid download via bit torrent technology through <a href="http://www.onlinefilm.org">www.onlinefilm.org</a>.</p>
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**Description of the website’s mission and objectives including the main activities of the website and which domains and disciplines are addressed, as well as how the accomplishment of the mission is facilitated**

The platform “onlinefilm” aims at creating a marketplace for independently produced films with a strong focus on documentaries. The website offers translations in all the languages of all the national partners (Italy, Greece, Ireland, Slovenia, Lithuania, Latvia, Austria, Germany) and beyond (English, Russian, French).

To enable the filmmakers to Network and the audience to get in contact with the makers of the films, the website offers the creation of a profile page (Web business card) with contact data , pictures, vitae and a list of all the films uploaded in to the system to which the person is referenced. Another aim is to make it possible for as many films from as many countries as possible to be offered to a wide international audience. “onlinefilm” aims at assuring quality as well as accessibility of European film by establishing and developing a European platform that fosters circulation and promotion of European documentary film.

All uploaded films can be purchased and downloaded by the users of the website. By selling the films, the website wants to guarantee copyrights of the producers as well as ensure the sustainability of the platform.

**Website facilities**

<p>Kind of facilities</p>	<ul style="list-style-type: none"> <li>• Film upload</li> <li>• Film download</li> <li>• Film descriptions</li> <li>• Personal description</li> <li>• Newsletter</li> <li>• RSS feed</li> </ul>	
<p>Member / non-member facilities</p>	<p>Anyone can use <a href="http://www.onlinefilm.org">www.onlinefilm.org</a> only if films are sold, the platform takes a percentage of the revenue, If the upoader also becomes shareholder he can get up to 56% instead of 51% of the turnover he generates with his films.</p>	
<p>Importance within the website content</p>	<p>The website is based on the member’s contribution of films and the exchange of films across Europe</p>	
<p>Frequency of usage</p>	<p>Number of visitors (monthly)</p>	<p>On average 10.000 (upward trend)</p>
	<p>Frequency and number of uploads of contributors</p>	<p>Daily uploads of films or changes of web business cards of producers / filmmakers</p>

Does the website show any results for working communication and debate on a European / cross-border level?	Frequency of website updating by the website owner	Weekly, currently working on a new appearance and new Web2.0 facilities for a re-launch of the website
	The sustainability of the website shows that there is a large community for documentary film. And the participation of a variety of different European countries shows the importance of the website. The participation of a variety of uploaders coming from different European and even non European countries (Russia, south Africa) shows the potential of the website to offer a wide Spectrum of films from all over the world which are sold all over the world.	

### Evaluation of the website

Mission and objectives, accomplishment of mission	Attitude towards the European idea, incorporation of the European idea	The website aims at connecting European filmmakers and educating a European audience for independent documentary film.
	Cultural values	The website aims at enhancing the European exchange of independent films and fosters artists' creativity and promotion. A further aim is to guarantee copyright for artists on the internet.
Presentation, navigation, structure	The website of the navigation is easy to handle and the presentation is simple but appealing. The upload facilities are even explained by video tutorials.	
Trustfulness	The network is supported by MEDIA programme of the European Commission.	
Main strength	Main strengths are the upload and download possibilities.	
Main drawback	Main drawback is the lack of communication facilities, there is no possibility to rate the films or leave comments that are can then be read by other users. Only email contact to the makers is possible, if they have given their email address on the web business cards (which is often the case) or through the <a href="http://www.onlinefilm.org">www.onlinefilm.org</a> office.	
Usage of communication facilities	RSS feed is used to communicate new film uploads and promotes the new films by providing free previews.	

### Vision and recommendation of website owners

Recommendations for the European Commission	Support of public private partnership and innovate ideas instead of investing in old ideas /"gate keepers" /old economy.  The missing link in WEB 2.0 needs to be found to enable collective possession of software, brand and portal. If
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Vision of further development of the website

groups of artists want to use digital technology to merchandise themselves or their products and to find a possibility to fund self-initiative rather than supporting middlemen to bring their old business models in the digital realm.

Smaller, independent initiatives need to be fostered and new structures that work on cross border exchange and multi-lingual exchange need to be supported (e.g. small national platforms that are interlinked, support networking and share duties and responsibilities) instead of providing the possibility for establishing a monopoly position of e.g. film distributors.

With more European partners the Network could be enlarged and the crossing border of European film could be enhanced.

Creation of a subtitle tool, that will allow anyone to create subtitles in any language for any film and a trusted revenue share system that will allow the person who makes the subtitles and many other stake holders in the production of a film to get there piece of the generated revenue by selling it online.

Expand the network beyond Europe and have more partners outside of Europe, to help each other sell films in Europe and the international market.

Expansion of the Web2.0 facilities of the network by allowing for contributions of the purchaser of the films to create a community for exchange about film and copyright of the web.

Implementation of media libraries on other networks to allow for a network topic-relevant film research and a multiplication of distribution possibilities. A first step is the co-operation with Kulturserver.