



Festival community service: executive summary

Who: B-Side is an entertainment technology company that captures audience opinions to discover great films and deliver them to viewers around the world. B-Side discovers films through audience feedback from its community of hundreds of film festival websites representing the world's largest film focus group. B-Side delivers these films globally through bside.com and partnerships with distributors including the Independent Film Channel.

What: B-Side's festival community service provides film festivals with an interactive social community web site centered around the film program and schedule of their annual events. Each festival receives a custom-built site (hosted on B-Side's servers) that integrates with the look, feel, and navigation of the original festival site, over which the festival retains control. B-Side provides technology, features, and staffing support that most film festivals simply could not afford on their own in exchange for a chance to "listen in" on the conversation between filmmakers, festivals, and festival audiences.

B-Side saves festivals time and money by working directly with filmmakers to gather stills, trailers, and additional info about films and supplies the resources to host these multimedia features at no additional cost to the festival. B-Side also provides front-line technical support for the festival audience, allowing the festival staff to concentrate on running a great event.

How much? B-Side's festival community services are **free**. The company asks to be treated as a mid-level sponsor of the festival -- the software and services are donated to the festival as an in-kind sponsorship.

Then how does B-Side make money? B-Side uses audience opinions gathered from film festivals to make intelligent decisions about film distribution. The festival services are regarded as market research and revenue comes from the company's distribution activities.

What's the catch? B-Side asks that the festival use the festival community service as its sole source of program guide information online. (Downloadable

PDFs of the program guide don't count, but web pages hosted by the festival with film and schedule information do.) Because the value for B-Side comes from the audience data, it is important that 100% of the audience activity takes place on the B-Side hosted pages.

Does the festival get to see the data collected from its audience? Yes. 100% of the data collected is delivered to the festival after the event. In addition, the festival community has reporting tools that allow the festival to gauge audience engagement in real time during the event. Previous festival partners have used calendar-add and page-view data to tell which films would need additional marketing assistance, and which films were likely to sell out. All user registration data (e-mail addresses, names, etc) are shared between B-Side and the festival. B-Side adheres to a strict privacy policy and will never resell or divulge user data to an unauthorized party.

Does B-Side work with my existing online ticketing partner? Most likely, yes. B-Side has successfully partnered with dozens of third-party online ticketing vendors. Contact us to determine if yours is compatible. We also have a preferred ticketing partner to recommend if you are looking for one.

What other festivals have used B-Side's festival community service? B-side has over 120 festival partners including Slamdance, Cinevegas, Hot Docs, the Austin Film Festival, Sidewalk, and many others. References are available upon request.

What else does B-Side offer? The company is in the process of developing a number of additional services for film festivals including call-for-entry marketing, integrated ticketing, video streaming, Facebook community integration, and sponsorship support.

How does a festival get started with B-side? Contact Chris Holland or Matt O'Brien at 512-697-9625 or e-mail festivals@bside.com.