



Paris, September 5th

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“Working (sub) Title” is a project developed by Under The Milky Way to answer a Preparatory Action initiated by Creative Europe. It aims to find concrete, operational and industrial solutions to reduce the costs of subtitles production, and allow EU films to be distributed on VoD platforms across multiple territories (especially countries with low-production capacity). The project also coordinates the distribution of the selected films on the most prominent VoD platforms in Europe.

Zero Point is an adaptation of the novel of the same name by Margus Karu. It is directed by Mihkel Ulk, adapted to screen by Margit Keerdo-Dawson and produced by Allfilm in collaboration with Estonian Public Broadcasting. Zero Point was a Box-Office success in Estonia with close to 60,000 admissions for a country of 1.3 million inhabitants, making it one of the top 10 movies of 2015. It will be the first film to be distributed in Video on Demand in all 28 European Member States territories, subtitled in each official language of the European Union, and supported by a specific marketing campaign to promote the movie both on a local and global basis. This pioneering release strategy sets the tone for all possibilities that could be explored in the framework of the future Digital Single Market.

The movie will be made available on the main Global VoD Platforms, such as iTunes, Google Play, Sony, Amazon, Microsoft, Vimeo, as well as the most prominent local platforms: Sky (UK), Comcast (US), Charter (US), MyTf1 (France), etc. The movie will be locally adapted (subtitles, artworks, trailer) and promoted thanks to the Under The Milky Way international team based in 10 countries. The marketing campaign will be coordinated by the digital marketing agency Alpha Panda.

Such an action exemplifies a positive vision of the Digital Single Market for European productions but also for European Industry professionals. Indeed, this action brings an important number of partners and collaborators from across the whole of the European industry: An Estonian producer (Allfilm), a global aggregation company (Under The Milky Way), a French Post Production House (VDM), a network of translators that allowed the creation of the subtitles in the best conditions, a Germany-based marketing agency (Alpha Panda), as well as multiple VoD platforms.

Lastly, this fruitful collaboration was initiated in the framework of the [Baltic Event](#) in 2015. Pierre-Alexandre Labelle, Co-founder of Under The Milky Way, initially discussed the collaboration directly with the Producer Evelin Soosaar-Penttilä during the event in Tallinn. This is a concrete example of the fruitful cooperation that can be generated by Networking Events of the European movie industry.

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APPENDIX 1: Movie information

Original Title: Nullpunkt

International title: Zero Point

Production year: 2014

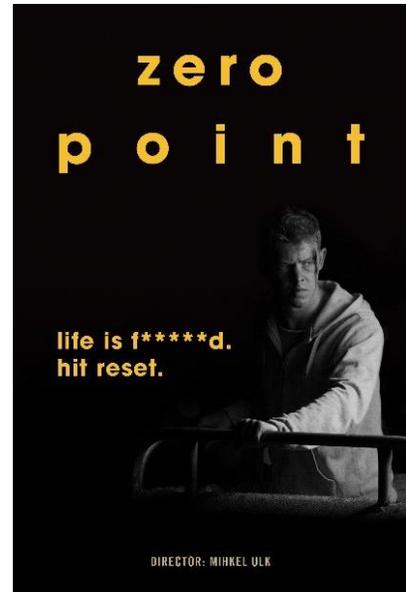
Director: Mihkel Ulk

Actors: Märt Pius, Saara Kadak, Tambet Tuisk, Epp Eespäev

Genre: Foreign, thriller, drama

Trailer: <http://bit.ly/2cwC6a6>

Imdb link: <http://www.imdb.com/title/tt2323372/>



Synopsis:

Sensitive and restless Johannes is accepted to an elite school in the city and expects life to go uphill. Instead, he becomes the victim of mental abuse by his classmates. In search of recognition, he goes to his old friends from the suburbs, who spend their time doing drugs, hanging around, and partying, rather than focusing on schoolwork. At home, Johannes must deal with his mother's deteriorating mental health. As the tension grows, he finds himself at zero point, where he must completely reset his life to build it up from scratch.

After being denounced as an outcast in school and frightened away from home by his mother's developing schizophrenia, there is no other way out for Johannes but to start improving his life by reforming himself. "Zero Point", based on a bestselling novel, is a drama about the most pressing problems of today's youth – school bullying and the low self-esteem it causes, adjustment disorders, and search of recognition.

About



Working (sub) Title is a project developed by Under The Milky Way to answer a Preparatory Action initiated by Creative Europe. It aims to find concrete, operational and industrial solutions to reduce the costs of subtitles production, and allow EU films to be distributed on VoD platforms across multiple territories (especially countries with low-production capacity). The project also coordinates the distribution of the selected films on the most prominent VoD platforms in Europe.



Under The Milky Way is an international company dedicated to digital film distribution and marketing. Under The Milky Way works with a large number of VoD Platforms and was awarded the global iTunes preferred aggregator status in 2011. The company is fully operational on more than 100 territories and serves all kinds of rights-holders (producers, distributors, sales agents) out of 13 regional offices in Europe, North America and Asia.

Under The Milky Way's main activities consist of International rights aggregation and distribution on global VoD platforms, the development of software solutions for online and social media marketing, and also, the coordination of a European professional network addressing topics related to cross-border digital distribution.



VDM is one of the main French audio-visual laboratories. For over 40 years, VDM has been supporting producers, broadcasters, publishers and distributors by providing a complete range of services. As a supplier in the TV, cinema and audio-visual publishing industries, VDM has the trust of the major players in the business.

It was the first entirely equipped digital laboratory in the early 2000s and has always been on the cutting edge of technical innovations, using the most efficient tools for processing picture and sound. Currently taking advantage of the latest developments in digitization and networks, VDM is once again innovating by offering services intended for users of IP networks and the new generations of mobile phones, as well as anyone who wishes to benefit from the new ways of viewing audio-visual content. The constant evolution of its services and its knowledge of new technologies make VDM a partner of reference for all audio-visual professionals.

VDM will be in charge of the recruitment and qualification of the translators, the setting up of the subtitling process from the translation to the approval, the encoding of the files and the delivery to the VOD platforms.



Allfilm is an **Academy Award** and **Golden Globe** nominated production house operating since 1995. The main incentive for founding Allfilm was to create a collaborative environment where exciting and original ideas could be matched with highly professional management. The founders of Allfilm brought with them considerable experience in film development and production and Allfilm became the first film production company in Estonia to have more than one full time producer on board. The company's scope of activity varies from developing and producing quality features, documentaries and TV series to developing transmedia concepts and producing highly finished commercials. The company also provides production services for international films and commercials. Over the years Allfilm has produced more than 76 films, including 23 international Co-Productions, and more than 400 commercial films. During the years we have had the honor of working with directors such as [Klaus Harö](#), Zaza Urushadze, Marius Holst, Yoon-Ki Lee, Martti Helde, Tanel Toom and many more. In 2015 Allfilm became the official Estonian partner of the Production Service Network. Today, with a permanent staff of twelve, Allfilm is the largest production company in Estonia with partners in Europe, South-East Asia, Russia and the USA.

APPENDIX 3: Release schedule countries /languages
EUROPEAN UNION

Territory	Languages	Global VoD Platforms	Local VoD Platforms	Release date
Austria	German	iTunes/Google Play/Microsoft/Amazon / Vimeo		12-Sep
Belgium	Dutch / French	iTunes/Google Play/Microsoft / Vimeo		12-Sep
Bulgaria	Bulgarian	iTunes / Vimeo		19-Sep
Croatia	Croatian	Vimeo		tbc
Cyprus	Greek/Turkish	iTunes / Vimeo		19-Sep
Czech Republic	Czech	iTunes / Vimeo		19-Sep
Denmark	Danish	iTunes/Google Play/Microsoft/Vimeo		12-Sep
Finland	Finnish	iTunes/Google Play/Microsoft/Vimeo		12-Sep
France	French	Google Play/ Itunes/Microsoft/Vimeo	MyTF1, SFR, Fnac Play, Allbrary: TBC	19-Sep
Germany	German	iTunes/Google Play/Microsoft/Amazon / Vimeo		12-Sep
Greece	Greek	iTunes / Vimeo		19-Sep
Hungary	Hungarian	iTunes / Vimeo		19-Sep
Ireland	English / Irish	Google Play/ Itunes/Microsoft/Vimeo		12-Sep
Italy	Italian	Google Play/ Itunes/Microsoft/Vimeo		12-Sep
Latvia	Latvian	iTunes / Vimeo		19-Sep
Lithuania	Lithuanian	iTunes/Vimeo		19-Sep
Luxembourg	French/Dutch	iTunes/Google Play/Vimeo		12-Sep
Malta	Maltese	iTunes / Vimeo		19-Sep
Netherlands	Dutch	iTunes/Google Play/Microsoft / Vimeo		12-Sep
Norway	Norwegian	iTunes/Google Play/Microsoft/Vimeo		12-Sep
Poland	Polish	iTunes / Vimeo		12-Sep
Portugal	Portuguese	iTunes / Vimeo		12-Sep
Romania	Romanian	Vimeo		tbc
Slovakia	Slovak	iTunes / Vimeo		19-Sep
Slovenia	Slovenian	iTunes / Vimeo		19-Sep
Spain	Spanish	Google Play/ iTunes/Microsoft/Vimeo		12-Sep
Sweden	Swedish	iTunes/Google Play/Microsoft/Vimeo		12-Sep
United Kingdom	English	Amazon/iTunes/Google Play /Microsoft/Sony/Vimeo	Sky	12-Sep

REST OF THE WORLD

Territory	Languages	Global VoD Platforms	Local VoD Platforms	Release Date
USA	English	Amazon/iTunes/Google Play /Microsoft/Sony/Vimeo	Hoopla, Vudu, Comcast, Time Warner, Charter, Cox, Verizon, etc.	06-Sep
Canada	English, French	Amazon/iTunes/Google Play /Microsoft/Sony/Vimeo		06-Sep
Latam	Spanish (Latam), Portuguese (Brazil)	iTunes/Google Play /Microsoft/Sony/Vimeo		12-Sep
Japan	Japanese	Amazon/iTunes/Google Play /Microsoft/Sony/Vimeo		12-Sep
Russie	Russian	iTunes/Google Play/Vimeo		12-Sep
Australia	English	iTunes/Google Play /Microsoft/Sony/Vimeo		12-Sep
Pan-asia	English, Chinese	iTunes/Google Play/Vimeo		12-Sep
Pan-Africa	English	iTunes/Google Play/Vimeo		12-Sep
Pan-Russia	English, Russian	iTunes/Google Play/Vimeo		12-Sep
New Zealand	English	iTunes/Google Play/Vimeo		12-Sep
Turkey	Turkish	iTunes /Vimeo		12-Sep
Middle East	Arab	Vimeo		12-Sep
South Korea	Korean	Vimeo		12-Sep