



download for life

Internet video represents more than half of all network traffic worldwide and video traffic is expected to double every 18-24 months. It is the single biggest force in on-demand video world - Alan Lippman Ph.D., Chief Video Architect, Redback Network

INTRODUCTION

Created by the people behind Final Cut, one of the UK's most successful independent short film exhibitors, *MiShorts* is a new online marketing and distribution service dedicated exclusively to shorts. With funding from Screen South, the Technology Strategy Board and private investment, we have created an innovative paid-for download service giving international exposure to short films and financial reward for filmmakers through monthly commission payments.

ONLINE LIBRARY

Our online library contains over 750 quality titles divided into twelve categories that can be watched as free streams or downloaded at up-to HD quality for as little as £0.65, around the price of an MP3. The library is updated daily by filmmakers with our easy-to-use 'MiEncode' application and filmmakers retain 100% rights to their films.

SOURCING FILMS

The majority of our films come from two sources:

- **Filmmakers** – individual filmmakers upload their films directly to our library.
- **Content Providers** – film bodies and other organisations with short film collections provide us with physical copies of films for processing, or they can also upload directly.

We are also creating a national network of *Content Partners* (films schools, festivals, etc) with whom we have reciprocal promotional arrangement re. logo/links, newsletters filmmaker/members lists, etc.

PURCHASING FILMS

Visitors to the site can search through our library, watch films online and access free content, but they must register as a MiShorts member to download work. A powerful search engine, high quality HD view-screen and a simple payment system makes choosing, watching and buying films easy and fun - with rapid downloading for playback on computers and all commercial players from the latest smartphones to HD TVs.

All films can be downloaded up to five times in seven different formats, including NTSC DVD for the North American markets.

COMMISSION PAYMENTS

A commission of 50% of the advertised price of a film (£0.65p - £1.35, depending on duration) is paid to the film's owner/licensee every time it is downloaded, regardless of any special offers that might apply.

FREE CONTENT

The MiShorts website includes a wide range of free content, commissioned from specialist providers or produced in-house.

- **Podcasts** – our recommended short film podcast + links to other UK/international podcasts
- **Vodcasts** – our own fortnightly 'VODcast', containing news, reviews and interviews about short films + links to other UK/international vodcasts
- **Toolbox** – a wide variety of information and resources for indie filmmakers and fans
- **Film of The Month/Critics Choice** – every month guest critics from the respected 'Future Movies' review write their favourite films in our library
- **Reviews and ratings** – all films can be reviewed and rated by members
- **Filmmaker Directory** – a searchable list of personal/professional information on filmmakers whose work has been included in our library
- **Filmmaker's blog** – filmmakers can write about anything and everything concerning short films and add comments to other people's blogs
- **Free downloads** – our 'Free' library category is for films not accepted into the paid-for library, but considered to have merit, and for trailers promoting new or almost-completed shorts and low budget indie features.
- **Free streams** – every film in our library can be streamed, for free – you only pay to download.
- **The MiDget** – our exclusive, free marketing and distribution tool can be used by individual filmmakers to promote their work and by film festivals to highlight/promote screenings.
- **Channels** – filmmakers and Content Providers with at least ten films in our library are given their own channel on request.

MIPROFILE AREA

Joining MiShorts is free and all members are given their own secure 'MiProfile' area that can be used to communicate with other members, provide brief personal/film information, upload a photo or avatar, track purchases, etc. Members with a film in our library are given an expanded area, enabling them to write a personal blog, view real-time displays of their downloads and commission earnings, and provide detailed information about themselves and their filmography for viewing in the 'Filmmaker Directory'.

CONCLUSION - A GLOBAL REACH

MiShorts brings filmmakers and filmfans together in one friendly place and is a natural port of call for everyone interested in shorts. As our activities are conducted exclusively on the internet using a range of net-based marketing tools and social media networks, we already have a significant global reach. Our objective is to be the biggest online platform for short films in the world and to this end we are establishing strategic partnerships with reputable film bodies throughout the UK and in established/emerging international markets.



MiShorts

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