

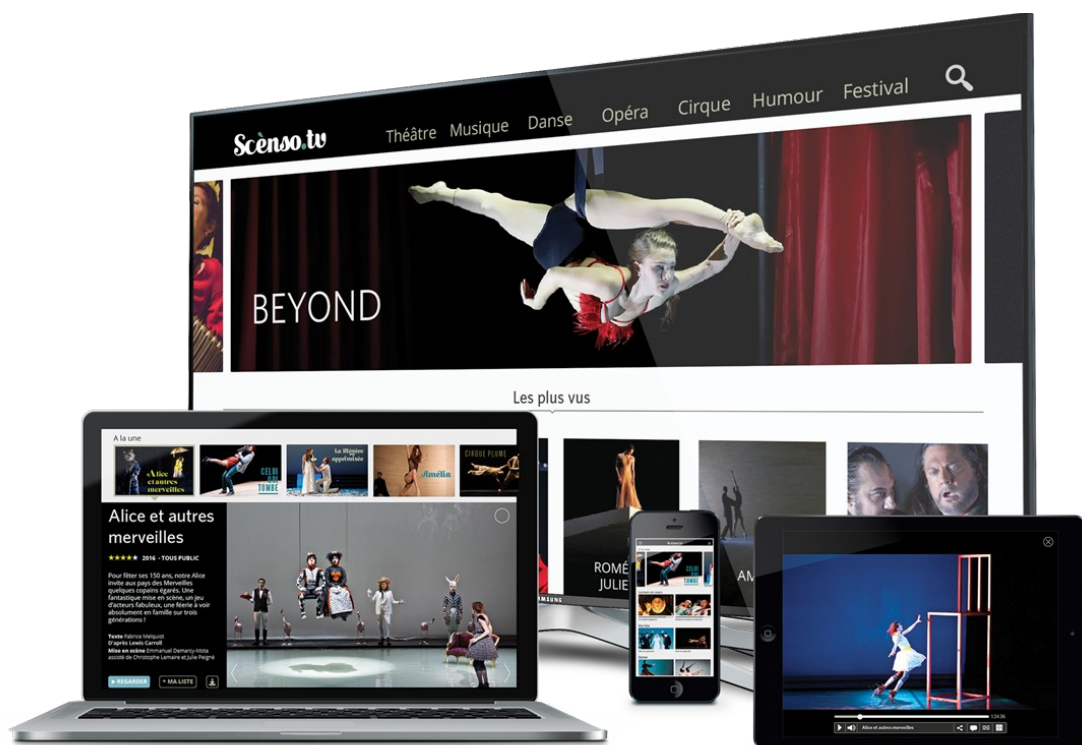


Press kit

Paris, July 2018

# Scenso.tv

Bringing the stage to your screen





## Our goals :

- To create a platform dedicated to the distribution of performing arts (theater, opera, humour, dance, concerts, circus, etc)
- To distribute an extensive catalogue of works as filmed in the last 10 years in France and Europe
- To guarantee a source of income for authors and copyright holders

## The live performing arts : a dynamic business...

- Generates a turnover of over 9 billion euros<sup>1</sup> per year
- Consists of 127,000 shows<sup>2</sup> per year (plays, operas, ballets, circus and cabaret shows etc ...)
- A total audience of 30 million individuals.

## ...that is yet to reach its full stride, due in particular to the following issues:

Live shows are not easily accessed : hall dimensions & limitations (80%+ in Paris sale-out rate), temporality, geography, cost (31 € average price of the place in private theaters and € 18 for national stages).

Several initiatives by the Ministry of Culture :

a. The 'Culture Pass', thanks to which students will benefit from a 500 € subsidized access to culture from September 2018

b. The plan 'Culture near you' launched in late March 2018 to 'rethink the cultural development of the territory by promoting the roaming of works and artists'

Distribution relies on the upstream purchase of shows and the complexity of royalties management

Quality of the programmes ranges from maverick smartphone capture to official production & theatrical release

Offer of programmes is split across numerous competing actors, which in turn contributes to the fragmentation and the lack of understandability of the market: TV, Replay, VOD, DVD, SVOD, YouTube ...

## Meanwhile, SVOD uses are expanding in Europe:

The market is growing 128% between January and September 2017<sup>7</sup>

With 43.5 million subscribers.

Generating a turnover of over 3 billion euros<sup>9</sup>Le marché affiche une croissance de 128% entre janvier et septembre 2017<sup>7</sup>

<sup>1</sup>: National Union of Public Scenes, 2015

<sup>2</sup>: National syndicate of public stages, 2015

<sup>3</sup>: National Union of Public Scenes, 2015

<sup>4</sup>: National Union of Private Theater, 2017

<sup>5</sup>: <http://www.culture.gouv.fr/Actualites/Le-Pass-Culture-une-innovation-in-the-univers-de-l-offre-culturelle>

<sup>6</sup>: <http://www.culture.gouv.fr/Actualites/Culture-pres-de-chez-vous-un-plan-pour-l-itinerance-des-oeuvres-et-des-artistes>

<sup>7</sup>: Study of the European Audiovisual Observatory

<sup>8</sup>: Study of the European Audiovisual Observatory

<sup>9</sup>: Study of the European Audiovisual Observatory



## Scénso.tv, SVOD platform for both audience and professionals

### 1. Scénso.tv, a platform dedicated to live shows:

With an expected launch date for the summer of 2018, Scénso.tv is an on-demand media service.

This platform is intended to broadcast a catalogue of HD movies on all the disciplines of live entertainment, while the competition tends to concentrate on a selection dedicated to only one of these :

- Theater
- Opera
- Humour
- Dance
- Concerts: classical music, jazz, pop, rock, world music
- Musicals
- Circus :

### Goals?

- To make an exhaustive selection of all kinds of shows available through a unique SVOD subscription
- To open the cultural field of live entertainment to as many people as possible and thus offer a new visibility to this business, currently under-distributed and under-exploited
- To promote the diversity of the French and European scene by easing access to various programmes
- To develop a source of income for the live show ecosystem, with the blockchain as a trusted third party in the service of copyright management

### 2. A solution in line with the growth of SVOD uses in Europe: Une solution en phase avec l'essor des usages SVOD en Europe :

Available on all of your screens (smartphone, tablet, Desktop - IpTV), Scénso.tv provides access to a catalogue of enriched and edited audio-visual recordings, per subscription, at home as well as on the move :

- Origin of the recordings: TV production, Web, festival, cultural institutions, companies ...
- 300 shows available at the launch of the platform in the summer of 2018
- With a goal of 3,000 shows for 2019 and 66,000 subscribers by 2021

Smart Interface, Scénso.tv incorporates collaborative and interactive features:

- Weekly selection by genre of show
- Customizing content
- Algorithm of recommendation, drafting of opinion, thread of discussion, sharing on social networks ...

The aim is to translate online shows into an essential value of public performance: the sharing of experience through the exchange of opinions and criticisms.

### 3. An innovative solution based on the blockchain at the service of copyright management

A blockchain, or chain of blocks, is a set of protocols for storing and transmitting information, in the absence of central control organs. It is a list of records, grouped into a distributed database, where the information sent by users and internal links to the database are checked and grouped at regular time intervals in interdependent blocks. It is secured by cryptography and protected against falsification or modification by the multiplication of storage nodes. Thus and thanks to its proprietary blockchain protocols, the Scénso.tv platform makes it possible, in all transparency, to automate copyright management, thus comforting copyright holders and creating a "long trail" economic model based on recurring revenue sharing based on its subscriptions.



Developed by Polkatulk ([www.polkatulk.com](http://www.polkatulk.com)), which markets these blockchain protocols, Scënso.tv is incubated with the Cargo de Paris & Co (Paris Economic Development and Innovation Agency) and supported by:

- **The Ministry of Culture**
- **The Media Center of Greater Paris**
- **Cap Digital**
- **IFCIC (Institute for the Financing of Cinema and Cultural Industries)**
- **KPMG**
- **Bpifrance**

It plans a crowdfunding operation in autumn 2018 with a view to co-producing its first shows.

#### **Trophies obtained to date (2017):**

- Paris Innovation Priming: financing system created and led by the Public Investment Bank (Bpifrance) and the City of Paris
- Innovative digital service of the Ministry of Culture (AAP SNI): a financing and support system for solutions facilitating access to heritage, culture and creation

## **Our team :**



**Damien Callerot (fd)**

CHEF DE PROJET  
DIRECTION  
ARTISTIQUE  
COMMUNICATION



**Denis Février (fd)**

CHEF DE PROJET  
DIRECTION  
FINANCIÈRE  
MARKETING

#### **Damien Callerot: Project Management (Digital Strategy and Communication)**

He is at the origin of the project. Damien worked as a designer at Télérama, collaborating on the creation of the website and then the magazine's artistic direction for 14 years. He spent five years with L'Equipe's magazine team before launching a culinary publishing house and his design & digital strategy company. In parallel, his associative investment in the fanfare "Tarace Boulba" allowed him to organize several tours: AfricaBoulba in 2002 and AmericaBoulba in 2009. The project Scënso.tv concretizes his entrepreneurial ambition and his joint passion for Culture and live performance .

#### **Denis Février: Administrative and Financial Director**

After a management controlling experience in an industrial environment, compelled by his entrepreneurial drive, Denis quickly refocused on supporting start-ups and turn-around companies. This has allowed him to diversify his skills, extending the scope of his interventions to the aspects related to human resources and legal issues, while having an operational implication. Musician and photographer, curious and self-assumed geek, he is fully convinced of the first-rate role that cultural products will have tomorrow in contribution to economic development, as promoted by the tools of digital transformation.



## Useful informations :

Product Name: Scene.tv

Format: multi-screen SVOD platform(PC, tablet, mobile)

Availability: Summer 2018

Price: Subscription from 7 € / month, no-commitment

Press kit and royalty free visuals to download in HD on [www.scensotv.com](http://www.scensotv.com), press tab.

[www.scenso.tv](http://www.scenso.tv)



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