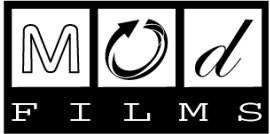Michela Ledwidge
michela@modfilms.com

Overview

- *modfilms.com*
  re-mixable film production company

- *modfilms.net*
  social network of communities that re-mix film

- explore opportunities
  - to tell contemporary stories
  - to create new revenue streams
  - to have fun via audience participation

"Re-mixable film" definition

- Film you can rip apart, sample, re-use
- Revised approach based on
  - Interactive design (e.g. game design)
  - Remix culture (e.g. film fans)
  - Performance art (e.g. film as stage)
- Legal P2P distribution and non-commercial license provided as broadband entertainment
- Machine-readable story
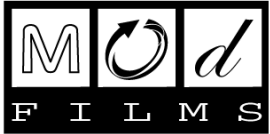
Other definitions

- **MOD** - modification made by end users
  - e.g. Game MOD
    Quake II -> Half-Life -> Counter Strike

- **Creative Commons** - alternative licensing scheme to copyright to facilitate sharing for non-commercial use
- **Semantic Web** – next-generation machine-readable online content

Why re-mix films?

- Copyright stifles innovation
- MODs extend shelf-life, raise visibility
- Film-making tools increasingly popular
- "Film sampling" already here (e.g. Spielberg)
- Sampling generates revenue (e.g. major music labels)
- Making a good film is hard
- People pay for convenience, not just access

Why re-mix films?

- Most people do not have **time** to make films from scratch

- People **expect** the ability to customise their media… even if they let someone else do it.

- Film-making on every level (even amateur) is an opportunity for education, creativity, and fulfilment

- Fair use of media leads to new business

Re-mixable movie recipe

- One concept
- One narrative
- One original production
- Many MODs
- Many platforms
- Many technologies

What's the story?

- *SANCTUARY* short film
  - Feature film pilot
  - Sci-fi comic book adventure
  - Set in Australia in 2012
  - Currently in Post Production

- *SANCTUARY* sample MODs
  - Story re-edits
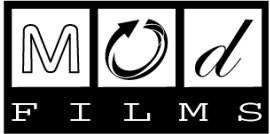 - Rhythm/action game
  - DJ/VJ performance tool
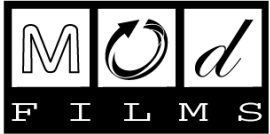
Sanctuary experience

- **Cinema** ("film print")
  - Short (non-interactive) film
- Living Room **Console** ("re-mixable DVD")
  - DVD-Video experience
  - Upgradeable media player
  - Film asset library (including sample MODs)
- Online **Community** ("the Net")
  - Publish and rating system for MODs
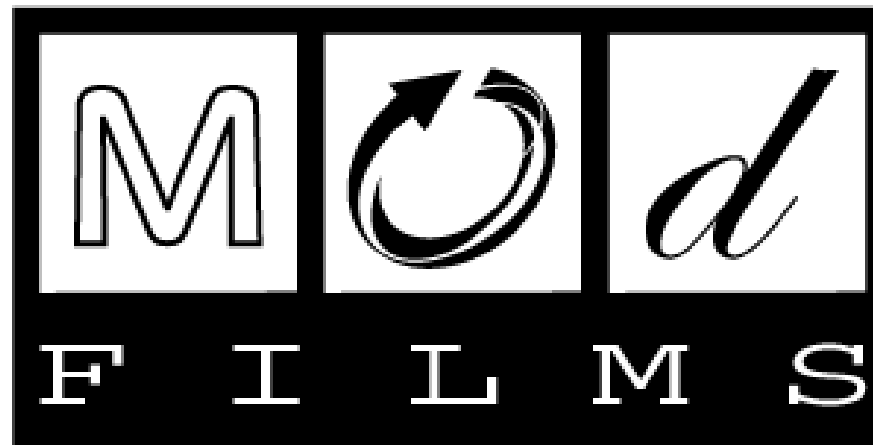 - Social network tools for MOD'ers
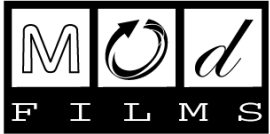
A different way of thinking

- Fun Simple Sharing of Film Material

- More malleable film production
  - More flexible use of assets
  - More revenue potential
  - More creative potential for audience

- An alternative business model
  - More distribution
  - Less copyright

but not that radical...

- Still about selling films

- Still about existing channel distribution

- Still about finding an audience

- Still about the cinema experience

http://modfilms.com
http://modfilms.net
http://michela.thequality.com
http://thequality.com/massive/weblog