
WP2- FIDA

Presumption 1: existing data collection and reporting methods do not serve small countries well and we can develop a benchmark

Small country data is ignored, not collected or misrepresented

Presumption 2: It is time to move beyond reports and ‘narrow data’ in film market analytics

Data could be provided by ‘digitisation champions’ and crosslinked to constitute ‘wide’ datasets.

Presumption 3: (Small) Europe could become a driver in creating and standardising the international ‘film data economy’

A lot of ineffectiveness and hence non-transparency, unaccountability in film data markets and reliance on large platforms and their multisided rentier economies.

FIDA progress

- We are ready to collect the financing info (based on OLFFI schemas) – 7 country case study
- We have partly downloaded TMDb, Wikidata and EIDR data about films produced – in this way we get data about films and their characteristics
- We've got access to Lumiere Pro
- We've bought access to International Showtimes
- We've bought access to UsherU data about film availabilities on VOD platforms (monthly data, three years)
- We're struggling with more comprehensive festival participation data
- We've started investigating reception, pirating and TV data

Analytics and modelling phase

- We'd need to study relationships between showtimes and admissions, box-offices, ticket prices.
- Cinema stats vs VOD stats (temporal and geographic dispersions, etc.)
- Broader plans: film origins, funding, characteristics -> distribution trends
- Open: festivals, reception, pirating and TV

Data standards

- Currently a mess – markets are ineffective and nontransparent and this hurts the most small players and small countries.
- Our work launches in the Summer
- This work has been ongoing for years for us in Tallinn
- We could make a strong case on how to overcome the fragmentation and how to move towards standards and gain in European competitiveness as well as in public value – increased accountability, access to knowledge, etc.

**The end
Slutningen
O fim
Pabaiga
Kraj
An deireadh
Het einde
Löpp**