

# INTERNATIONAL

## *tvebiomovies - international film competition*

tve biomovies is a film competition - in its third year - open to anyone aged from 9 to 99 around the world with access to a camera. You could receive US\$300 to produce a 1-minute film about the environment. Which bit of the environment? Choose a category and decide. Your film could be funny or serious, an animation, a drama or a documentary.

Report by Mathilda Mitchell

We launched tvebiomovies 2012 in Brazil to coincide with the 2012 Rio Earth Summit. Our specially commissioned launch film was screened at tve's Rio +20 event, held at the headquarters of tv channel Canal Futura in Rio de Janeiro on Monday 18 June 2012.

We also launched a new website in five languages – English, Spanish, German, Russian and Arabic - in order to appeal to more filmmakers.

Over the next two weeks we commissioned four additional popular YouTube users to make launch films in English, German, Russian and Spanish to promote the competition. (We endeavored to find an Arabic YouTube user and although we did commission one, unfortunately he failed to deliver the final film.) The launch films

were uploaded on the users' channels in order to appeal to their subscriber base. The films were featured on the front page of YouTube in the UK and Ireland. Within 24 hours, most of the films had attracted thousands of views.

Number of views so far:

Khyan	(English)	50,408
RageNineteen	(English)	41,353
Lyosacks	(Spanish)	340
Proektkoza	(Russian)	41,761
Manniac	(German)	85,840
Total views of launch videos:		219,702

### Proposals

By the deadline of the call for proposals on 5 September 2012, tve had received 428 proposals (an increase of 105% compared to 2011). These proposals arrived from 86 countries (a 226% increase compared to 2011). The standard of proposals

was extremely high – with entrants engaging with the questions.

### The final 10

The judging panel met on 10 September 2012 and decided on the ten proposals which would go into production. tve contacted and contracted 10 filmmakers and their films were due to be delivered 23 October 2012. Unfortunately one of the filmmakers from Iceland dropped out at the last minute after initially agreeing. His proposal

edited with credits including the funders' logos and uploaded to tve's YouTube Channel.

It was decided that the fairest way to display the films was in a grid on YouTube – with annotation links to each of the films. This gave priority to no film. Each film was also given the grid at the end so that it was simple to link from film to film via YouTube.

As with last year, it was also decided that the



had been overly ambitious and he had failed to go into production at all. The panel's second choice agreed to make a film within three weeks and the films were all successfully delivered on 14 November 2012.

### Length of films and intros

The final films were limited to 1 minute long - as last year– although the films were longer when cut with credits and a grid. This was to make them more accessible on mobile phones etc. Each was introduced by the filmmaker speaking to camera. One filmmaker chose instead to use animation to introduce himself . The introductions added immediacy to the films. The logos were also extended in order to give maximum exposure to our funders.

### Displaying the films and voting

On 16 November 2012, the ten finalist films were

aired with the fairest voting system was 1 view = 1 vote. This also ensured that the filmmakers were incentivized to increase the viewership of their films.

### UN Climate Change Conference: COP 18

The United Nations Environment Programme screened the ten finalist films from tvebiomovies 2012 in Qatar from 26 November to 7 December 2012 during the UN Climate Change Conference. They were screened at the UNEP booth in the Sustainable Innovations Expo at the Doha Exhibition Centre, on two large screen TVs , along with the UNEP's audiovisual loops.

UNEP also screened the films for young people participating in two side events:

1. Climate change and education - making the future work for you(th)
2. Engaging and empowering children and young people for resilience and green development -

### Marketing throughout the competition

tve's aim was to substantially increase on the number of proposals and views that we received for tvebiomovies 2011 (205 proposals and 491,000 views of the final films), and to engage film makers around the world. We particularly targeted German, Spanish, Russian and Arabic speakers – to make the most of the new websites. Our proposals went up 105% to 428 and the views went up a massive 101% to 984,988 views.

### Working with funders

tve worked closely with YouTube to promote the competition at all stages. The launch videos were promoted on the channels of 5 popular YouTube users as well as on the tve channel and website. The ten finalist films were promoted by YouTube using 'Featured Video Booster' in targeted countries.

Featured Video Booster is something that helps YouTube promote videos from channels in the most relevant places across watch pages on YouTube. The films appear enlarged in the grid at the end of YouTube films – and also appear as 'featured' in the list of recommended films at the side. All ten films were promoted in the same countries at the same time: the UK, Russia, Saudi Arabia, India and South Africa. The films were also spotlighted on the YouTube home page.

tve also worked closely with other project funders – the DBU (Deutsche Bundesstiftung Umwelt), the European Bank for Reconstruction and Development, the Lighthouse Foundation and WWF-UK to promote the website through internal and external networks. The WWF-UK site launched a micro-blog about the competition.

### Partners

tve contracted its partners worldwide to promote the competition. We gave a small grant to organisations who felt they could tap into the right networks to attract young filmmakers. We received positive offers of help from partner organisations in the following countries (- some chose to work without funding):

Nicaragua, Ecuador, Bangladesh, Mexico, Kenya, Ghana, South Africa, Zimbabwe, Uganda, Leso-

tho, South Korea, Jordan, Argentina, Colombia, Peru, India.

### Coverage

tve secured a radio interview with Express FM in Tunisia. Here are just a small selection of the many sites (over 100) which promoted the competition during its call for proposals and when the final ten films were uploaded. This widespread coverage was due partly to our partners and partly to a proactive marketing approach in the UK and Germany: Assam Times, Centre Information Jeunes, gender cc, BirdLife International, FEE Latvia, Young NCB European Youth Portal, Jordan Environment Society, e-Konkursi, Global Voices, African Wind Energy Asso., Multiply Thailand, Minority Rights, On the Spot Tonga, Filmbase, Opportunities for Youth, Huvadhoo Aid, OneWorld, SEGA Macedonia, Thank you Ocean, ESoDoc

### Filmmakers

We worked with our filmmakers to encourage local interest in the competition. The filmmakers were encouraged to approach local media and the tvebiomovies team also approached regional media to raise awareness of the competition. Rui Ressureição, one of the finalists in the seas and oceans category, featured on the Associação de Viver a Ciência website. Australian filmmaker James Holloway appeared on the City of Sydney Youth Facebook page. In India double-act Shrutti Suman and Varun Shyam's film 'Food – Poof!!' made it into their local paper.

### Social networking

tve's Facebook and Twitter sites were updated regularly to pull in audiences. During the competition, the tve Facebook page attracted over 50 new 'likes' and the tve YouTube channel gained over 400 new subscribers.

### The YouTube viewers

Across each of the films, our audience ranged from 13 to 64 – and was largely male. Debate was triggered by comments on each of the films in different languages. The audience came from 138 countries – with the majority coming from countries with strong YouTube audiences: UK, US, India, Russia, Australia, Germany and Saudi

Arabia. Approximately 30% of the viewers were watching on mobile phone devices. The results on 10 January 2013 are listed in the table.

#### Results video commissioned

In January 2013, we commissioned one of the launch video makers – RageNineteen – to make a short film to celebrate the winners. This has been posted on tve’s YouTube channel.

#### Anecdotal feedback

The finalist films received hundreds of comments. Many were in the typical one or two word style of YouTube exchanges but there were also a number of more detailed comments. All the remarks, long or short, bear witness to the huge number of views received.

#### Documented impact

The finalist filmmakers fed back with why they had entered the competition. Here are some of

Prize	Film	Views
<b><u>The Lighthouse Foundation Prize for the Seas and Ocean</u></b>	<b>Food – Poof!!</b>	84.922
	The Fishing Game	40.648
<b><u>The European Bank for Reconstruction and Development Prize for Women and Climate Change</u></b>	<b>Climate Heroine</b>	61.521
	Masterpiece	46.748
<b><u>WWF-UK's Freshwater in Focus</u></b>	<b>Wash</b>	296.542
	Frogfather	49.708
<b><u>The J &amp; H Sales Prize for Recycling the Earth's Valuable Resources</u></b>	<b>Scrap Recycled</b>	230.543
	Gold in Garbageria	70.464
<b><u>The DBU Category for a Sustainable Lifestyle</u></b>	<b>Game over! Try Again</b>	52.434
	Case	40.845

#### Impact

tve’s films do not end up gathering dust on shelves; their impact can be seen in very tangible ways and we have a Board approved way of measuring the change we inspire. We look at three factors: the size of tve’s audience; anecdotal impact and documented impact.

#### Size of audience

This year the finalist films and the launch films combined received more than 1.2million views. The levels of views received far exceeds the audiences for most environment and development films.

the comments

#### Lessons learn for tvebiomovies 2013

Allowing more time at each stage of the competition has paid off and we would like to build as much time as possible in at each stage.

This year, thanks to additional funding we were able to connect with a much wider YouTube audience in German, Russian, Spanish and Arabic. Next year, we would like to invest more in accepting proposals in French as well.

The most effective way we reach mass audiences at each stage of the competition is through established YouTube users. These users have hundreds of thousands of subscribers – or regular viewers. Next year, we are planning to conti-

nue to work very closely with these users as consultants throughout the competition in order to achieve maximum impact.

We would like to commission high profile launch videos in French and Arabic – as well as the other languages. These launch videos have proved to be a highly successful way to engage with a wide audience.

We would like to build up a relationship with YouTube USA. This is about building in time to commission US launch videos. YouTube USA were interested in working with us in 2012, but we were unable to commission American launch videos in time.

#### What next?

tve will host a ‘virtual’ awards ceremony for tve-biomovies 2012. This will take place on Tuesday 26 February at the EBRD.

tve intends to launch tvebiomovies 2013 in June on UN World Environment Day.

#### About tve

tve is a UK registered charity set up in 1984 by the United Nations Environment Programme, WWF-UK and Central Television (now part of ITV). tve works in global partnerships to make and distribute films that inspire change. We create relevant and compelling content on environment and development for audiences worldwide. We make an average of 85 films a year and in 2011 tve films received 817 broadcasts on 158 television channels received by nearly a billion viewers around the world.

#### Period:

since June 2011

#### Funding 2012:

10,000 GBP

#### Project partner:

tve

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