

## How to tell and sell your story in the digital age

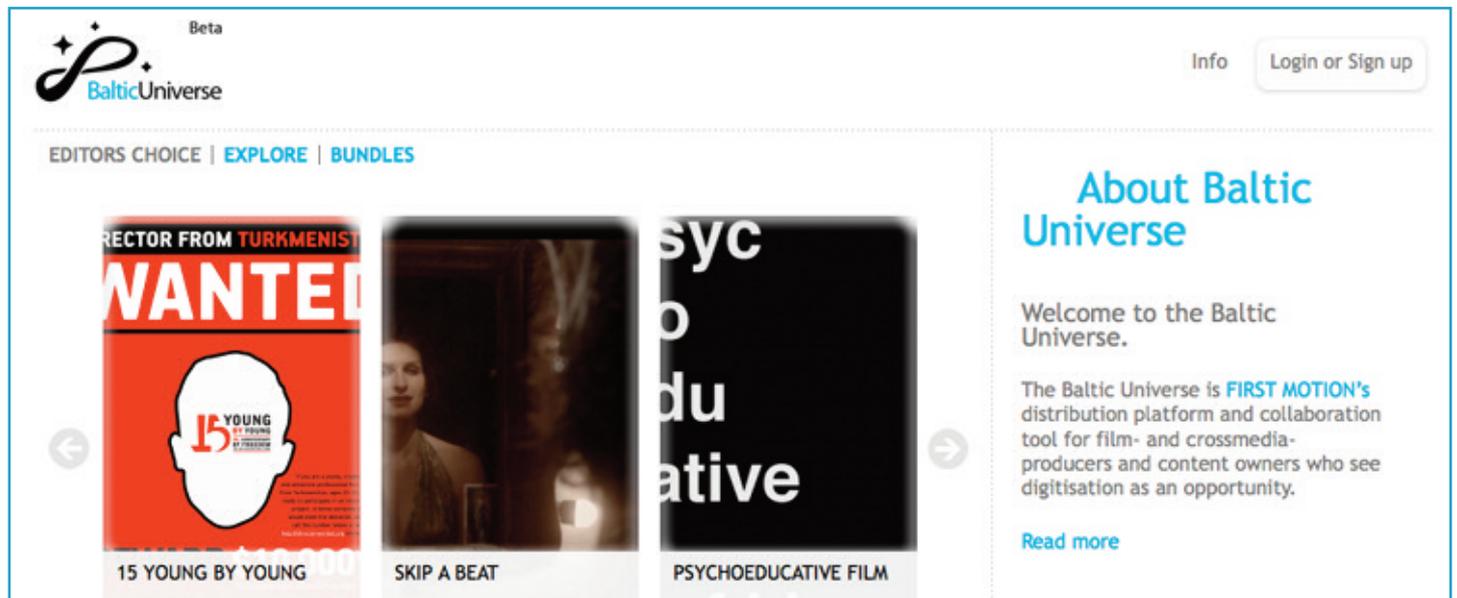
The Baltic Universe is a distribution platform and collaboration tool for film- and crossmedia-producers and content owners who see digitisation as an opportunity. It is a community for artists and audiovisual craftsmen who believe in the principle that the more we share – the more we get.

Find partners, exchange ideas, co-operate at all project stages, distribute content and start getting revenue!

This is all non-profit and for YOUR benefit only, developed by film institutes and centres, universities and industry representatives in seven Baltic Sea Region partners as part of the EU project *First Motion*. Read more at [balticuniverse.com](http://balticuniverse.com) and [firstmotion.eu](http://firstmotion.eu)



## First public beta of the Baltic Universe platform goes live!



Over the past year First Motion has been building up a digital infrastructure as one of several steps to find new and creative ways for content producers to make a living. Baltic Universe is a web-based cross media toolbox that contains a project manager, a collaboration space for co-productions, a professional listings page and a marketing and distribution solution with possibilities to earn money both for content owners and distributors.

Creating Baltic Universe has proven quite a bold task, but the project has come a long way from the early idea stage. Nevertheless, it is still a work in progress, and now we need real people to inhabit, explore, test and criticise. Therefore we want to invite you to become a user of [balticuniverse.com](http://balticuniverse.com), helping us in making it a tool that can benefit the creative industries in our region.

## And the winners are...

Out of almost 100 submissions for the second project call First Motion and its partners finally selected eight innovative transmedia ideas which will be supported by First Motion – not only financially, but also with effective mentoring and development support.

Frederik Villumsen from Denmark convinced First Motion with **DREAM** (production company: Nørlum, Viborg), an online animated series created to explore into business and distribution models of the future, e.g. by independent financing and self-sustaining production and distribution via social media and modern technologies.

The Estonian venture **HISTORICAL AND CULTURAL HERITAGE OF DAGÖ-SWEDES COMMUNITY PROJECT** by Riina Hein (production company: Create Studio, Keila) is up to telling a story about the reasons for the identity loss of an ethnic group speaking the almost distinct Dagö-Swedish dialect and representing a unique culture and language. The story will be told – amongst others – through a documentary feature, interactive online maps, a virtual museum and computer games.

Two of the chosen projects were handed in by German applicants: **TELL ME WHO YOU ARE**. is the title of Jessica Landt's and Falk Nagel's transmedia idea which considers itself as a cross-cultural project on youth, about identity and body language (production company: Beleza Film, Hamburg). The central aspect of TELL ME WHO YOU ARE. will be individual audio-visual documents on emotions. **FIVE MINUTES FOR THE FUTURE** by Christoph Corves from DokuFaktur Media Production in Lutterbek is dedicated to social change around the Baltic Sea Region: The project focuses on changemakers and their creative solutions to the new conditions raised by the aftermath of the social, financial and economic crises.

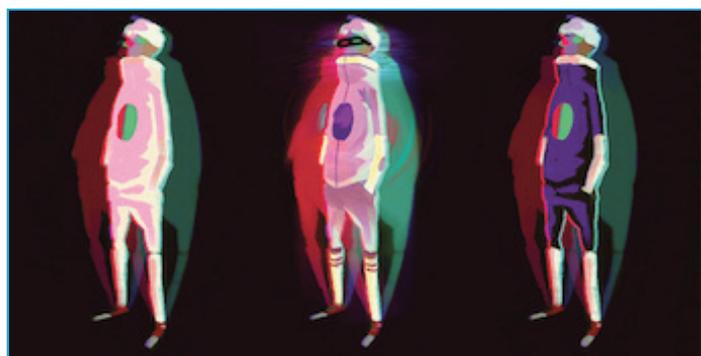
Latvia will also be represented by two projects during First Motion's second run, both of them with children as their target audiences: Inga Praulina from Riga-based JetMedia succeeded with her project **WONDERBIRD** which offers exciting, educating adventures for

children through an online version of a game in which children can explore the fictitious Faraway land aiming to catch the Wonderbird. With **SHAMMIES** Sabine Andersone from Atom Art in Riga submitted a multi-platform project comprising an animated tv-series for preschool children, an internet portal – also targeting on children – online games, books and interactive multi-touch screen tablets.

The Norwegian project **2-TIMES ANN** by Catherine Kahn, Trond M.K. Venaasen, Jorge Lino and Charlotte Kahn (production company: We need more data, Oslo) sees itself as transmedia storytelling shared and united by girls all over the world in a clue-hunting social game of finding a double.

It's getting extra-terrestrial with Sweden's participant **THE GHOST ROCKETS** by Kerstin Übelacker and Michael Cavanagh (production company: Doc Lounge Network, Malmö): THE GHOST ROCKETS is an interactive universe with a community, web content and an online-based investigation game which refers to a documentary film portraying a small group of Swedish UFO-fans.

All projects convinced the First Motion committee because of their innovative approaches to making use of transmedia possibilities, their stories and the teams attached to the projects. The funding includes up to 30.000€ development/production money, two international workshops which are mandatory, individual mentoring by First Motion partners as well as digital publishing and international marketing of the pilot project/product through the Baltic Universe platform.



Stereoscopicman! From the Danish project *Dream* (©).

## Baltic Universe @ Berlinale

First Motion is all about aiding media producers and content creators to be able to make their passion their living. Last summer we had the chance to fund seven of these creative heads from all over the Baltic Sea region.

Their assignment was to experiment with new media formats and new ways of thinking market. Eight months later, at the official First Motion reception in Berlin we had the honor of presenting these productions to the public for the first time. This event coincided with the first launch of the Baltic Universe distribution platform, our online production and distribution tool.

The presentation was held at the State embassy of Hamburg and Schleswig-Holstein, and well over 200 people came to hear the producers speak about their productions as well as to experience the very first demonstration of the Baltic Universe platform.



David Holme from the Baltic Universe editorial staff introduces the web-based cross media toolbox (Photo: © First Motion/Budiner).

## Baltic Universe @ SXSW

In Austin, Texas there is an annual media industry convention that gathers music- film- and interactive-people from all over the world for a week of workshops, panels, screenings and concerts.

This year David Holme from the Baltic Universe editorial organisation was invited over to be in a panel about regional development of the creative industries. Together with him in the panel where Defrim Isai from the South Australian Film Corporation, Artur Alves, director of Digital Media at the University of Porto and Dr. David Gibson from the University of Texas.

– It is fun to be noticed internationally, mr Holme said afterwards: – First Motion has only been around for a bit over a year, and Baltic Universe even shorter than that. Still people from all parts of the world were really curious about the methods we are using in our effort to help the industry to help itself.

## Baltic Universe in Kiel

First Motion was presented under the 15. Filmfest Schleswig-Holstein – Augenweide 2011. Till Hardy (Germany) and Kristian Mosvold (Norway) presented the First Motion in general and especially the Baltic Universe platform. Stefan Gieren also presented his project The Superhero Blog, from First Motion's previous call for projects.

The presentation was followed by an interesting discussion. The local filmindustry saw both possibilities and problems connected to the «digital world». The Baltic Universe Platform, though still in beta, was greeted with keen curiosity.

Mr Mosvold observed that the we have much in common across the borders: – It was interesting to see that the discussions were almost the same as the discussions we had in a similar meeting in Norway. The structure of the film industry is almost the same.