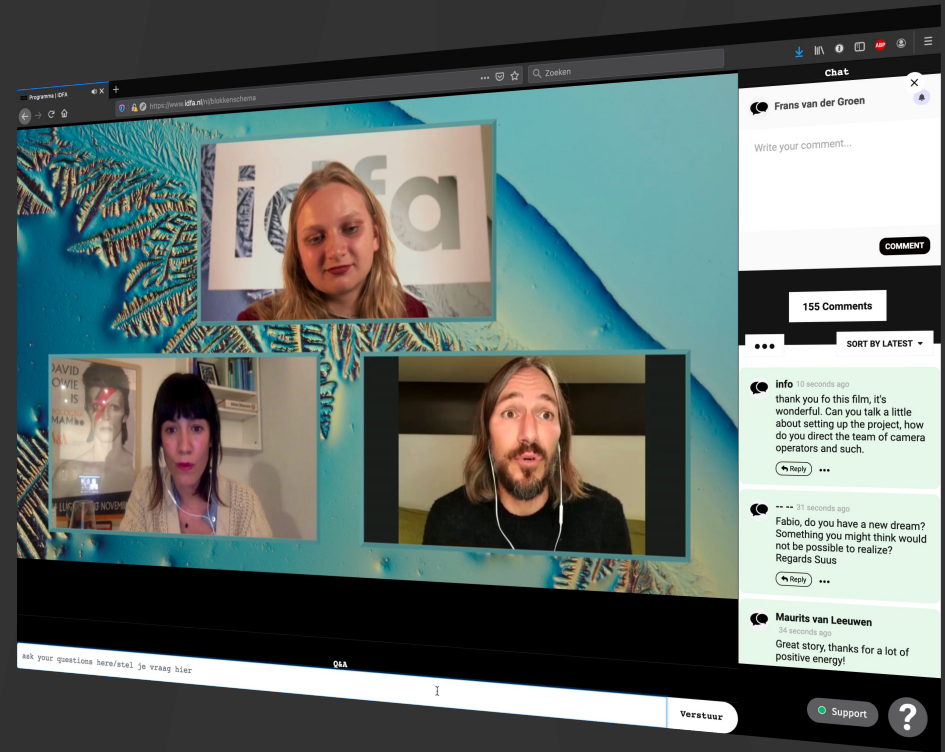


Medialoc

CultConnect



Medialoc

At the start of the pandemic, Medialoc set up a system in collaboration with four film festivals (Netherlands Film Festival, Cinekid, International Documentary Festival Amsterdam and International Film Festival Rotterdam) with which they could continue their program in hybrid form. By cleverly connecting different systems, the possibility has been created to bring a complete event or festival online on a website or other digital platform. This can be done completely on-demand, but also in an alternation of live elements with on-demand content. Integration of meeting software and other interactive elements (chat, Q&A etc) provides contact opportunities for the public among themselves and the public with the organization.



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Over the past 2 and a half years, Medialoc has set up strategic partnerships to further develop the system, while remaining affordable for the cultural sector. These strategic partnerships were set up by working together in a consortium of different festivals and/or theaters.



Medialoc is currently working on, or investigating a number of different developments:

- In the EU funded project REACH'M, Stichting Nederlandse Filmpromotie Nederland (Picl) and Medialoc are joining forces to help European cinemas and distributors better reach their audiences online for releases of European arthouse films.
- In consultation with distributor Mooov in Belgium, we are working on a method to play streaming files without an internet connection, but fully secured. In this way, small exhibitors and educational institutions can set up a screening without the presence of specialist equipment. This also in anticipation of the disappearance of media such as DVD and Blue Ray. (in research). Also with Mooov we are working on a library system to provide schools and libraries with a varied online streaming offer in a simple way. (In research)
- In consultation with Holland Festival, NDT and ITA, work is being done on a platform for online access and viewing of performing arts.
- In consultation with a producer/sales agent, we are working on an integration with a booking system for AV and other media. Bookings, trading and transport are arranged from 1 system, for physical or online display. Online display can be set up directly from the system. We will start a trial in September with a Dutch sales agent and a South African cinema.
- In consultation with Call4Music, we are setting up a library system for the use of music and audio files, whereby a digital fingerprint can be used to keep track of exactly where and how often the material (in which montage) is used. We want to investigate how we can also apply this methodology to AV material and other (interactive) media.
- In an ongoing project with NFO, various movie theatres are provided with a virtual screen/hall with our system.
- We want to investigate how we can also use our system for overview, storage and distribution of digital (interactive) art. The aim is to be able to store, book, trade and distribute (interactive) media files from a central library system with the possibility to display them directly from the system on your own platform.

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Medialoc wants to further investigate and develop their hybrid streaming media platform into a full media library system for the European cultural sector. Main objective is a technical solution for easy and secured sharing, access, transport and archiving of (interactive) media (in broad sense) content to grow exposure and limitless access within the European market. The system will be a complete media management system for content (rights) owners. Production and distribution companies will be able to trade, deliver/send and track their media in a secure way to buyers and exhibitors and set up curated collections. Media can be streamed/delivered with a simple plugin on exhibitors own online platforms and the system provides in secure offline screening possibilities. Medialoc believes in a technical solution to eliminate obstacles in findability, transport and viewing of media. We already work together with international festivals and distribution companies and deliver content for educational purposes.

Open to partnerships:

Theatres, Museums, Exhibitors, Festivals, Distribution companies, Sales agents, Bookers, Artists, Cultural and AV archives



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