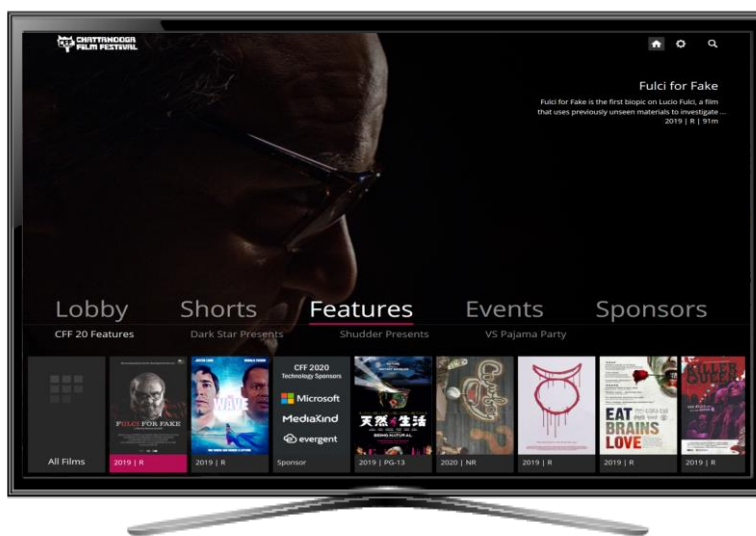


MediaKind and Chattanooga Film Festival launch virtual film festival in age of COVID-19



Chattanooga Film Festival (CFF 20) is a well-respected regional film festival that gathers likeminded film makers and film enthusiasts to watch up and coming directors and producers. Since 2009, Chris Dortch II and his team have been assembling eclectic mixes of shorts, feature and panels for a film festival in Chattanooga Tennessee. With only days to go from the 2020 event, COVID-19 and shelter-in-place orders came down, possibly ending the 2020 event.

COVID-19 had forced many film festivals to look to established streaming platforms like Netflix and Amazon but for small festivals like Chattanooga it was not a realistic or attractive option. By staying independent, Dortch II could preserve his brand but also provide film makers with a focused platform to curate and enjoy films for a low price. Providing a forum for independent film is a driving force behind the festival. Staying independent allowed CFF to showcase films and live interactive panels that take online what he has been delivering in person for many years.



At a glance

Customer: Chattanooga Film Festival

Website: <https://www.chattfilmfest.org/>

Customer Size: Non-profit

Country: USA, Chattanooga, TN

Industry: Film and Entertainment

Products and Services: Microsoft Azure

MediaKind, CFF & Azure Deliver on Virtual Film Festival



Customer challenges

Film festivals are built on relationships and some friends of the festival were able to connect with MediaKind to see if an alternative event could be envisioned with their program guidance and cloud-based streaming to deliver on their vision.

- Deliver compelling virtual film festival while the film makers and audience were engaged in the festival's momentum.
- Provide compelling festival experience beyond just an on-demand video experience.
- Ramp up streaming infrastructure and billing infrastructure from idea to launch in 6 weeks.
- Ensure stream security that minimized piracy risk to newly run films.

Partner Solution

- Turnkey solution so CFF could concentrate on the program and not the technology.
- MediaFirst media platform to quickly configure a branded media experience for CFF 20.
- MediaKind Video Encoding and Video packager for rapid deployment, and high-quality streams.
- Azure cloud for scalable deployment of storage and delivery. Azure CDN ensured smooth delivery across all users and devices and locations.
- Integration with Evergent authentication and revenue management.
- Utilize Teams live events for remote panels and live studio streaming.

Customer Benefits

CFF 20 virtual film fest ran from May 22 – 25, 2020 with 52 short films, 26 feature length films and 31 live Teams panels featuring a host of expert panels and live studio sessions. Utilizing the MediaKind portfolio and Azure cloud allowed MediaKind and CFF to quickly ramp up the infrastructure to execute on CFF's first ever virtual event. By using off the shelf products like Teams and best in class OTT monetization solutions from Evergent, CFF can move beyond COVID-19 and continue their work with filmmakers and audiences alike.



CFF branded user experience and menus tailored to their content curation needs made it easy for users to find the content they were interested in.



Audience engaged in live Q&A and discussion session with film makers and producers.

User engagement was high with 18 assets watched per user and 50% of total audience visiting nightly.



2/3 conversion for direct marketing