

Career Accelerator programme:	Product Management
Course Assignment:	Assignment 1: Presenting your product idea
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Learner Declaration

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I acknowledge that it is my responsibility to ensure that any submission is within the permitted word count or time limit. I have included the accurate final word count (excluding references or formatting text such as cover sheets) on the written submission cover sheet. Images, such as prototypes, will not count towards a word count limit only if they are required as part of the 'Suggested Approach' section of an Assignment. I understand that any content that exceeds the permitted submission length will not be included in the evaluation of marks or be provided with feedback. Any submission that falls short of the permitted length may result in a penalty. I am solely responsible for adhering to the submission length and take full responsibility for any ramifications thereof.

Product Strategy

Value Proposition Statement:

“FilmSlate provides access to expertly curated independent films and unparalleled, diverse, exclusive content, delivering an enriched and connected experience.

Differentiating itself within the streaming service landscape through genuine expert human curation, FilmSlate gives users unparalleled insight into every release via exclusive content from the creative teams behind the films, and informative yet thought provoking reviews and articles created in-house.

FilmSlate provides a connected experience engaging users in discussion through threaded forums surrounding content, positioning FilmSlate as the digital “book-club” for independent film and cinema lovers.”

New product feature:

User research outlined several areas of dissatisfaction amongst three user segments, Cinephile, Indie Addict, and Genre. Although these groups had distinct pain points, they shared common underlying themes:

1. Insufficient information/contextual content surrounding film releases.
2. Limited opportunity to engage within the community.

At FilmSlate's current product immaturity, it is appropriate to implement solutions that would benefit all segments. It has been considered how each segment will derive values from the features proposed.

To address the first opportunity FilmSlate should look to implement additional contextual information surrounding each release on the platform, including informative articles written in-house, and content sourced from the film-makers/experts. Content will be varied in medium and topic to address the broader needs of the three user groups.

To address the second opportunity FilmSlate will look to implement threaded conversations, under each piece of content, as well as on a forum tab within the webpage of each release. Threads provide users a space to engage with the community and allow users to engage in discussion specific to their taste.

Providing the user with value, and providing that value quickly, is the primary way to increase conversion rate from free trial to subscriber (Lopez, 2021) aligned with the organisation's objective to increase conversion from 32% to 40%. User and market research indicates these features will provide substantial value that cannot be easily replaced.

Product feature goals:

Objective - Provide sufficient and high quality content to users, to boost engagement

- 1) Increase the amount of content surrounding each film to a minimum of three pieces of differing topic and medium by the end of Q2.
- 2) Increase engagement with content, by 10% week-on-week, up to Q3.
- 3) Implement a share to social media function, achieving an average share rate of 4% on content by Q3.

Goal one focuses on providing sufficient and varied content and allowing FilmSlate to measure the effort/cost to produce/source content, and the deviation in effort/cost to source content by type and between titles.

Goal two focuses on providing high-quality content. Measuring the engagement metrics total session time and scroll depth (Custer, 2023), provide FilmSlate with data to quantify the value users derive from content (Montagu, 2023). This allows FilmSlate to manage which content types to produce/source, and in accordance with feature goal one, manage the cost/value of content. Treating threads as content, we will measure the deviation in comments and likes.

This data will allow iterative optimization of the content offering, based on the cost/effort to produce content and engagement on content to determine the optimum:

- Spread of content by topic
- Spread of content by medium
- Amount of content to minimise cost of conversion

Goal three focuses, again, on providing high-quality content. Having a second measure of user engagement with the content will provide additional confidence in the interpretation of the data. Social media shares indicate users see high value in the content (AgencyAnalytics, n.d.)

Additionally FilmSlate can measure the effect of the share function on total trail users.

Although the organisational objective is focused on conversion, bringing more people to the platform is beneficial.

Market Analysis

Other-the-top (OTT) streaming services have opened up new distribution channels for independent filmmakers, (Kumar, 2023) but the abundance of content available makes it harder to stand out (Shahzeidi, 2024). For example, Amazon Prime boasts a total of over 20,000 titles with only 1000 independent titles (<5%). (Statista, 2024). Large streaming platforms such as Amazon Prime and Netflix are currently not suited to serve this market segment however, with indie films seeing substantial year on year growth at box office (Statista, 2024), a major OTT streaming service, with significant resources may move quickly to capitalise.

Several platforms have positioned themselves to bring independent films to the forefront of VoD. MUBI has succeeded in this market segment, through the curation of independent films, growing to 15 million subscribers worldwide MUBI (2023), and providing 628 films to stream (UK) (MUBI, 2024). Reviews of MUBI are positive being described as “wide-ranging and well curated” by the new york times (Bailey, 2024) and “impressive” regarding “aspects typically associated with film communities—lesser-known titles, discussions, and an extensive collection of information” (PCMag UK, 2021). However, with such a large catalogue primary research found MUBI lacks consistency in the collateral content surrounding releases.

Other smaller platforms such as IndieFlix exist on the other end of the scale, providing over 1000 (Indieflix, 2024) long form (1hr+) independent titles to users, focusing on social impact films. Filmmakers are paid “for every minute their movie is watched” (Indieflix, 2024). This strategy provides lots of variation in titles but lacks curation, and contextual content is minimal.

In response to the market, FilmSlate should position themselves as experts in independent film, with a comprehensive and cohesive offering of content surrounding every release. The value to the user is quality over quantity. This strategic positioning will protect against the potential threat of larger platforms licensing a large number of independent films.

The minimum requirement is to provide sufficient high quality content to match MUBI, placing FilmSlate beyond other competitors. Exclusive content from filmmakers/experts, and varied content for each release adds additional value beyond any competitor.

Community engagement in discussion is not available on competitor platforms - MUBI allows comments on posts and user reviews, but threaded conversation provides a mechanism for deeper connection.

User Analysis

Although the focus here is on the Cinephile, at FilmSlates current level of immaturity all user segments have been considered. The three user segments of Cinephile, Indie Addict and Genre have common pain points. The table below documents the commonalities and nuances between each user segment.

Pain Point	Cinephile	Indie Addict	Genre
Insufficient Information	Resources to dive into deeper themes and narratives	In-depth information on narratives and influences	Specialised information about a film's themes, motifs, and cultural references
Limited opportunities for engagement in the community	Discussion with others who share their passion for film	Share opinions, recommendations, and experiences	Connection with others to discuss the different types of films they enjoy watching within their preferred genre
Lack of personalisation	Reflect their film knowledge and preferences	Reflecting their unique tastes and interests	Reflect their unique tastes and interests

The product strategy has been considered such that the mechanisms in place for:

1. the provision of information
2. opportunities for discussion

can be used to target each of these user groups. By producing a variety of content to suit the needs of different user groups, FilmSlate can provide value to each segment.

By implementing threaded conversations, different user groups can engage in the discussions most relevant to their needs.

More detailed analysis of the Cinephile user segment led to the creation User Persona below:

 <p>The Cinephile</p> <p>Freelance Cinematographer/ Editor/VFX/Director/Sound Tech/etc...</p> <p>Age: 40</p> <p>Location: UK</p>	<p>Biography</p> <p>The Cinephile is passionate and curious about all things film. They work in the industry, spending a lot of time surrounded by other Cinephiles, and also pursue indie films outside of work attending film festivals and engaging in online communities through social media.</p> <p>They enjoy well informed discussion with their colleagues as well as with friends and family. To keep up to date, the Cinephile researches upcoming releases, reads articles from their favourite publications, reviews from critics and watches video essayists.</p> <p>Frustrations</p> <ul style="list-style-type: none">• Lesser known films are difficult to access• Sufficiently deep contextual information is difficult to find and time consuming• Lack a opportunity to engage with other passionate independent film lovers• Lack of personalisation reflecting their tastes	<p>Tasks</p> <ul style="list-style-type: none">• Access lesser-known independent films• Read content surrounding independent film releases, including the deeper themes and narratives• Participate in online discussion• Share content to Twitter and Instagram <p>Gain</p> <ul style="list-style-type: none">• Finding and accessing lesser-known independent films and contextual content to their taste• Gain deep insights and knowledge surrounding independent films, enriching their interactions with friends and colleagues• Actively engage with a passionate and informed online community
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Focusing on the Cinephile, and how the User Persona aided in the formation of the strategy, the following problem statement has been defined:

I am a Cinephile, trying to become more knowledgeable within the Independent film space and engage with others in the community. However, I struggle to find relevant, in-depth information on a film's deeper themes and narratives and a community of like minded, insightful, independent film lovers to engage with. This is because the deep level of information I require does not always exist for the films I have access to, or is spread across many sources, and forums for discussion on specific films/topics are hard to find. This makes me feel dissatisfied and frustrated.

Product-market fit

The final set of features outlined in this document, were formed through a rigorous ideation and evaluation process. The broad seed question, “How can FilmSlate engage customers?” was the start point for a combined mind-mapping and blue-sky thinking ideation process. This generated a total of 36 ideas/sub-ideas (Appendix C - Ideation and Evaluation).

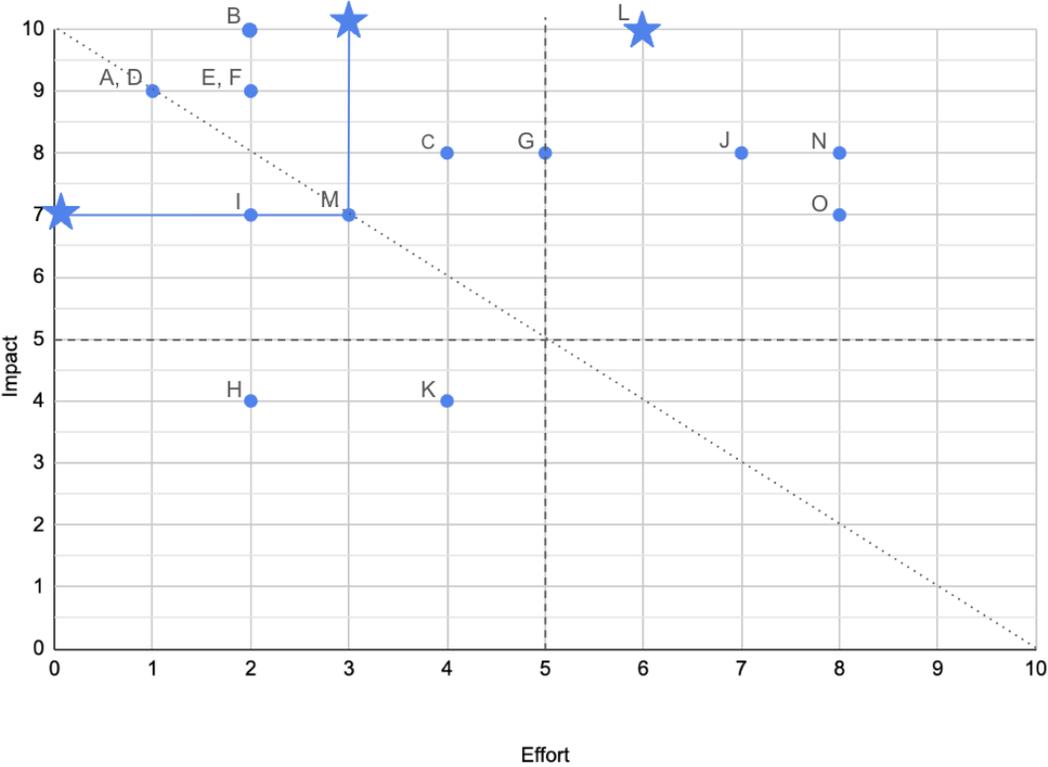
These were then assessed using the ‘Three lenses of innovation’. Each idea was assessed on its Viability, Feasibility, and Desirability, and scored out of ten in each category. Ideas were shortlisted based on having a sum score of 18, and a minimum score of 5 in any category. This provided a shortlist of 18 ideas/sub ideas.

Label	Idea
A	Produce expert content in-house
B	Source content from independent filmmakers
C	Partnerships with freelance critics/third party publications
D	Written Articles
E	Video Content / Essays
F	Interviews
G	Podcasts
H	Weekly summary of content
I	Featured section (Spotlight) curated by filmslate
J	“For you” section based on personal previous engagement with content
K	Email Content to Users
L	Threaded conversation: <ul style="list-style-type: none">● Under each piece of content● Open forum per film● Entirely Open Forum

M	Share articles to social media
N	Live Digital Events: <ul style="list-style-type: none"> • Talks industry experts with Q&A • Talks with teams associated with films with Q&A • Talks by internal FilmSlate experts
O	Weekly Premier Events - Live digital screening event with intro from Creators and Q&A with additional content

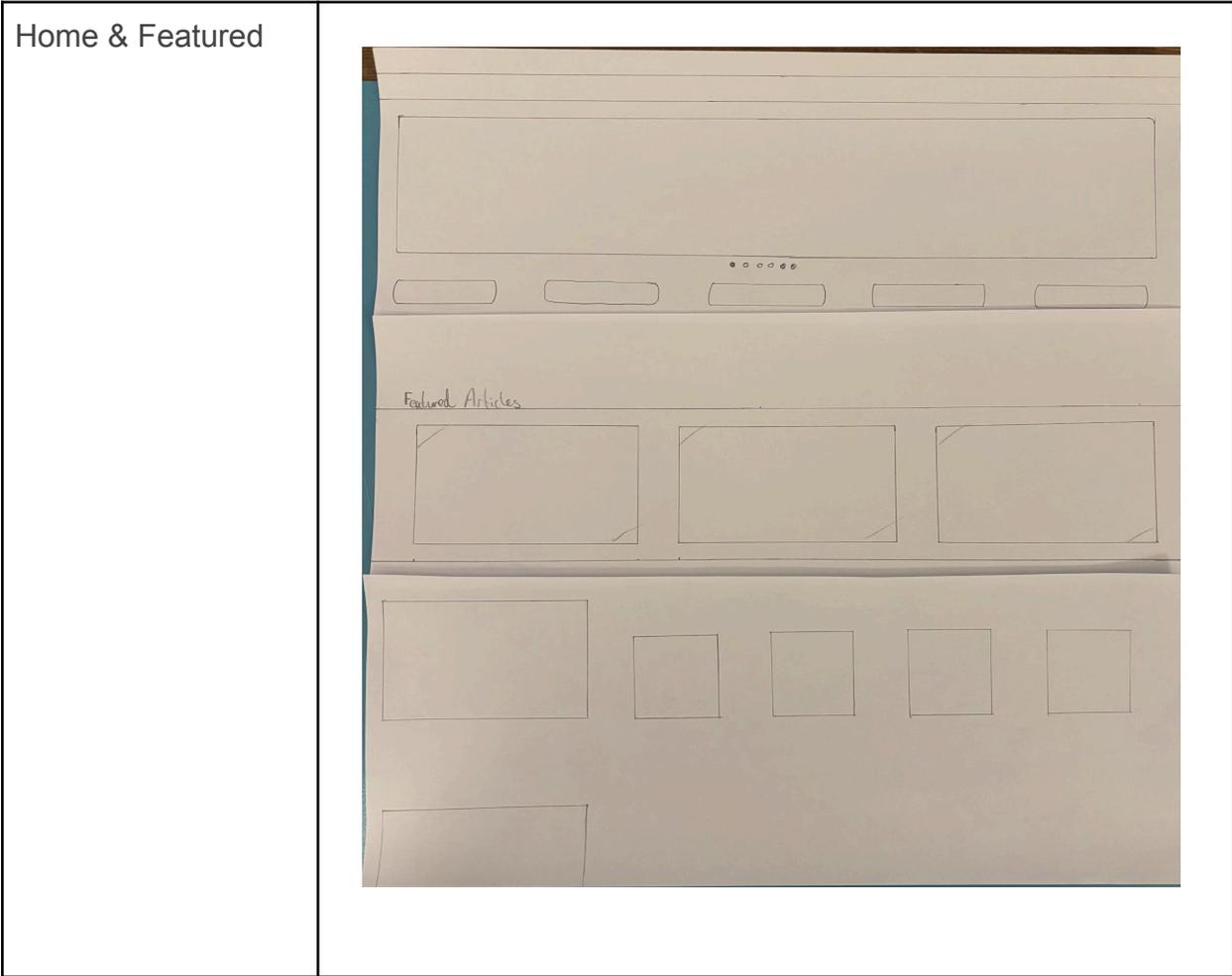
Shortlisted ideas were then assessed on the effort required against the impact of the idea. The graph below shows the effort/impact matrix and the ideas chosen to progress (highlighted in the table above).

Effort vs Impact

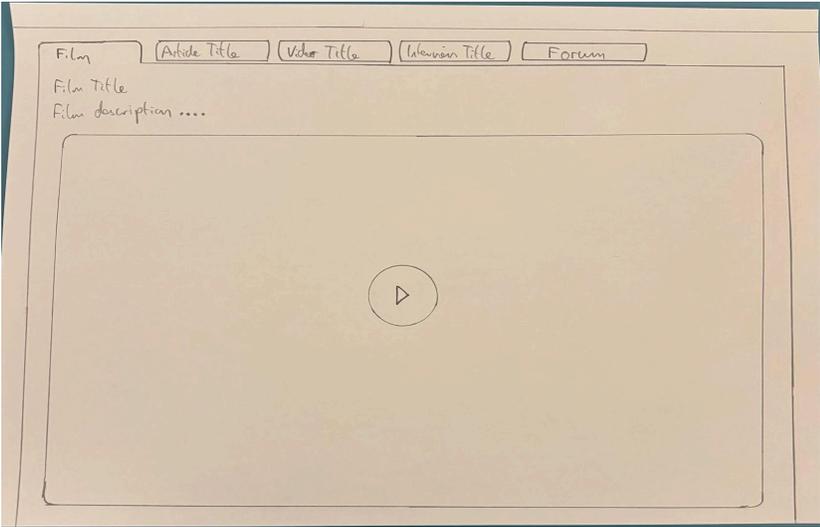


Although effort here is considered as a single metric, the nuance is that effort varies between teams. Initiative one, additional content, will require low effort from the technical standpoint, with the onus on content generation and partnerships. Initiative two, threaded conversations, will have a high technical effort with less required from the content and partnership teams. This allows FilmSlate to deliver maximum value utilising current skills across all business functions.

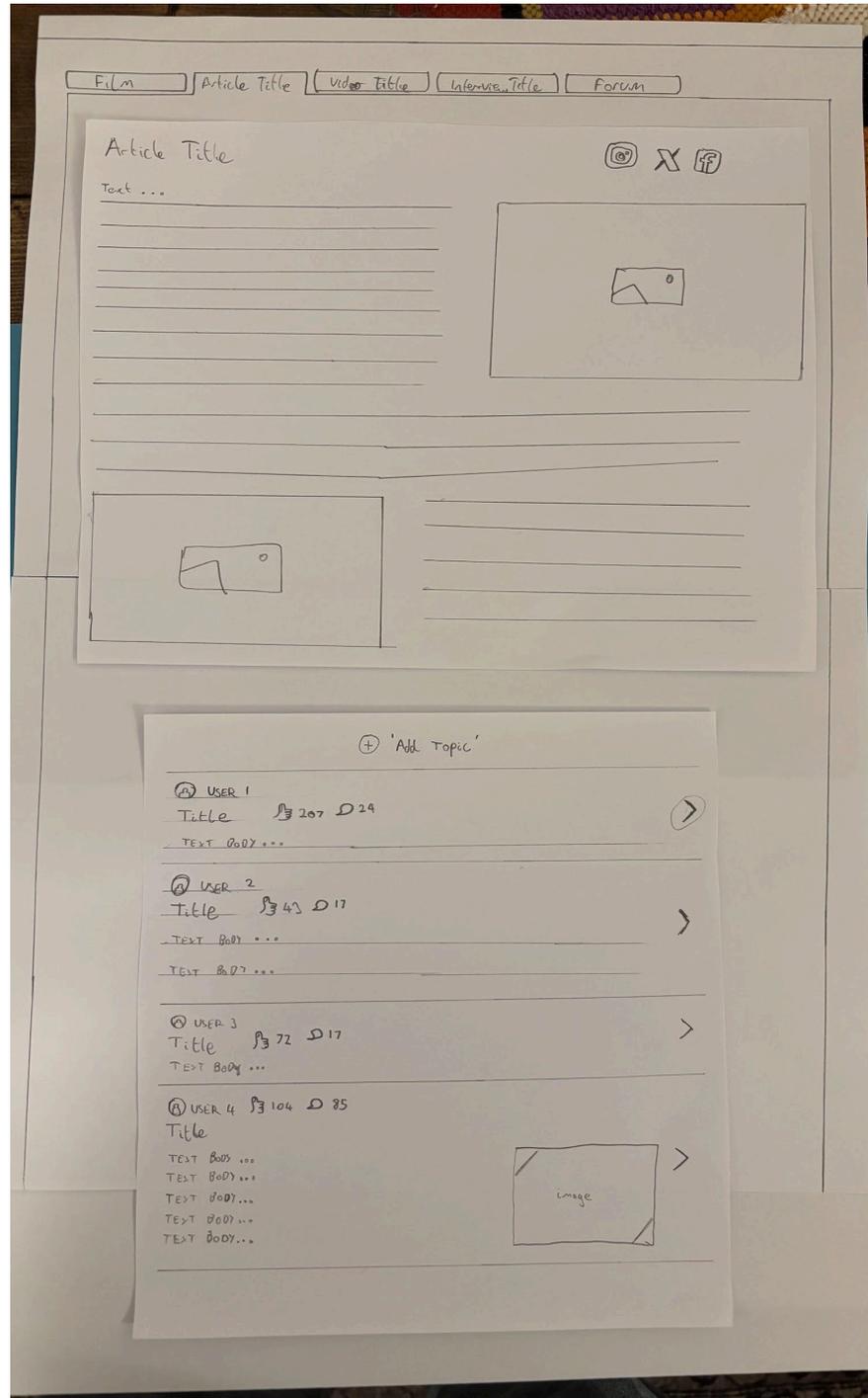
A lo-fi prototype was created for user testing. Below shows the refined lo-fi prototypes:



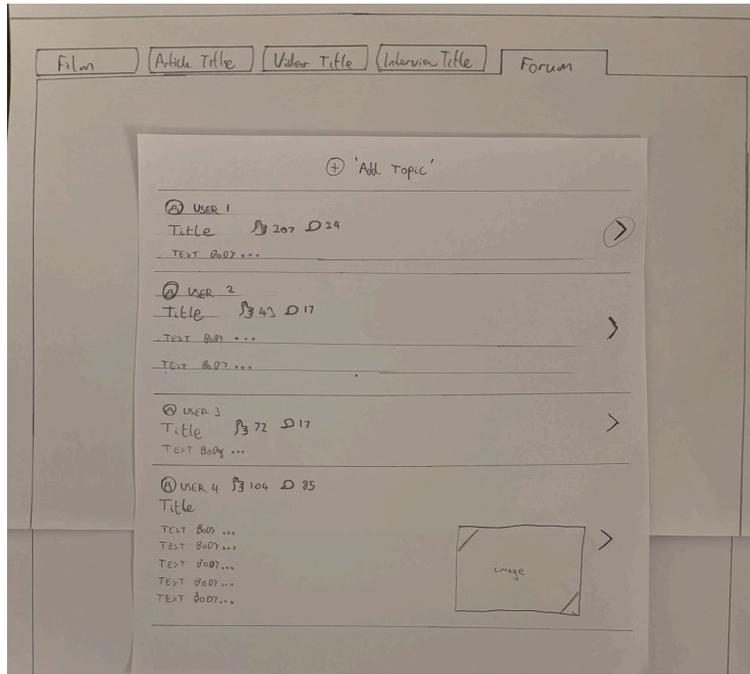
Filmpage & Content
Tabs



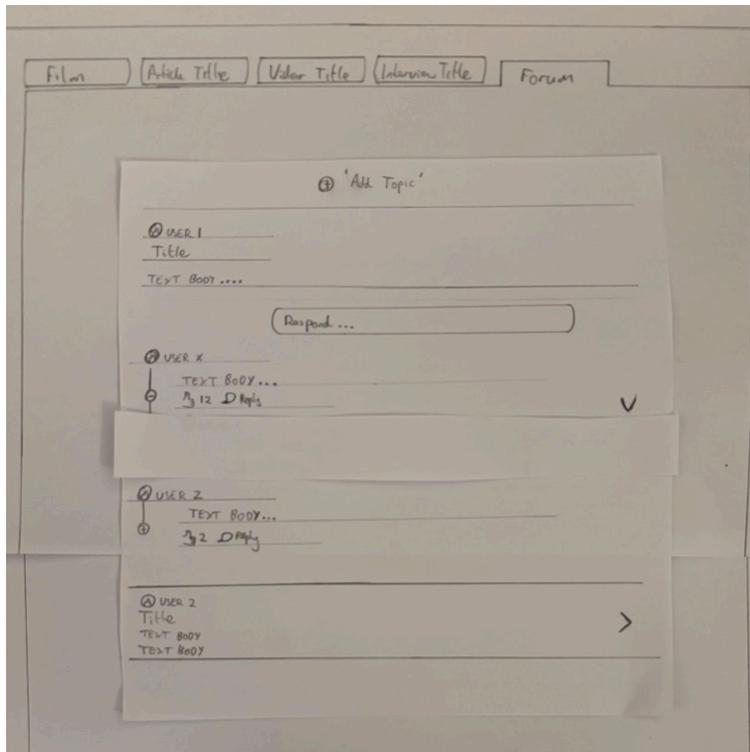
Content Tab Layout

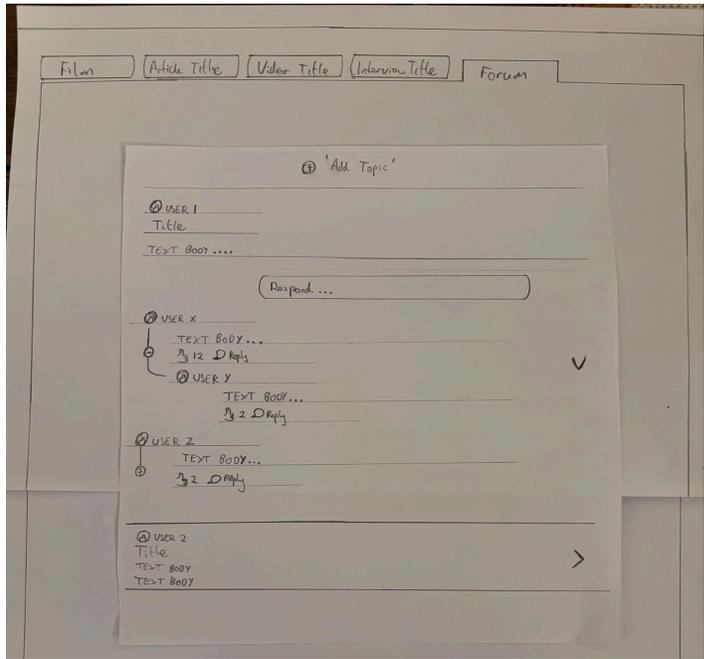


Threaded
Conversation Topics

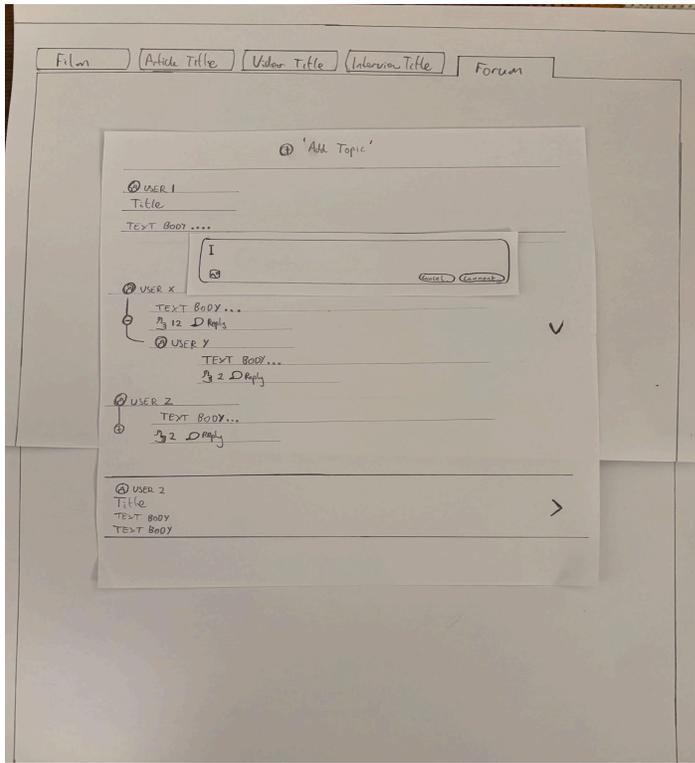


Threaded
Conversation
(expanded)

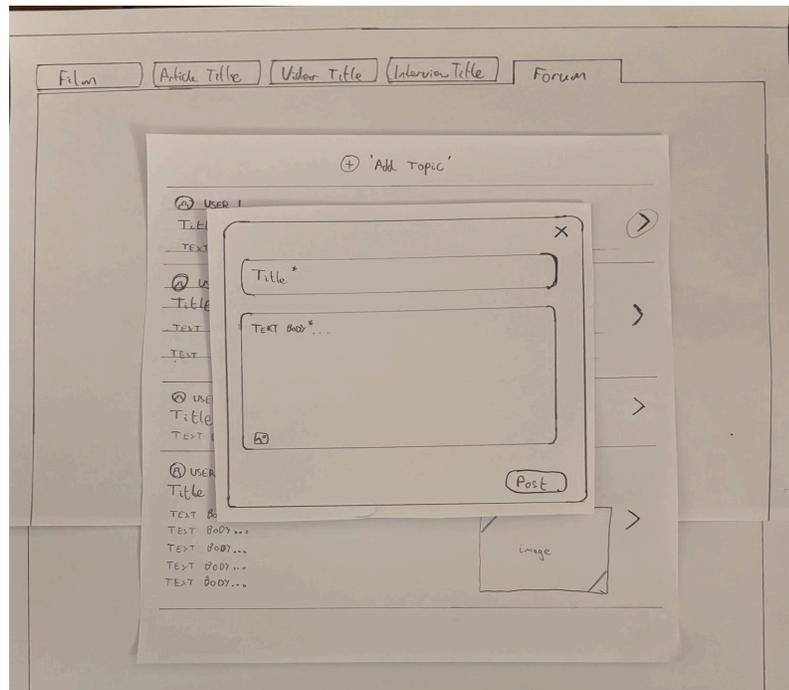




Add Comment



Add Topic



User testing was conducted on the prototypes. Users were guided through a process of interacting with the cut out components of the prototypes, simulating usage of the webpage.

The testing of the hypothesis “Users will use additional content when choosing a film” was proven true (although would require more user tests for confidence) as users went through content tabs before selecting a film.

Other feedback included:

- Move content tabs inline with the film (initially below) as it was unclear additional content was available, when landing on a film page.
- Add a thumb-up counter to the top-level topics in the threaded conversations, so users can determine which threads have more community engagement.

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Appendix A - SWOT Analysis

MUBI:

Data:

Price - £11.99 a month

Employees est. 300

15 million subscribers

<p>Strengths:</p> <p>Comprehensive film offering with 565 independent films available (primary research correct as of 3rd December 2024)</p> <p>Lots of content: Synopsis “Our Take” - short review Articles from “The Notebook” - Articles containing reviews, news and podcasts Critics Reviews Users Reviews User average rating</p> <p>Summary of Social media analysis show users are impressed by the hand curated collection</p> <p>A growing platform with 15 million subscribers</p>	<p>Weaknesses:</p> <p>Lacking contextual content from indie film creators.</p> <p>Content quality and availability varies between titles.</p> <p>Lack of personalisation within the platform - recommendations engine etc.</p>
<p>Opportunities</p> <p>Mubi as a mature platform with significant resources will be able to implement new initiatives more quickly than film slate to provide more personalisation to users in accordance with market trends.</p> <p>Mubi’s reputation will allow them to foster key relationships with indie movie creators,</p>	<p>Threats</p> <p>Competitors such as Amazon (200m subscribers, £8.99pm) and Netflix (287m subscribers, £4.99pm - cheapest), moving into the space could threaten MUBI’s success. Whilst Amazon and Netflix offerings are different, they could move into the independent film space, and with AI based recommendation engines already in place, and significant capital available to invest in</p>

<p>offering them a substantial platform for exposure. This could be utilised to generate more focused contextual content surrounding films to address the users desire for this level of content.</p>	<p>new titles, an initiative to provide users a larger independent film selection could make them a more economic choice.</p>
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IndieFlix:

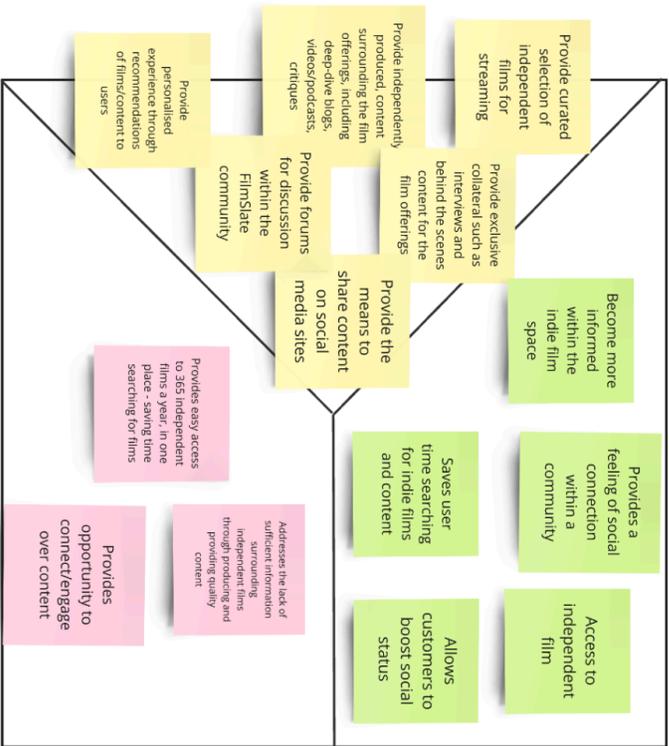
Data:

£4.99 a month

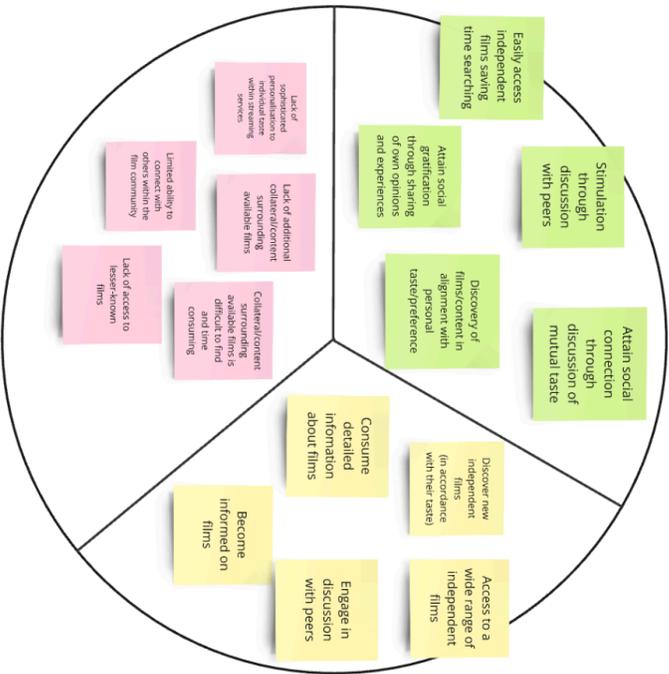
<p>Strengths: Affordable Over 2000+ available long (60+ minutes) films due to the pay by minute watched licensing agreement with filmmakers</p>	<p>Weaknesses: Lack of contextual information surrounding releases No personalisation - with large catalogue</p>
<p>Opportunities: Due to the nature of the relationship with filmmakers, and filmmakers wanting to put films on the platform, they could drive increased contextual information by incentivising filmmakers to provide this to IndieFlix helping promote their films on the platform.</p>	<p>Threats: More competitive pricing from mature products in competition in the independent space, such as MUBI</p>

Appendix B - VPC

Value Proposition



Customer Segment



Appendix C - Cinephile Empathy Map



Appendix D - Ideation and Evaluation

Idea evaluation:

Viability: Is this idea sustainable in the long term, both economically and practically?

Feasibility: Does the organisation have the necessary expertise and skills, technical resources, and financial resources to make this idea a reality?

Desirability: How much do users want or need this idea to solve their problem?

Idea	Sub Idea	Viability	Feasibility	Desirability	Total Score (V,F,D)	Sum / min	Dependency
Content							
Varied Content Sourcing	Produce expert content in-house	High - produced in house, at low cost	High Yes through Sebastian but may need to scale up a team of content creators	High User research shows users want high quality contextual content	9,9,9	27 / 9	
	Source content from independent filmmakers for as many releases as possible	Moderate to high dependent on relationships with filmmakers	Moderate to High to secure some form of content as part of licensing agreement for a fair percentage of films	Very High - user research shows users want high quality contextual content	7,8,10	25 / 7	
	Community written content	Moderate to High with an engage community	Low to Medium - would require moderation internally of potentially significant content	Low to Medium depending on the quality of content submitted. Potentially not expert content as shown as desired in user research	7,3,3	13 / 3	
	Partnerships with freelance critics/third party publications	Moderate - depends on relationships and maintaining over time. Quality of content somewhat out of control Gives credibility to platform	Moderate - potentially costly to outsource content generation	Moderate to High Depending on quality of content and critics	5,5,8	18 / 5	
	Links to third party sites for articles (curated in house)	Medium - low cost however content might not always exist	High - would require a small team (possibly 1) to search for the	Low to Moderate Could be found of own volition although some	5,8,3	16 / 3	

			best available content online	pain of searching is removed - quality is dependent on available sources			
	Links to third party sites for articles (from community)	Medium Depends on the community. Again suitable content might not always be available	Medium to high Requires one person to vet links to determine appropriateness	Low to Moderate Could be found of own volition although some pain of searching is removed - quality is dependent on available sources	4,8,2	14 / 2	
Varied Content types	Written Articles for each release	High Should be low cost High practical control	High Requires writers Technically text already managed on the platform, some work on formatting of articles	High Standard from of content consumption	9,9,9	27 / 9	
	Video Content / Essays for each release	Medium - High Infrastructure in place little cost to operate Some cost to produce in-house or through licensing with partners	High Video streaming is already incorporated within the platform. Some expertise needed for in-house content creation and production	High High quality of content and provides varied forms on content. Market research shows this would position FilmSlate ahead of competitors	8,8,9	25 / 8	
	Interviews with experts or creators	Medium - High Some costs to produce or through relationships with filmmakers/industry experts	Medium to High Technical Written and Video streaming capabilities exist Some operational cost for in-house production Some interviewing expertise needed	High High quality of content and provides varied forms on content. Market research shows this would position FilmSlate level with or above competitors	7,7,9	23 / 7	
	Podcasts	Medium Can be produced internally at low operating cost or with external sources at a higher cost	Medium Specialist equipment required and would need to hire specialised podcast producers Some technical work required to embed podcasts in pages, and how users will access podcasts	High Podcasts are a well utilized medium of content and have broad appeal	5, 5, 8	18 / 5	

			Sourcing guests for podcasts may prove difficult				
	Content requests from community	Medium Costs nothing but requires engagement from the community. If requests are large most users will feel ignored.	High Content can be produced in the ways outline above	Low Users want to be informed but there is no evidence that they want to be specifically informed on their own questions. They want information to be produced for them by experts.	5, 8, 2	15 / 2	
	Weekly summary of content	High Can be produced internally at low operating cost	High Needs one person in-house to produce a summary	Medium Users want the information to be easy to find and this highlights what they may have missed that may be of interest.	8,8,5	21 / 5	
	Summary of next week's content	High Can be produced internally at low operating cos	High Needs one person in-house to produce a summary	Low - Medium There is no evidence to suggest that users require this however it may keep users engaged with the platform	8,8,3	19 / 3	
Featured Section (Spotlight) Can only implement one - start with highest feasibility/viability	Driven by overall user engagement	High Operational costs once implemented will be low and automated pushing of articles using user data	Medium Some expertise internally to set up algorithms to push featured articles, and collect the data. Algorithms should be fairly basic. Low cost to run once set up	High Users want to find the highest quality information without difficulty. These articles will likely have the most community engagement also. Gives users value with ease.	8,5,9	22 / 5	Content Produced
	Driven by commercials and licensing / partnerships	Medium - High Depends on the commercial team and whether indie filmmakers want to give favorable terms to be promoted. Can be used as bargaining power in negotiating content provision.	High FilmSlate decides what exists within the Featured panel on the home page. Requires minimal work to produce layout and push data.	Medium Users may perceive the value as high if content quality is good but won't be as impactful as a data driven approach.	6, 8, 6	20 / 6	Content Produced

	Curated by FilmSlate	High In-house resource choosing articles based on own expertise	High FilmSlate decides what exists within the Featured panel on the home page. Requires minimal work to produce layout and push data.	Medium - High Users want to find the highest quality information without difficulty. These articles are chosen by experts. Gives users value with ease.	8,8,8	24 / 8	Content Produced
"For you" Section	Based on personal previous engagement with content	High Operational costs once implemented will be low and automated pushing of articles using user data	Medium Some expertise internally to set up algorithms to push featured articles, and collect the data. Algorithms should be mid complexity.. Low cost to run once set up	High Personalisation is of high value to users. Users want to find the highest quality information without difficulty. . Gives users value with ease.	8, 5, 9	22 / 5	
	Email content to users	High Operational costs once implemented will be low and automated pushing of articles using user data	Medium - High Some effort to set up email and format Content to be produced likely already created	Medium - High Gives users the information they want with little effort to them.	8, 6, 6	20 / 6	
Community and events							
Threaded conversation	Under each piece of content	High Once operational this should govern itself through community input	Medium - High Possibly significant work to implement the threaded conversation on a technical level and manage databases	High This mechanism allows the community to engage in a practical way, and for the most topical content to be found easily. Users being able to engage is of high value from user research. Threads allow different users to engage in the topics of interest to them, ignoring the topics they find less value in.	8, 5, 10	23 / 5	
	Open forum per film	High Once operational	Medium - High Possibly	High This mechanism	8, 5, 10	23 / 5	

		this should govern itself through community input	significant work to implement the threaded conversation on a technical level and manage databases	allows the community to engage in a practical way, and for the most topical content to be found easily. Users being able to engage is of high value from user research. Threads allow different users to engage in the topics of interest to them, ignoring the topics they find less value in.			
	Entirely open forum	High Once operational this should govern itself through community input	Medium - High Possibly significant work to implement the threaded conversation on a technical level and manage databases	High This mechanism allows the community to engage in a practical way, and for the most topical content to be found easily. Users being able to engage is of high value from user research. Threads allow different users to engage in the topics of interest to them, ignoring the topics they find less value in.	8, 5, 10	23 / 5	
User Profiles	Add friends and show activity of friends	High: Little to no cost after implementation (maintenance)	Medium Some work to implement relationships between friends, how the display of activity is formed, privacy settings.	Low - Medium User research suggests users want to engage within the community but not specifically in friend groups.	8, 6, 3	17 / 3	
	Engage with friends in threaded conversations	High: Little to no cost after implementation (maintenance)	Medium - High Effort consumed by dependencies Some work on privacy and UI	Low - Medium User research suggests users want to engage within the community but not specifically in friend groups.	8, 7, 3	18 / 3	Threaded conversation Add friends
	Share articles with friends within the platform	High: Little to no cost after implementation (maintenance)	High Effort consumed by dependencies Some work on privacy and UI	Low - Medium User research suggests users want to engage within the community but not	8, 7, 3	18 / 3	Add friends

				specifically in friend groups.			
	Watch synchronously with friends with live chat function	High: Little to no cost after implementation (maintenance)	Low High effort to implement a synchronous viewing function with built in live chat	Low - Medium User research suggests users want to engage within the community but not specifically in friend groups.	8, 3, 3	14 / 3	
	Share articles to social media	High Little to no cost after implementation (maintenance)	High Should be a trivial implementation calling well documented APIs from social media platforms.	Medium Allows connection with communities outside FilmSlate. User research suggests users will also engage on social media platforms.	9, 7, 6	21 / 6	
Live digital events	Talks industry experts with Q&A	Medium Some economic and practical implementations of maintaining relationships and sourcing experts	Medium Need to implement live video streams with audiences - could be significant effort and cost	High This is a high standard of content that differentiates it from the content of close competitors	6, 5, 9	19 / 5	
	Talks with teams associated with films with Q&A	Medium Some economic and practical implementations of maintaining relationships and sourcing experts	Medium Need to implement live video streams with audiences - could be significant effort and cost	High This is a high standard of content that differentiates it from the content of close competitors	6, 5, 9	19 / 5	
	Talks by internal FilmSlate experts	High Content produced by in house teams	Medium Need to implement live video streams with audiences - could be significant effort and cost	High This is a high standard of content that differentiates it from the content of close competitors	8, 5, 7	20 / 5	
	Group discussion sessions - subscribers split into small groups to discuss films	Low Could prove impractical as sessions would likely need moderation and could be large numbers of groups	Low Difficult to set up infrastructure and manage with moderators.	Medium Some value for the user through connection in the community but not experts and so quality of content could vary.	3, 2, 4	9 / 2	
Networking	Find users with similar interests	High Little to no cost after implementation (maintenance)	Medium Effort to set up user profiles and data capture and mechanisms for users to find each other. Privacy of data to consider.	Low This isn't expressed explicitly within the user research as being beneficial	8, 5, 2	15 / 2	

	Find users by jobs (cinophile focus)	High Little to no cost after implementation (maintenance)	Medium Effort to set up user profiles and data capture and mechanisms for users to find each other. Privacy of data to consider.	Low This isn't expressed explicitly within the user research as being beneficial	8, 5, 2	15 / 2	
Weekly Premier Events	Live digital screening event with intro from Creators and Q&A	Medium - High Depends on ease of reaching regular agreements with indie film producers. Assume it is achievable as mutually beneficial.	Medium Need to implement live video streams with audiences - could be significant effort and cost Also need to implement live chat for Q&A. Moderator needed to run events.	High Sets FilmSlate apart from competitors. Gives bespoke exclusive and expert information. Allows users to engage in community.	7, 5, 9	21 / 5	
	Extra content for the film	High Content generation in house	High One person to generate additional content	Medium - High Gives users a much deeper analysis of one film a week	8, 8, 7	23 / 7	
Partnership with film festivals	Stream selected films currently showing at festivals	Low Hard to achieve and maintain relationships - assumed it would be high cost	Medium Infrastructure exists but relationships need to be manufactured.	High Premium content for users	3, 5, 8	16 / 3	
	Exclusive content and interview from film festivals	Medium Cost to obtain on a festival basis unknown and possibly impractical to achieve. Too many unknowns	Medium Content generation is achievable with internal staff, could be costly to achieve.	Medium Content would surround films not available on the platform and would then be competing with other content sources with better access, such as established critics/newspapers etc...	5, 5, 5	15 / 5	Stream selected films currently showing at festivals

The 'Three lenses of innovation' method

Scored each idea out of 10 for Viability, Feasibility and Desirability. To be shortlisted Ideas must have a total score of 18 (sum) and must not score less than 5 in any category.

Summary of Shortlisted Ideas:

- Produce expert content in-house
- Source content from independent filmmakers
- Partnerships with freelance critics/third party publications

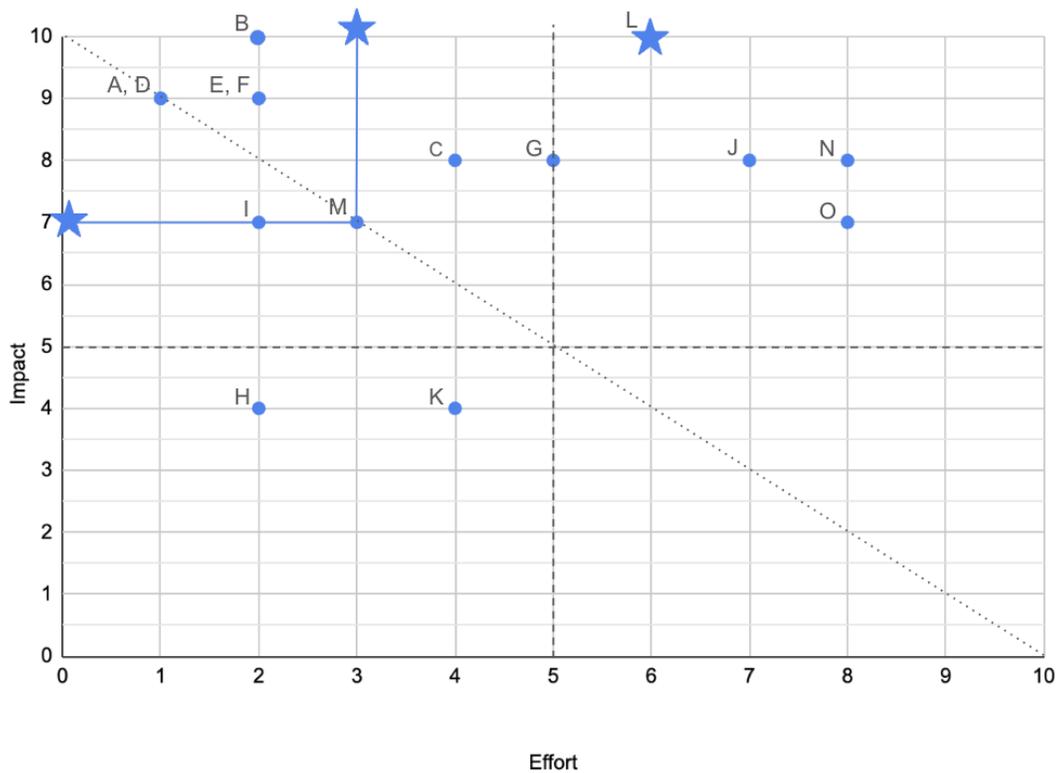
- Written Articles
- Video Essays
- Interviews
- Podcasts
- Weekly summary of content
- Featured section (Spotlight) driven by overall user engagement
- “For you” section based on personal previous engagement with content
- Email Content to Users
- Threaded conversation - Under each piece of content, Open forum per film, Entirely Open Forum
- Share articles to social media
- Live digital events - Talks industry experts with Q&A
- Live digital events - Talks with teams associated with films with Q&A
- Live digital events - Talks by internal FilmSlate experts
- Weekly Premier Events - Live digital screening event with intro from Creators and Q&A with additional content

Effort Vs Impact

Idea	Label	Effort	Impact
Produce expert content in-house	A	1	9
Source content from independent filmmakers	B	2	10
Partnerships with freelance critics/third party publications	C	3	8
Written Articles	D	1	9
Video Content / Essays	E	2	9
Interviews	F	2	9
Podcasts	G	5	8
Weekly summary of content	H	2	4
Featured section (Spotlight) curated by film slate	I	2	7
“For you” section based on personal previous engagement with content	J	7	8
Email Content to Users	K	4	4
Threaded conversation:	L	6	10

<ul style="list-style-type: none"> • Under each piece of content • Open forum per film • Entirely Open Forum 			
Share articles to social media	M	3	7
Live Digital Events: <ul style="list-style-type: none"> • Talks industry experts with Q&A • Talks with teams associated with films with Q&A • Talks by internal FilmSlate experts 	N	8	8
Weekly Premier Events - Live digital screening event with intro from Creators and Q&A with additional content	O	8	7

Effort vs Impact



From the assessment of Effort vs Impact for the shortlisted set of features, the following features are to be considered.

As low effort, high impact:

Produce expert contextual content in house for each release
Source content from the Independent film creators for each release
Provide Informative Written Articles for each release
Provide some from of video essay or content for each release
Provide interview content with experts or creators
Featured section (Spotlight) curated by film slate
Share articles to social media

As mid-effort, high impact:

Threaded conversation:

- Under each piece of content
- Open forum per film
- Entirely Open Forum