



## Press Release

### **Under The Milky Way presents its “Originals by UMW” collection**

*Films from Here\_There\_and\_Everywhere*

The « *Originals by UMW* » collection presents films that were conceived and produced for digital distribution. 10 films from around the world have already been selected to be distributed globally on digital platforms at a rhythm of one film per month.

Encompassing a variety of genres such as Sci-Fi (*House of Time*), social drama (*Phénix*), documentaries (*Socorro Evolution*, *Wonderful Losers*, *Léa and I*), and romantic comedies (*Between Us and 36 Husbands*); all of these digital native films expressed a strong need to exist, and were created with passion by transgressing the codes of traditional productions.

They first caught our attention by their originality, energy, and quality regardless of their low production means. They are also fascinating not only due to the determination of the filmmakers but also through the extraordinary human stories told by their production.

Thanks to our position as a global distributor, we decided to group them under the Collection « Originals by UMW » and give them a global access to platforms and their audiences. It allows for a simultaneous release in a great number of countries around the world, which is not an easy feat.

Some of these films will be digitally distributed as per traditional exploitation windows: Transactional VoD, Subscription VoD and finally Advertisement VoD, or directly to SVoD platforms such as « Léa and I » that was acquired by Netflix for the entire world.

The time has finally come to profit from technological innovation and new consumer habits allowing not only for a greater number of filmmakers to produce their films, but also to allow a larger audience to access these works. All of this, by relying on the expertise and necessary tools for the management of such an innovative business model.

This model will become increasingly present in our industry, and these films will remain forever among the first that have contributed to the emergence of new, original, and committed talents on the fringes of the traditional film industry.

This is the driving force behind the « *Originals by UMW* » collection.

Originals by UMW is :

- 10 to 12 feature films selected by the Under The Milky Way team,
- Legal, technical and editorial support to release the films on the most important VoD platforms around the world,
- A presentation of all films to the local merchandising teams at the platforms,
- Promotional actions aimed at institutions and professional markets to support the emergence of « Digital Native » productions (efficiently produced films for a global digital distribution),
- Complete transparency on all exploitation and generated revenues thanks to Under The Milky Way's IT solutions (online signature, sales data, royalty payments, etc.).

**Alexis de Rendinger, co-founder Under The Milky Way :**

*« We are thrilled to offer our services and know-how to these films from « Here, There and Everywhere » and to release them around the world on the most prominent VoD platforms.*

*It's also for us a first step as we think it is urgent to think of alternative production and distribution models adapted to the digital era. Our objectives are both simple and ambitious: Shorten the production and distribution cycles, seek new talent from the digital generation no matter where they are based, produce and distributed films for a global digital audience. The next step is the creation of a « Digital native » co-production label. We have been developing this project for quite some time and started presenting it to investors. We are convinced that we will be able to move forward with the best partners.*

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**About Under The Milky Way:**

Created in 2010, Under The Milky Way (UMW) is a service company dedicated to digital distribution and marketing of feature films and audiovisual content. As of today, UMW distributes more than 5 000 feature films making it one of the most important film catalogue I the world. UMW works with more than 100 platforms around the world (including global players such as Apple, Google, Amazon and Netflix) and manages releases in more than 150 territories.

Line up 2019/2020: <https://www.umw-originals.com/>

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