



www.99.media

99 IS A FREE, NOT-FOR-PROFIT MEDIUM OFFERING DOCUMENTARIES IN SIX LANGUAGES.



OPEN

99 is a free, not-for-profit video medium, advertising and royalty-free.



MULTILINGUAL

Videos, subtitles, narration, texts...
99 is available in six languages.



COMPELLING

99 translates and plays docs that would not be seen enough, or at all.



CREATIVE

Tomorrow, 99 will produce documentaries thanks to crowdfunding.

WHAT IS YOUR EDITORIAL POLICY?

99 is a medium for the unseen, the 99% of the world's people whom the traditional media do not show, for want of space or because they do not fit into their editorial direction.

We want to capture the image of our world outside the usual camera viewfinder, because there are so many real-world stories there.

WHO ARE 99?

A European and North American team with several languages among us, with a passion for documentaries. We include directors, technicians, journalists and translators specialising in audiovisual media.



Jérôme Plan
France



Escarlata Sánchez
Spain



Lena Roche
Germany



Adrian Lancashire
Canada



Diego Giuliani
Italy



Nuno Prudêncio
Portugal

WHY HAVE 99?

It's hard for documentary makers to get cooperation from production companies, broadcasters or distributors. Media space for documentaries in many countries is declining. We appreciate the independence that the Internet offers. We believe in deserving film projects by people who want to reach others.

WHAT'S WITH THE NAME 99?

- We're interested in the 99% of humanity, the things affecting all around us but which are not looked at.
- 99% is also the goal we're setting for every crowdfunding campaign we run. Even 100%!
- We're 99% sure that you'll like what you see here.

WHY IS 99 NOT-FOR-PROFIT, AND FREE?

Internet changes everything. We are watching television less and less, while watching more and more videos – via Internet. That's where we're going. That's where we meet. But not with any old junk. The videos we share are quality documentaries produced and translated by professionals.

Ads online driving you crazy? Same goes for us. 99 carries no advertising. Our bet is that quality will find other ways – independent ways – to fund worthwhile content.

Taking the free and not-for-profit route, we're betting on you. We know it is satisfying to participate in positive and constructive things, so we're going for crowdfunding. When you can, we know you will, too. And that when you appreciate things, you'll tell your friends.

HOW IS 99 FINANCED?

So far, everything we have online was financed by the individual film makers, and was then adapted by the 99 professional team.

Very soon, we'll be open to help from you to fund multilingual documentaries, through the European crowdfunding leader Ulule.

We are also actively seeking public funding partnerships and foundations that would be interested in our project development. We wouldn't say no to technical partnerships contributors in the audiovisual sector.

But we guarantee that we'll never ask anyone to pay to watch a documentary on 99. And you won't find any advertising, and the films we host will always be free to move around.

WHY 6 LANGUAGES?

We believe that our films have a universal reach and should be available to be seen by the most people possible. With six languages, which are the first languages of each of our translator-contributors, we want to reach millions of Web users – potentially half the people on the planet. We'll be adding more languages to 99 soon.

The widest possible community around the globe also casts the widest net for crowdfunding. We'd rather fund films with small contributions from lots of internauts than by a few giving a lot.

99: PROMOTING DOCUMENTARIES



Production company

”
Crowdfunding in six languages
Family, friends and half the world!

TV broadcast
or theatrical release

Crowdfunding
Family & friends

”
Production

🇬🇧 🇺🇸
Broadcast in English-speaking countries
+ English-speaking festivals
= Low audience reach

🇬🇧 🇺🇸
Internet broadcast in English
+ English-speaking festivals
= Low audience reach

🇮🇹 🇪🇸 🇬🇧 🇫🇷 🇵🇹 🇺🇸 🇧🇷
Internet broadcast in six languages
+ Film always accessible
+ Festivals throughout the world
= Extremely high visibility



”
Cost-free adaptation in six languages



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WATCH NOW ON 99

LOST IN MANBOO (9') – THEME: « WALLS »

Director : Jérôme Plan

A four-square-metre box with a screen and computer.
This is what Japanese cyber-cafes offer, around the clock.
Most customers just spend an hour or two here.
But there are thousands who spend their lives in them.
The Manboo in Tokyo has its own permanent residents : Masata and Hitomi. It is a home for them, even though they sleep on the floor.

THE ADVENTURE (4X12') – THEME: « COMBAT »

Director : Grégory Lassalle

The Adventure is the name used by African migrants setting out on the Journey to Europe. Three young men from Ivory Coast entered Europe illegally crossing the Greek-Turkish border. They want to continue westward but European Union rules require them to stay in the country where they first set foot in the EU: Greece.





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ABOUT THE FOUNDER



My name is Jérôme Plan, the founder of 99. I have been a freelance television journalist for ten years, with a degree from the Ecole Supérieure de Journalisme de Lille (ESJ), in France. I have worked for major television stations, production companies and specific programmes, in France and as a correspondent abroad, in China, Israel and South Africa.

It was while working at Euronews that I had the idea to create 99. I realised that it is not difficult to work with several languages and that multilingualism is the only way to reach the greatest possible international audience. And so I assembled a team of European friends, all professionals in the audiovisual domain -- who can translate, adapt and record voice-overs -- as well as directors, video journalists, digital editors and sound engineers.

This medium responds to two demands:

- First to those of the public. Festivals dedicated to documentaries around the world prove they hold continuing appeal, but oddly, in many countries, broadcast time for documentaries and feature-length reports is being reduced. This is why we want to propose documentaries of quality to a broad public, through the Internet, in viewers' own first languages.
- Equally important, 99 responds to the demands of directors, since 99 is intended as a tool for them. Many creators have superb films gathering dust in a drawer somewhere, or that are online but not being watched. We can adapt them in six languages to make them massively visible. And tomorrow we will also accompany directors who entrust us with projects they propose, to turn them into reality together. Their work will be rewarded and their films will be broadcast on 99.

I am convinced that this idea is viable, by building a community of internet users around the world, who are interested in documentaries, and also by attracting talented directors from every continent, who entrust us with getting their films out there.

So you see the importance of spreading the word about 99!

Jérôme Plan

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