



ADVANCEWARNING **SOCIAL SOFTWARE LICENCE AND HOSTING SERVICES**

CASE STUDY : BRITFILMS.TV

Britfilms.tv is one of the UK's most popular film websites. It covers all the latest film news, reviews, gossip, competitions, DVD sales.

www.britfilms.tv

It consistently outperforms every other film website according to unique user and page impression statistics on www.alexa.com.

Britfilms came to us in the summer of 2007 with an issue – users were coming to the site, but weren't staying beyond reading the latest news. They wanted to create more of a community around which users could interact with each other to form online communities around real time cinemas, events, and groups. They also wanted users to be able to login using their Facebook or Myspace login details to save the aggravation of repeating information.

The functionality we provided was as follows :

(a) Hosting Environment

- The social software can be served off a separate URL to the main site, or can be integrated into hosting environment
- We provided a monthly hosting and maintenance for this specific URL and any short mobile video (where applicable)

(b) Forum

- Optionally with pre-moderation system
- Topics Administration system

© Messaging

- Private messaging User to User
- Including emoticons, thumbnail pictures, linking to external or uploaded images
- Management system for a user's 'friends'
- notification e mail re new message
- Preferences for Communications including private messaging, forum post, Privacy 3 options (only friends to see, all users, all internet)
- Send messages to all friends

(d) User Groups

- Send messages to group
- Search by groups (age, sex, location)
- Forums in groups

(e) Upload Pictures

Image upload for profiles

(e) We offered the option of Upload Mobile Video, which wasn't quite right for the site yet until the business proposition had been established.

Upload of video messages via MMS to a short code for use on the site.
Possible revenue stream by reverse billing text message.

(f) Social Network Integration - Facebook Widget etc

- Portability of login from Facebook and possibly other social networks
- Publishing content to other networks via plugins and widgets
- Accessing friend relationships from other networks

(g) Ticketing – this was an option offered for later consideration.

AdvanceWarning also has a ticket backend which allows you to set up a ticketed event, sell tickets (subject to Worldpay account set up by client), and build a community round that event.

(h) Design and CSS

We supply redesign or designs according to existing site look and feel.

The site was delivered April 2008. The benefits to Britfilms and users are :-

- *encourages and builds community and interaction from existing users (forum, messages etc) generating more activity (and therefore more page impressions)
- *allows existing users to invite friends to join (generates more unique visits and registrations)
- *allows promoters to control their own guest lists and ticket sales
- *promotes and extends brand equity beyond the website

Nick McCaffery, MD of Britfilms says :

“AdvanceWarning has enabled us to build online communities of regular users around our events, films, and cinemas, which adds real benefits to our users. Using the facebook login certainly puts us ahead of every other film website..”

Penny Nagle, MD of AdvanceWarning says :

“It was a pleasure working with one of the UK film industry's best kept secrets – Britfilms – which is cutting a swathe through many of the more traditional film websites by offering its users real added value”.