



**UniversCiné Luxembourg, D'Filmakademie and the Film Fund Luxembourg launch VoD.lu,
the first Luxembourg VoD service mainly dedicated to European and Luxembourg Film**

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UniversCiné Luxembourg, D'Filmakademie and the Film Fund Luxembourg, in partnership with the Chamber of Commerce Luxembourg, the European Commission's Creative Europe Programme, UniversCiné Belgium, UniversCiné France and EuroVoD, are delighted to announce the launch of VoD.lu, the first independent video on demand platform in Luxembourg.

'We welcome the launch of a new VoD service making available and showing prominently in Luxembourg the diversity of European films. It is one more step towards the enrichment of legal offers with the support of Creative Europe MEDIA.' **Lucia Recalde - Head of Unit, Creative Europe - Media Programme.**

This new platform offers local audiences an engaging environment through which to discover an eclectic catalogue of films, focusing especially on Luxembourg and European films and talent. Its aim is to provide the Luxembourg public with a different take on cinema.

'VoD.lu is an important step for the promotion of Luxembourg cinema. The curated and editorialised nature of VoD.lu offers a unique platform through which Luxembourg audiences can really explore, discover and engage with the world of local/national and European film.' **Guy Daleiden, Director Film Fund Luxembourg**

Launched with over 750 films presented in a curated and editorialised environment, VoD.lu operates in three languages (French, German and English) and offers a wide catalogue of Luxembourg-made productions and co-productions as well as European and international films. The selection includes feature films, documentaries, animation and short films, across a number of genres (thriller, comedy, drama, action, cult, classic, etc.), and covering numerous themes. The search filters also allow browsing according to year of production and nationality.

The films are available in SD and/or HD at a price point of between 6.99 € and 14.99 € to buy, and between 0.99 € and €3.99 € to rent (for 48 hours).

VoD.lu is available across platforms and devices (iOS and Android), provides screen responsive technology (adaptability to screens and functionality of different devices) and continuum service, enabling download on one device, and viewing on another.

The launch catalogue – of which more than 140 films have been produced by, or in collaboration with, Luxembourg producers – will continue to grow in the following months, with the aim of activating and editorially presenting 2500 titles before the end of 2017.

The entire VoD.lu catalogue is also available on Post TV's VoD offer.

Continued collaboration with Luxembourg Film Producers / distributors and international sales agents will ensure the continued supply of new films. Other planned collaborations with film industry organisations such as the CNA – Centre National de l'Audiovisuel, national film festivals, events organised by D'Filmakademie as well as a number of international festivals, should provide VoD.lu with a strong international dimension.

'VoD.lu gives a second life to films produced in Luxembourg.' says **Claude Waringo, President of the Luxembourg Film Academy**

'Cinematographic cooperation between Belgium and Luxembourg is historic, successful and widely recognized by all film professionals. We are very excited about UniversCiné Belgium's partnership with our Luxembourg friends in establishing VOD.LU, which I wish every success', says **Dan Cukier, President of UniversCiné Belgium.**

'We are very excited about our partnership with D'Filmakademie and Film Fund Luxembourg in establishing VoD.lu. The launch of VoD.lu signals an important step towards increasing the number of independent VoD services exclusively dedicated to European films and talent, and which is being implemented by EuroVoD across Europe in partnership with local rights holders, local and international public and private organisations, and operated using LMC/UniversCiné technology.' said **Jean-Yves Bloch, President of EuroVoD.**

Alain Rocca, President of LMC/UniversCiné, which has contributed the platform operating technology to the partnerships, said *'the film business is an intrinsically collaborative business, particularly in Europe. Our collaboration with our Luxembourg partners is a perfect example of how by joining forces, and focusing on the mutualisation of resources - particularly the costly operating technology - we can continue to grow and expand the reach of European cinema'.*

(End of Press Release)

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