# Production Workflows & Iterative Processes

Case Study

Challenges & boundaries

Possibilities

Proposal
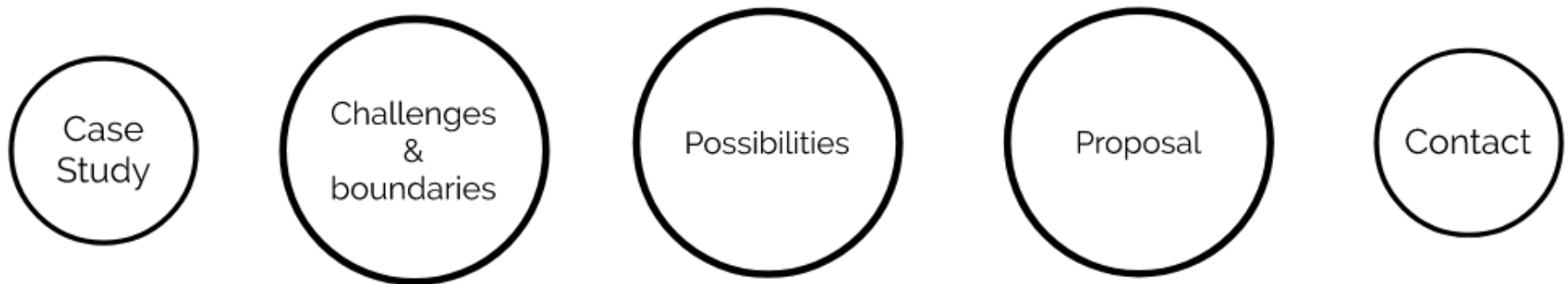
Contact

# Case Study

An interactive documentary that was
  • produced by a German independent production
    company specialised in documentary films
  • financed with support of classical funding
    partners (regional/national/European funding &
    public broadcasters)
  • part of a crossmedia-project in combination with
    a linear documentary film for cinema & TV

# Challenges & boundaries

Producers / creatives

Funding-industrial complex

# Challenges & boundaries for producers / creatives

- Established production workflows from film production
- Little resources for story/format development and audience engagement
- Lack of transparency within the company
- Small inhouse core team for the project
- No existing network of skilled coders/designers
- Focus on financing the project
- Small budget / little profit

# Challenges & boundaries regarding the funding-industrial complex

- Platform-centric funding structures
- Lack of funding for story & format development
- Requirements for funding are difficult to meet: Formats without revenue (e.g. interactive documentaries) need to be cross-financed through and/or complemented with other distribution platforms (cinema, TV, apps, games)
- Financing takes a long time
- Little support for agile development
- Commissioning editors as co-producers are not necessarly good consultants
- Pedestrian production workflows
- Little support for audience engagement

# Possibilities

Producers / creatives

Funding-industrial complex

# Possibilities for producers / creatives:

- Moderation of iterative processes
- Transparent workflows
- Strategic-creative planning
- Organizational methodologies (e.g. Scrum) need to adapt to creative processes
- Creative methodologies (e.g. Design Thinking) need to adapt to the the specific context of each production

--> Production culture is more inclusive and rewarding

# Possibilities for the funding-industrial complex

- Focus on story & format development, platform design and audience engagement
- Support creatives and producers with financial resources and consultancy
- Establish transparent workflows between industry institutions and producers

Productions reach their audiences and are more successful both in symbolic and financial value

# Proposal

Flexible hindge that connects productions, industry and audiences in the right space, time and manner.

Productions

Audience

Industry

# Contact

Benjamin Cölle
Film University Babelsberg KONRAD WOLF
BC Production

b.coelle@filmuniversitaet.de
hello@bc-production.com