

# NZFC CASE STUDY



**Jasmin McSweeney**  
NEW ZEALAND FILM COMMISSION

"Wizer is a brilliant innovation that has helped film producers reconnect with cinemas. We want to make this a permanent platform for all the films coming through the pipeline."

## New Zealand FILM COMMISSION



## Inviting talent to join the process

Feature film talent (producers, writers and directors) were invited to join The 4<sup>th</sup> Wall, a platform delivered by Wizer Technologies. They pitched their stories via video, included logline, short synopsis, budgets, marketing plans and visual examples of their unmade films.

## An innovative proof of concept

### That identified talent

New Zealand Film Commission wanted to identify feature film talent which can be time-consuming, political and lacking transparency.

## A Solution for NZFC

New Zealand Film Commission was looking for an innovative and transparent solution to identify new talent in the film industry.

The problem NZFC identified was layered. The development process in feature films is long. The trends of feature films can be hard to predict. The local New Zealand films can be lost in a sea of blockbuster content when exhibited at theatres across the country. On top of this, the recent pandemic and lockdowns have changed audience viewing habits in theatres, as has the emergence of streaming platforms offering audience more choice at a cheaper price point.

It was clear to the NZFC that they needed to bring together theatres, sales agents and exhibitions staff to advise producers earlier in the process.

#### WEB.

[www.wizer.business](http://www.wizer.business)  
[abi@wizer.life](mailto:abi@wizer.life)  
[kylee@wizer.life](mailto:kylee@wizer.life)

#### PHONE.

+61 408 331 565 (Abi)  
+61 439 933 353 (Kylee)

#### ADDRESS.

Granuaille Rd  
Bangalow, 2479  
Australia

# Highlights

# OUTCOMES

How is the wise crowd cultivated?

## Wizer acts as a Smart Committee

For organisations, Wizer offers a transparent and controlled environment to invite experts, employees, audiences, customers – whatever is important to you – from a diverse range of backgrounds, to vote and offer feedback on projects.

With a bespoke platform, an individual web address and a secure log in system – The 4<sup>th</sup> Wall – for NZFC, they invited people with feature film expertise – marketing people, exhibitors, sales agents, distributors and others – to make up the wise crowd required to identify the new talent and new projects.

## Portal for talent

Wizer technology allowed producers to pitch their projects in a succinct, clear, visually rich environment. It's a quick and efficient way to have the projects viewed by a number of different experts.

The technology offers votes, comments, a 'wish list' where people can help if they're able to, and a way to create networks centred around

## Films already in Production

One of the films – a family feature film shot in the South Island – was voted in the Top 2 by Exhibitors, Sales Agents, Distributors and Theatre Owners. It has already been financed and gone into production, considerably shortening its development process and financing time.

## Talent Identification

Another film, by a first time Writer/Director – voted in the Top 5 by the industry wise crowd of Exhibitors, Sales Agents, Distributors and Theatre Owners – went on to win a pitching competition at the prestigious American Film Market.

## Stakeholder engagement & transparency

Typically, the process of funds allocation with feature films is made by a committee, with only a Yes/No outcome for participants. This means time, talent and resources are often spent with less than favourable outcomes. Because people can see who voted on what, read about their expertise, ask them questions, and seek continual feedback – the projects gain important market intelligence. This transparency allows for stronger product to reach audiences faster.



## CASE STUDY WRITER ABI TABONE

Abi is the Head of Platform Operations at Wizer, a technology company that develops tools, systems, platforms and process which help individuals, organisations and companies – make better decisions. Wizer is centred on the principles of choice, transparency, diversity and expertise – and this technology is embedded in all the solutions we deliver for our clients.