FILMIN

D1.3.
Collab booklet for digital uptake

FILMIN ELEVATE - Elevating EU VOD and European content through innovative and collaborative approaches

Project 101191297

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Executive Summary

Project Purpose: FILMIN Elevate aimed to facilitate a collective and consolidated transformation by integrating innovative technological advancements, fostering audience engagement, and promoting diversity and inclusivity. The overarching objective was to enhance the circulation, promotion, and distribution of European audiovisual works while engaging audiences of all ages, particularly young segments, across Europe and beyond. As part of Work Package 1 (Task 1.3), a structured series of collaborative innovation laboratories —the Collaborative Labs— was conducted to test emerging technological solutions and operational strategies and evaluate their implementation in the European VOD ecosystem.

6 Collaborative Labs	**2024–2026** Implementation window	**+10** Key Stakeholders

Core Question Addressed: How can European VOD platforms leverage cutting-edge technologies and user-centric innovations to accelerate digital uptake, strengthen catalogue discoverability, guarantee digital accessibility, and foster the audience reach of European works?

Five Core Findings of the FILMIN_ELEVATE Collaborative Labs

- AI Localization Threshold: Standard "YouTube-grade" AI transcription fails cinephile standards. Human-in-the-loop validation, custom LLM fine-tuning (e.g., Whisper + initial prompts), and local model execution are non-negotiable for European cinema.
- Linguistic Accessibility as a Growth Engine: AI-assisted speech-to-text and translation unlock scalable localization for coofficial, regional, and low-resource European languages (e.g., Catalan, Galician, Basque), turning compliance into market expansion.
- Voice Agent Personalization: Conversational AI agents must strictly mirror the platform's editorial voice ("brand persona") and operate within closed internal RAG knowledge bases to assist users in overcoming decision paralysis during catalogue discovery.
- Generational UX Alignment: Gen Z engagement relies on frictionless payment integration (Bizum, Apple Pay, Revolut) and dynamic, retro/nostalgia-driven social curation (TikTok, Instagram) rather than traditional static storefront layouts.
- Immersive XR & "Storyliving": High consumer hardware costs hinder home XR/VR adoption; however, location-based experiences (LBE) and interactive narrative formats represent vital bridge strategies for future VOD platform expansion.

Introduction and dashboard

The European VOD landscape is characterized by rich linguistic diversity, high-quality independent film catalogues, and specialized cultural offerings. However, European platforms face systemic barriers in competing against global tech giants. Independent platforms often encounter challenges in technological R&D budgets, scalable cross border localization, seamless user onboarding, and attracting younger demographics (Gen Z) who exhibit radically different media consumption and spending behaviours.

Within Project FILMIN_ELEVATE, Filmin established the Collaborative Labs as a practical instrument for collective problem-solving. Rather than operating in isolated silos, Filmin gathered in a series of workshops and Collaborative Labs: European VOD platforms, technology providers, academic institutions, and fintech pioneers to discuss actionable frameworks, pilot experimental tools, and establish industry benchmarks.

Strategic Objective: Transform isolated technological experimentation into an open, transferable knowledge base that empowers European VOD platforms to achieve digital transition, technological sovereignty, and enhanced cross-border circulation of European works.

Briefly: Collaborative Labs Dashboard

Roundtable / Theme	Date	Number of experts	Organization Represented	Consensus reached
Lab 1: Evolution and Future of Interfaces	09 July 2025	8	Univer.se, Into Reality	Hardware & Consumer Barriers
Lab 2: Experience and Accessibility Through AI	17 July 2025	6	Scribal, Multisignes	Quality Gap
Lab 3: Future of voice interaction and traditional interfaces and the role of AI5	12 November 2025	4	Vivid	Voice Identity Alignment.
Lab 4: Reaching young audiences	13 March 2026	6	Filmin Portugal, FlixOlé, AContraPlus, FilmTwist	Curation connects with Gen Z. Content quality and price remain primary drivers
Lab 5: Use of new technologies in the generation of subtitles and live translations	22 April 2026	4	Link3rs, Watchity	High-Quality Standard Insufficient for SVOD Human oversight remains necessary
Lab 6: New payment methods	13 May 2026	4	Revolut, Bizum, BBVA	"One-click" transactions are expected. Errors lead users to blame the merchant.

Methodology and collaborative framework

The Collaborative Labs were structured around a structured, evidence-based methodology designed to yield practical, transferable outcomes rather than theoretical debate:

Lab Theme	Number	Format & Location	Target Stakeholders & Experts	Evidence Base / Outputs
1. AI in Subtitling & Accessibility	2	In-Person / Barcelona	Accessibility Experts (Multisignes), AI Researchers (Scribal / UB / Link3rs / Watchity)	Whisper dialect benchmark tests, local model privacy evaluation, user context requirements
2. Client Interfaces & Immersive XR	1	In-Person / Barcelona	XR Developers (Into Reality), Immersive Media Specialists (Univer.se)	LBE case studies, hardware friction analysis, IP rights & "Storyliving" framework.
3. Conversational AI & Voice Agents	1	Online	Conversational AI Providers (Vidip), Product Managers	Voice persona design rules, Latency (<100ms) benchmarks, pilot cost modelling (€200/mo).
4. Reaching Young Audiences (Gen Z)	1	Online	European VOD Platforms (FlixOlé, AContraPlus, FilmTwist, Filmin PT)	Catalogue curation case studies, TikTok/IG engagement metrics, value alignment analysis
5. Next-Gen Payment Systems	1	In-Person / Univ. de Navarra	Fintech Executives (Revolut, Bizum), Banking Directors (BBVA)	Frictionless UX audit, fraud trust models, European financial sovereignty mapping

Facilitation & Evidence Gathering

Each lab followed an interactive format combining live tech demonstrations, operational stress-tests, peer reviews, and real-time cost-benefit analyses recorded through structured scribal minutes.

Multi-Sector Consensus

By bringing tech providers, academics, and platform operators to the same table, the findings balance technical feasibility with commercial viability and cultural integrity.

Data Collection

Most of the meetings were video and/or audio recorded. Following each session, a summary was created and shared with the participants to gather further feedback.

Ongoing follow-ups

Ongoing follow-ups have been conducted with many of the experts to monitor the changes that have taken place since the Collaborative Labs. In this regard, a 2nd meeting with different AI experts was held months after to review the advancements in the sector.

Thematic Findings

Theme 1: AI-Driven Subtitling, Dubbing & Language Accessibility

Localization is the single greatest bottleneck for the cross-border circulation of European films. While generative AI and Speech-to-Text (STT) models have advanced rapidly, the Collaborative Labs established a critical distinction between commercial video transcription and "Cinema Standard" localization.

The Cinema Quality Threshold: Cinephiles and cultural platform users have zero tolerance for imprecise subtitles, missed poetic nuance, or poor speaker sync. Standard AI translation models achieving 90-95% accuracy represent an operational failure for VOD platforms if uncorrected, as errors disrupt the artistic integrity of the work.

Speech-to-Text & Diarization Realities

Testing OpenAI's Whisper and custom fine-tuned models revealed strong results for clean, single-speaker audio in majority languages (English, Spanish). However, platforms face severe quality drops when handling background noise, overlapping conversations, overlapping background scoring, and regional dialects.

The Breakthrough: Initial Prompts & Context

Feeding models pre-loaded glossaries, character names, and scene context via "Initial Parameters" dramatically reduces translation hallucinations. Large Language Model (LLM) NMT replaces legacy cascade models, distinguishing brands/idioms accurately (e.g., contextually translating script references correctly).

Language Diversity & Inclusion in Low-Resource Languages. A primary success of AI implementation is its potential to democratize access to co-official, regional, and minority languages (e.g., Catalan, Galician, Basque, Flemish) where manual subtitling and audio description (AD) costs are economically unviable for niche titles.

Case Study — Scribal & University of Barcelona: Fine-tuning Whisper models on academic syllabi and regional media unlocked high-accuracy transcription for Catalan dialectal variants. Running these fine-tuned models locally ensures absolute data privacy for unreleased film premieres while keeping costs manageable.

Technical Domain	Current AI Capability	Remaining Barrier	VOD Strategic Fit
Automated Subtitling	High (85-90% baseline drafting)	Dialects, multi-speaker diarization	Human-in-the-loop post-editing
Code-Switching	Emerging (Seamless language jump)	Contextual accuracy across slang	Multilingual European cinema
AI Dubbing / Voice Over	Low-Medium (Good for docs/events)	Dramatic acting & emotional depth	Documentaries & live event translation
Sign Language & AD	Experimental (Avatar integration)	Strict regulatory compliance standards	Supplementary accessibility layer

Theme 2: Conversational AI, Voice Agents & Discovery UX

Choice paralysis is a universal friction point in VOD, where subscribers spend excessive time searching for titles before abandoning the platform. The labs evaluated WebRTC-enabled, real-time conversational voice agents to guide decision-making and streamline onboarding.

Designing "Filmin's Voice" (Brand Persona)

Deploying a voice agent requires acting as a "casting director." The agent must embody the brand's narrative tone, poetic essence, and cinematic authority. A generic, robotic assistant destroys trust; a warm, knowledgeable persona boosts conversion.

Technical & Cost Architecture (Vidip Model)

Using WebRTC technology enables sub-100 millisecond latency. Closed RAG architectures allow the agent to access platform catalogs securely. Pilots demonstrate high feasibility: a 4-month pilot on a 500 min/mo plan costs under €5,000.

High-Value Smart TV Onboarding Use Case: Text entry on Smart TV remotes is universally acknowledged as a user experience nightmare. Implementing conversational voice agents for Smart TV registration and account setup eliminates signup friction entirely.

Theme 3: Client Interfaces, Immersive XR & "Storyliving"

The evolution of user interfaces extends beyond 2D screens into Extended Reality (XR), Virtual Reality (VR), and Augmented Reality (AR). The labs analysed how VOD platforms can position themselves for the spatial computing shift.

Interface Dimension	Current Market Reality	VOD Strategic Roadmap
Home XR Hardware	High cost, heavy/uncomfortable headwear, market fragmentation.	Monitor ecosystem readiness; avoid heavy upfront home app investment today.
Location-Based XR (LBE)	High user repeat rates in dedicated physical spaces (e.g., Univer.se model)	Partner with physical venues, film festivals, and cultural institutions for co-promotions.
Narrative Shift ("Storyliving")	Younger audiences reject linear passivity in favour of interactive engagement.	Incorporate interactive choices.
IP & Rights Management	Complex rights clearings for protected fiction IP in immersive spaces.	Leverage public domain IP (e.g., classic films, heritage arts) for rapid XR prototyping.

Medical & Social XR Synergies: VR projects developed for neurorehabilitation (e.g., Univer.se with Institute Guttmann) demonstrate that immersive media applications extend far beyond pure entertainment, presenting valuable cross sector grant and innovation opportunities.

Theme 4: Engaging Gen Z Audiences & Curation Strategies

Attracting viewers under 25 requires a fundamental shift in editorial, social, and cultural positioning. Gen Z media consumption is fragmented, social-first, and heavily influenced by viral digital trends.

The Nostalgia & Retro Curation Paradox

Contrary to expectations, Gen Z displays strong affinity for retro and cult heritage content (e.g., 1970s Spanish cine quinqui on FlixOlé), when surfaced dynamically via short form video clips on TikTok and Instagram Reels.

Short Films as Talent & Audience Hubs

Initiatives like Filmin Portugal's Geração Volusos Curtas festival (for directors under 25) successfully engage young creators, generate organic press, and build sustainable subscriber pipelines.

Values Alignment: While environmental sustainability (ESG) is essential at a corporate level, participants agreed that young audiences prioritize content quality, pricing, and authentic representation (diversity, trans rights, inclusive narratives) over corporate green messaging when making subscription decisions.

Theme 5: Frictionless Payments & European Sovereign Fintech

Payment architecture is directly tied to conversion rates and churn among younger, mobile-first users. The labs examined the transition from traditional banking to European fintech rails.

0
Friction tolerance in GenZ

Bizum / Revolut
Preferred Payment Brands

1-Click
Authentification Benchmark

The Payment UX Mindset: Older demographics equate multi-step manual confirmation (3D Secure SMS pushes) with safety. Gen Z views manual passwords as broken friction—they trust biometric authentication (FaceID) implicitly. If a payment fails on mobile, Gen Z blames the platform, not their bank.

- Cultural Payment Markers: In markets like Spain or Portugal, instant payment rails like Bizum have evolved from peer-to-peer tools into aspirational lifestyle badges. Integrating native checkout with Bizum, Revolut Pay, and Apple Pay is essential for SVOD platforms.
- European Sovereignty: Adopting local European account-to-account (A2A) payment schemes reduces dependence on non-European credit card giants while lowering transactional interchange fees for platforms.

Good practices & transferable framework

To ensure maximum practical utility for the broader European VOD ecosystem, the Collaborative Labs identified five validated operational frameworks ready for cross-platform adaptation:

Framework	Core Methodology	Target Operational Area	Transferable Benefit
1. Hybrid AI Localization Protocol	AI draft generation via Whisper + Initial Prompting → Human translator review → Local model deployment.	Subtitling & Accessibility Operations	Reduces manual subtitling time by up to 90% while maintaining 100% cinema-grade quality and total data privacy
2. Lean Voice Agent Prototyping	Launch 4-month pilot focused solely on search / recommendation → Closed RAG model → Measure conversion.	Discovery & Smart TV Onboarding	Provides low-risk, controlled cost entry (<€5k) to test conversational discovery and simplify TV user setup
3. Retro Curation & TikTok Funnel	Identify niche/cult catalogue items → Extract 15-sec viral clips → Pair with staff video recommendations.	Marketing & GenZ User Acquisition	Drives massive organic viral visibility without expensive digital ad campaigns or high influencer costs
4. Co-Official Youth Film Competitions	Host short film contests for under-25 creators in regional languages → Integrate winning shorts on platform.	Audience Building & Ecosystem Support	Fosters local talent, enhances regional brand loyalty, and generates fresh content at modest cost
5. Native Sovereign Payment Checkout	Direct integration of local A2A payment rails (Bizum, Revolut) + Biometric 1-click checkout.	Payment & Subscription Conversion	Eliminates cart drop-off among mobile-native users and reduces credit card processing fees

Highlight:

Human-in-the-Loop Post-Editing

VOD operators should treat AI not as an autonomous replacement for localization teams, but as an advanced "technical assistant." Post-editing interfaces designed specifically for subtitlers maximize speed while reserving artistic nuance.

Highlight:

Closed Local Model Deployment

To protect valuable pre-release IP and comply with European data sovereignty, platforms should run open source models (e.g., Whisper variants) on local servers rather than transmitting raw audio to third-party public cloud APIs.

Actionable recommendations

Based on the consolidated findings of the Collaborative Labs, actionable recommendations are grouped by stakeholder category within the European audiovisual ecosystem.

For Independent European VOD Platforms

- Implement Biometric & Instant Payments: Integrate instant A2A payment methods (e.g., Bizum, Revolut Pay, Apple Pay) immediately to prevent checkout drop-offs among younger demographics.
- Define Brand Personas Before Voice AI Deployment: Ensure conversational AI tools reflect your editorial voice and operate strictly within closed knowledge bases to prevent hallucinations.
- Leverage Short-Form Video Curation: Dynamic curation of niche and heritage catalogue titles on Instagram and TikTok yields higher engagement among Gen Z than traditional banner ads.

For European Policy Makers & Funding Bodies (MEDIA Programme)

- Support Shared Open-Source AI Infrastructure: Fund localized language model fine-tuning for low-resource European languages to benefit all independent platforms equally.
- Incentivize Cross-Border VOD R&D Coalitions: Continue supporting collaborative frameworks like FILMIN_ELEVATE that enable small operators to jointly evaluate emerging technologies.
- Modernize Subtitling & Accessibility Subsidies: Shift localization grant models to include hybrid AI-human workflow tools, accelerating cross-border catalogue deployment.

For Technical & Solution Providers

- Build "Cinema-Grade" Subtitle Tools: Shift focus from pure transcription speed to advanced multi-speaker diarization, tone recognition, and SRT timecode precision.
- Ensure Local Execution & Privacy: Develop easily deployable containerized models that allow VOD platforms to process confidential audiovisual assets locally.

Conclusions & strategic outlook

The FILMIN_ELEVATE Collaborative Labs have demonstrated that the digital transition of European VOD platforms does not depend on blindly mimicking global tech conglomerates. Instead, European competitiveness lies in combining technological innovation with deep editorial curation, respect for artistic integrity, and cross-border cooperation.

Digital Uptake
Accelerate via Practical R&D

Accessibility
Democratized via AI local models

Circulation
Strengthened accross borders

By establishing rigorous standards for AI localization, leveraging instant payment systems, pioneering voice-assisted discovery, and engaging Gen Z through tailored curation, European independent platforms can build sustainable, sovereign digital ecosystems. The outcomes of these labs provide a clear, transferable roadmap for the ongoing digital transition of European cinema in the streaming era.

Annexes

The following technical annexes and event documentations are reserved for complete operational archival by platform administrators upon final project reporting.

Annex A: Use of new technologies in the generation of subtitles and live translations

Attendance list and organizations.
Detailed agenda
Event Photography

Annex B: Evolution and Future of Interfaces

Attendance list and organizations.
Detailed agenda
Event Photography

Annex C: Experience and Accessibility Through AI

Attendance list and organizations.
Detailed agenda
Event Photography.

Annex D: Future of voice interaction and traditional interfaces and the role of AI

Attendance list and organizations.
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Event Photography

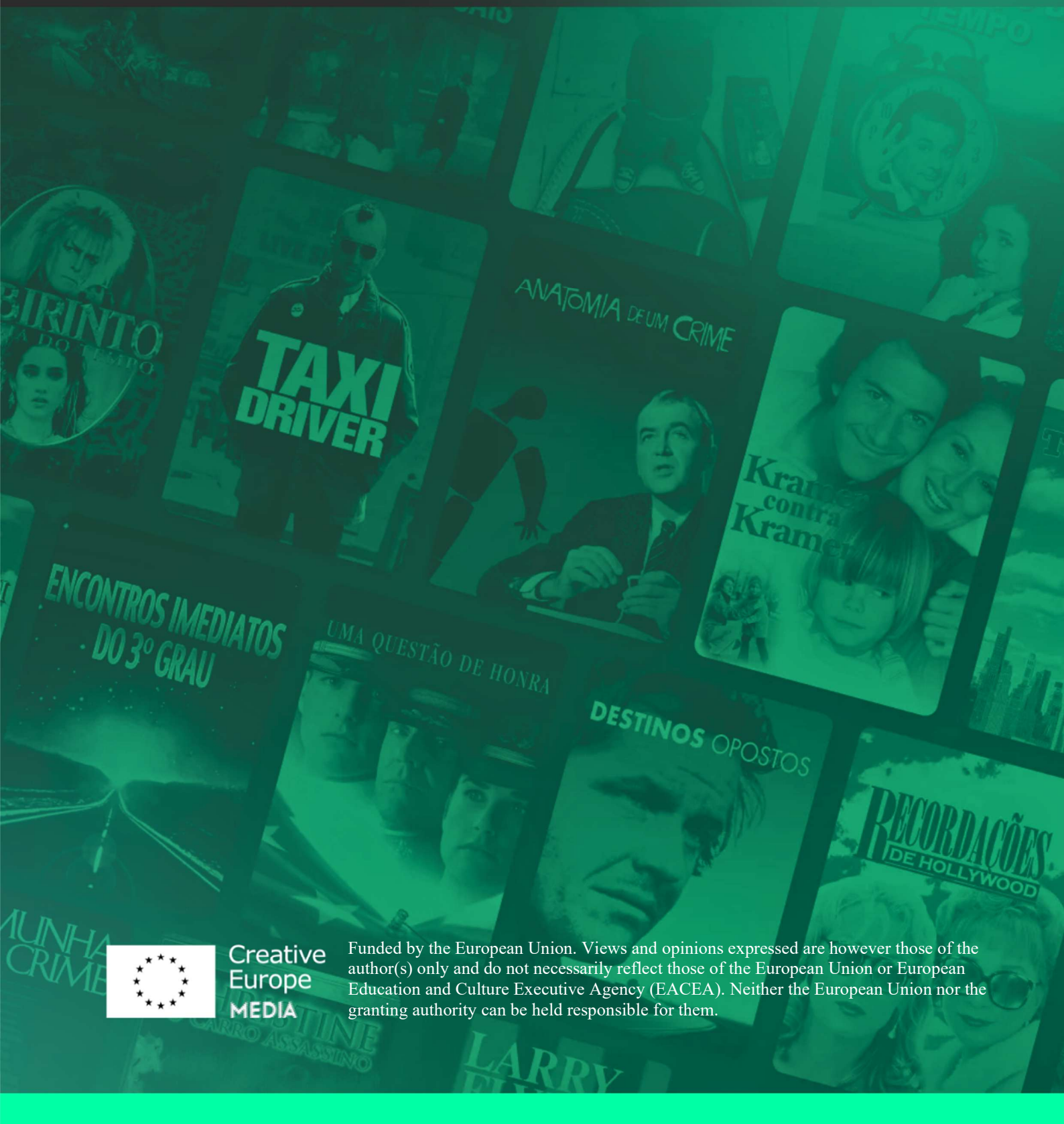
Annex E: New payment methods

Attendance list and organizations.
Detailed agenda
Event Photography.

Annex F: Reaching young audiences

Attendance list and organizations.
Detailed agenda
Event Photography.

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