

VODO SO FAR



- Torrent Based, P2P as a positive for creators
- Distribution Coaliton (DISCO) for releases
- An infrastructure for publishing into P2P
- CWA & R2B
- Incentivised voluntary donations

DISTRIBUTION CASE STUDIES



750,000
Downloads
\$50,000
audience
revenue.

DISTRIBUTION CASE STUDIES



DONATE



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DONATE \$5

Get entered into a prize draw for a Survivaball

Donate

DONATE \$10

Get entered into the prize draw above and get your Yes Lab membership card

Donate

DONATE \$25

Get everything above plus your own Fake NY Times newspaper

Donate

DONATE \$100

Get everything above plus a signed Yes Men Fix the World DVD

Donate

DONATE \$500

Get everything above plus a credit in the next Yes Men movie

Donate

DONATE \$2000

Get everything above plus a full-day Yes Lab brainstorm (donor must be able to travel to New York City or must meet via Skype.)

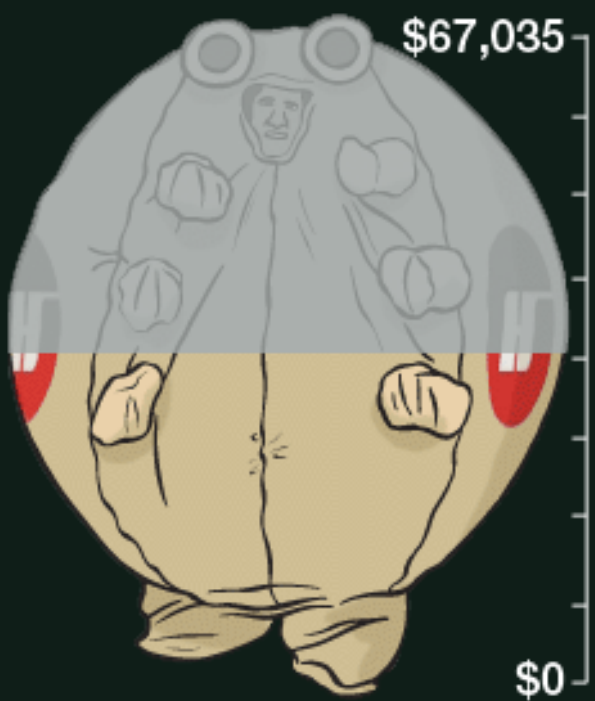
Donate

[Donate any amount](#) [Donation info](#)

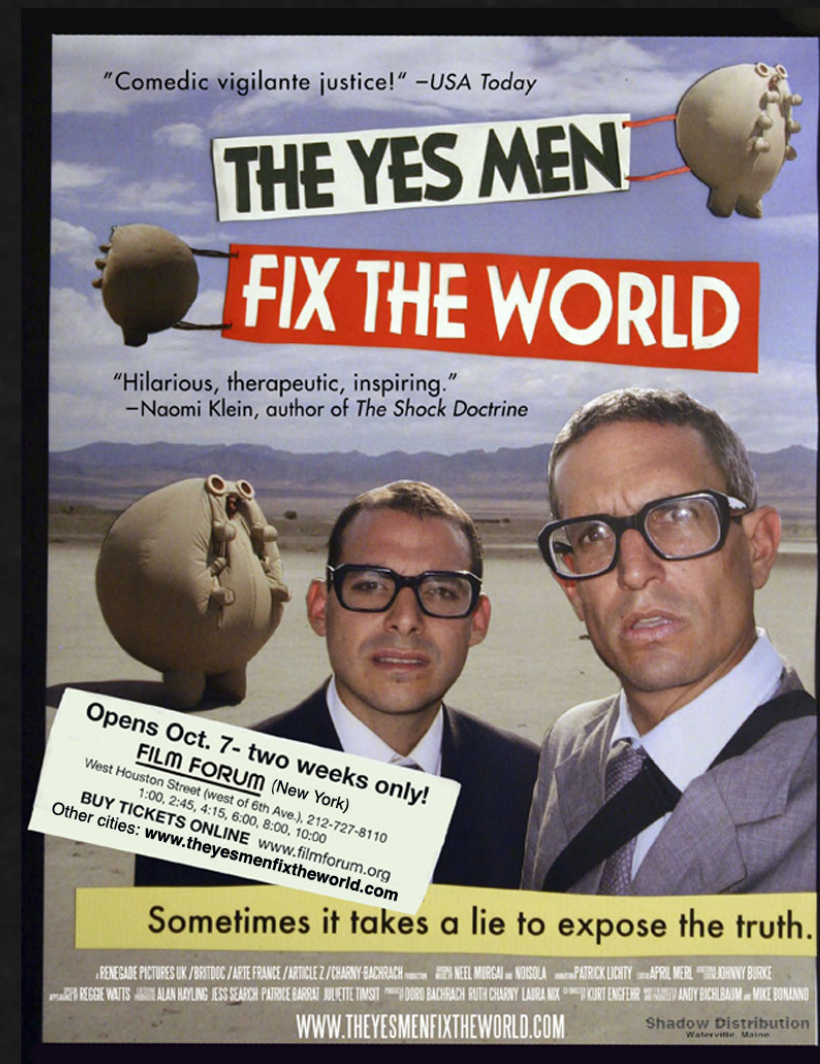
The Yes Men need your support! We need \$67,035 to film our next feature, fund upcoming mischief, kick some corporate/government ass, and contribute to a global movement! We are counting on donations from the public. Here is a rough breakdown of how we would spend the money:

Making a new costume even stupider than a Survivaball	\$7,000
Mounting bigger, weirder, slower and faster political stunts:	\$20,000
Editing and post-production on the new movie:	\$20,000
Making the Yes Lab happen	\$20,000
Generic painkillers	\$35

\$25,000 donated so far. (Last update Sep 24)



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audience
revenue.

5m
downloads,
\$100,000
audience
revenue.



3.5m
Downloads
\$15,000
audience revenue.

TAKEAWAYS

THINGS WE'VE LEARNED

- **ATTENTION** (NOT DISTRIBUTION) IS THE PROBLEM!

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- THE INTERNET **IS** THE PLATFORM (THINK ECOSYSTEM)

NEXT ON VODO

EVOLVING A NEW MODEL

- VOLUNTARY: PAY-WHAT-YOU LIKE, AFTER YOU WATCH
- TIME LIMITED, EVENT BASED, STREAMING!
- HIGHLY CURATED: AMAZING, WEIRD, WONDERFUL
- PIRATES ARE NOT THE ONLY FRUIT! (BROADER ECOSYSTEM)
- BUILDING A DISTRIBUTED NETWORK OF INDIE ENTHUSIASTS