

## **The Cultural Capital Fund Quarterly Investor Update – April 2015**

**[www.culturalcapitalfund.co.uk](http://www.culturalcapitalfund.co.uk) / @cultural\_fund**

Please call me on 07917 123341 if you have any questions pertaining to the fund or the assets referred to in the update below.

Patrick

### **Investments**

#### **Airfields**

Recent fund investment Airfields is a 10 part documentary series appearing on History Channel 2 in the UK (Thursday nights) under the name of 'Defenders of the Sky'. The first overseas sale has been completed to Foxtel in Australia Oz for AUD \$75k. This means that we will be starting to recoup our initial investment with any future sales.

#### **Barnum**

The Barnum tour commenced again in Woking on January 20th and sales for the spring look to be tracking better against target than for the first two quarters at around 5% above target. Overall sales are now in line with target.

#### **Beautiful, The Carole King Musical**

The musical has been showing at the Stephen Sondheim Theatre on Broadway since January 2014. Broadway capacity had not surprisingly drifted from the 100% of late 2014 to a still very good 90% and have seen strong sales since a new ad campaign that started in early April.

The West End show launched at the 1200 seat Aldwych Theatre in February to critical acclaim and strong pre-sales. Winning two Olivier Awards in April (Best Actress and Best Supporting Actress) should provide good support for the run. Advances are holding at around £2.5-2.7m.

The US Tour commences in September 2015 and we have maintained our position.

#### **Girl at the Lion D'Or**

Director Anand Tucker (see C4 - Indian Summers) has worked with the writers and it is generally acknowledged that the script has seen further improvement. David Parfitt and his team at Trademark Films are pleased with the vision and feel confident they have a strong package now to take to the market with the initial approach being made to BBC Films. Both Andy Brunskill and David Parfitt have good relationships with the Head of BBC Films Christine Langan and we believe the material will be a good fit for their remit. Simultaneously the producers and director

are hiring a casting director to start making offers for the lead roles. John Hamm (Mad Men) and Aiden Turner (Poldark) have been suggested for the leads.

### **Hetty Feather**

An extensive UK tour has been confirmed commencing in Bristol in July 2015 and ending in Bath in April 2016. This incorporates a stay London's West End (Duke of York's) for 40 performances in August. Awareness of the Hetty Feather story by popular Author Jacqueline Wilson will benefit from a 9 hour mini series to be shown on CBBC over the summer. Advertising for the BBC program has begun.

### **HOOPMUSIC**

Leading act Johnny (Satellites) has marked his first-ever European tour (Berlin, Amsterdam, Paris, Cologne) with the release of SATELLITES.SAINT SAVIOUR, a re-orchestration of songs from SATELLITES 01, 02 and 03 as a live set. A new Album is set for release this summer.

### **The Indian Job**

The latest version of the script has been delivered (version 3) and three casting directors have been approached. Discussions with production execs are underway, predominantly focusing at this stage on the budget and what collaboration with Indian based service companies can be expected. Bob and Co film head Andy Brunskill filmed Jet Trash in India last year which is helping us with this assessment.

### **In the Night Garden Live**

Ticket sales for the 2015 tour, which commences on May 28th at the O2 London have started well and are maintaining a good margin over forecasts (which are based on the previous years' sales). Improved data analysis is enhancing the ability to target interested customers. Upselling in the form of Merchandise and 'experience' revenues were 33% of total revenues last season and an improved economic situation is a helpful backdrop. Expectations are for a rebound in profits in 2015 to the levels of 2013. [www.nightgardenlive.com](http://www.nightgardenlive.com)

### **Lilting**

Writer/Director Hong Khaou was nominated for a BAFTA in February ('Outstanding debut by a British writer, director or producer') but lost out to Pride (Stephen Beresford, David Livingstone).

We have entered the recoupment waterfall but the £140K odd from UK cinema release has largely gone to cover expenses and the campaign. This is often the case where the UK theatrical release is used as a tentpole piece of marketing for the film which then has a positive knock on effect for DVD, VOD, and International Sales. As a result LILTING has seen strong positioning on both Netflix and iTunes which should lead to ongoing revenue. With another James Bond on the horizon Ben Whishaw's star continues to rise which should drive more international distributor and DVD sales.

## **MUBI**

Much of 2014 was spent completing a \$14.4m raise which closed in January 2015 bringing the total amount raised so far to \$20 million. This round was done at 52c a share, a useful uplift on the entry price for the CCF (25c). The money raised gives the business headroom to invest in their first brand awareness campaign since launch in 2007. In London this takes the form of posters and merchandise on the tube. There is a significant PR and social media campaign also underway.

Notwithstanding a significant increase in the monthly subscription price to £4.99 (from £2.99) sign-up rates have accelerated since the campaign started and subscriptions at end Q1 were 54195, up 29% on the previous quarter end. Every quarter for the last year has seen an acceleration in subscriber sign up numbers while first 2 month churn has fallen below 10%.

The target is to achieve 120,000 subscribers by end 2015. [www.mubi.com](http://www.mubi.com)

## **Paper Dolls**

Paper Dolls enjoyed a successful development run at the Tricycle in February 2013. In Q1 2015 a workshop was held in the US which has led to negotiations with two Theatre companies with a view to selling the theatrical rights while retaining the film rights.

## **Peggy Guggenheim**

This feature documentary about the life of art icon Peggy Guggenheim was premiered at the Tribeca Film Festival in New York on April 20th. Reviews have focussed on her extraordinarily complex life and the legacy she has left in the form of amongst other things the Museum in Venice. This combination should lead to a sustained level of interest and a substantial proportion of the \$1.060m budget has already been recouped through pre-sales with some major territories yet to be inked. DVD, pay-per-view and OTT rights will be explored in future.

## **Q Pootle 5**

In the quarter to April there have been two main new items. Firstly confirmation that the Gross Royalties for the 8 merchandise categories on sale in the UK since November 2014 are in line with forecasts for the period at around £40K. Book sales were particularly solid. Secondly QP5 started airing on German television in February. An L&M deal is being negotiated currently for German speaking Europe which should include a Eur35K advance. Universal Deutschland have signed to distribute the DVD in Germany also paying an advance. The right to show QP5 has now been acquired by 70 territories and the program is airing in 11. The net result is that we calculate that the ZDFE distribution advance for the 52 episodes should have been cleared by end Q1 once all monies are in.

### **QPootle5 Christmas Special**

The Q Pootle 5 Christmas Special received good audience figures in the UK where the DVD also went on sale. While the program was sold to 4 other countries the focus is on Christmas 2015 when awareness of the brand as a result of more countries showing the daily will be improved.

### **That Day We Sang**

This TV musical drama enjoyed an encouraging premier on BBC2 on Boxing day. The BARB audience data showed a 'live' audience of 1.991m and an audience over the first week of 2.57m larger than had been expected.

A DVD advance deal for sales in all territories other than Australia and New Zealand has been agreed with an advance of £50,000.

All3Media have been appointed as International sales agent and MIPCOM in October 2015 will be a key event.

### **The Winter Ghosts**

The agreement with the writer Rory Kinnear was terminated following a serious delay in delivery of the second draft. The author of The Winter Ghosts, Kate Mosse, was contracted to deliver the next draft and this was received on April 21st.

#### **Barnum Tour Dates**

|                          |                          |
|--------------------------|--------------------------|
| Milton Keynes            | 12th -16th May 2015      |
| Liverpool Empire         | 19th-23rd May 2015       |
| Plymouth Theatre Royal   | 26th May-6th June 2015   |
| Southampton Mayflower    | 9th-20th June 2015       |
| Canterbury Marlowe       | 23rd June-4th July 2015  |
| Birmingham Hippodrome    | 7th July-1st August 2015 |
| Salford The Lowry        | 4th-8th August           |
| Cardiff Millenium Centre | 11th-15th August         |

#### **In The Night Garden Live Tour dates**

|                                 |                              |
|---------------------------------|------------------------------|
| London, O2                      | 28th May - 13th June         |
| London, Richmond Old Deer Park  | 20th June - 4th July         |
| Birmingham, Cannon Hall Park    | 11th - 25th July             |
| Manchester, The Trafford Centre | 1st - 22nd August            |
| Glasgow, Queens Park            | 29th August - 12th September |

**Hetty Feather tour dates**

|                     |                            |
|---------------------|----------------------------|
| Bristol Old Vic     | 17th-19th July             |
| Windsor             | 21st - 25th July           |
| Brighton            | 28th July - 2nd August     |
| Duke of York London | 6th August - 6th September |
| Exeter              | 16th - 20th September      |
| Swindon             | 22nd - 27th September      |
| Norwich             | 29th Sept - 3rd October    |
| Newcastle           | 8th - 11th October         |
| Bromley             | 13th - 17th October        |
| Southend            | 23rd - 25th October        |
| Leeds               | 27th - 31st October        |
| Finchley, London    | 2nd - 6th December         |
| Manchester          | 8th Dec- 10th January      |

**Beautiful – The Carole King Musical**

Aldwych Theatre, London

Stephen Sondheim Theatre, New York

US Tour

<http://beautifulonbroadway.com/tour>