

## TFN Impact Report

<b>Name of your Organisation:</b>	Into Darkness Ltd
<b>Name of the project TFN funded:</b>	Notes On Blindness
<b>Date Funded by TFN:</b>	5 <sup>th</sup> July 2016
<b>Were you able to undertake your project as planned?</b>	Yes
<b>Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?</b>	<p>With the help of the Funding Network we were able to create a successful outreach and public engagement campaign. We were able to champion new approaches to accessible filmmaking and able to ensure that Notes On Blindness was the most accessible film ever produced for a visually impaired audience. The funding also allowed us to start a conversation about new ways these audiences can access cinema, TV and VOD.</p> <p>With the support of TFN we have been able to set new standards for accessible filmmaking and encourage future productions to embrace the creative potential in accessibility.</p> <p>AD is a relatively simple technology, easy to install in cinemas and easy to make available online. The technology exists in every digital TV box. Yet AD is only available in certain cinemas and often only at specific screenings. While Netflix recently announced plans to update their library with AD functionality, at present it is still largely unavailable. Other online streaming services lack AD entirely, and only a small proportion of films on iTunes offer the function.</p> <p>With the aid of TFN we worked closely with experts in the field of audio-visual translation and the RNIB. The financial support from TFN meant we were able to create four alternative soundtracks for the film, drawing on the most creative approaches to accessible filmmaking to offer visually impaired audiences a choice of compelling, cinematic experiences.</p> <p>With the support of TFN we were able to make significant changes to how films can be accessed. We were able to distribute a film with multiple audio descriptions available, an additional sound track with heightened sound design and versions with creative subtitles. At times we were able to screen multiple versions of the film simultaneously in cinemas. We were able to launch all versions on VOD services, a feat not achieved previously.</p> <p><i>“What is revolutionary about Notes on Blindness is having alternatives in terms of provision, so it is not one-size-fits-all”</i> Dr Louise Fryer, expert in audio description and audio describer for Notes On Blindness</p> <p>These alternative soundtracks were made available to distributors of the film worldwide, as well as being accessible for free via a smartphone app, MovieReading.</p> <p>By partnering with MovieReading to showcase our alternative soundtracks, Notes On Blindness piloted a new model of accessible</p>

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	<p>filmmaking that embraces multiplicity, offering a menu of audio experiences for people from across the spectrum of sight loss conditions.</p> <p>We were able to deliver a comprehensive program of community and public exhibition events – including previews of the VR experience alongside screenings of the feature film and event screenings of the film with the different soundtracks.</p>
<b>What portion of the project did TFN fund?</b>	15%
<b>How many direct beneficiaries did the TFN funded project reach?</b>	NA
<b>How many indirect beneficiaries did the TFN funded project reach?</b>	NA
<b>Were you able to leverage further funding as a result of TFN support?</b>	No
<b>Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?</b>	No
<b>How important was TFN funding in helping you achieve your objectives?</b>	We wouldn't have been able to achieve our objectives without TFN funding
<b>Can you tell us any personal stories to highlight the value of the project?</b>	<p>We are currently mid production of an Accessible Filmmaking Toolkit to excite future filmmakers about the creative potential in accessibility and raise industry standards.</p> <p>Release</p> <p>The film was released on the 1st July 2016 with the strategy of releasing day-and-date on as many platforms as possible at a time with little competition, in order to reach the widest audience possible whilst also giving the film opportunity to grow throughout its theatrical run and expand on word-of-mouth and a sustained marketing campaign. On the same date the film was released via premium video on demand with Curzon Home Cinema, Vubiquity, Talk Talk, Google, BT, BFI, and Amazon. 24th October 2016 was the release date for the DVD along with transactional video on demand and electronic sell-through with Curzon Home Cinema, Vubiquity, iTunes, Talk Talk, Sky, Google, Volta, BT, BFI, Amazon, and Wuaki.</p> <p>The release of Notes On Blindness was unlike any release that Curzon Artificial Eye had worked on before. The biggest challenge for the distributor was coordinating all the different elements, from accessible materials to the VR tour, and all the new technologies and</p>

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	<p>third parties involved. It was an enormous project.</p> <p>The film played at a total of 83 cinemas over the period 7th July to w/c 14th October.</p> <p>There were 19 enhanced sound screenings and 22 hard of hearing screenings, and a number of additional specialist screenings at non-cinema venues.</p>
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