

DPC 2015 Case Study

The Apartment, web serie by Reinaldo Pinto Almeida

presented by director Reinaldo Pinto Almeida and producer Urs Kind (Germany)



Plot

Berlin flatmates Chris, Lenni and Rachel are young and international, but very different. Lenni is from Finland and explores his enhanced *carpe diem* philosophy to the max, while Canadian Rachel struggles to build a career in the idiosyncratic and sometimes weird digital start-up scene. Their French flatmate Chris tries to keep true to his political principles as he fails to find a job. But that doesn't keep him from continually correcting his flatmates - nor from getting on their nerves.

Case study

The focus of the web series case study (7-minute episodes, languages: English, German, French) was on working within a very low budget with a small crew. As well as the technical requirements for an Internet release. The production was made by Almeida Kind GbR in collaboration with Medienboard Berlin Brandenburg, Endemol Beyond and YouTube.



Experiences and problems discussed included the need for continuous ongoing social media communication, audience-building, the increased use of known YT-stars and trending topics, the upload schedule and the best platform for such content, as well as crowd-funding and sales and rights issues. Broadcast in 2016, a second series was produced in 2017.

Comments DCP II's Martin Hagemann: "After fruitful discussions with the participants of the 2015 DPC-workshop in Vilnius concerning their experiences, obstacles and mistakes during the first season, the team of *The Apartment* developed, financed and produced a second season, for distribution in 2018. The second season of the series was realized as a 'test case' for the scientific research project D-Werft in Berlin Babelsberg, which developed a tool for integrating all meta-data of a project in pre-production, production and post-production to serve as an optimized base for marketing campaigns used, for example, in social networking and audience building campaigns."