



FILMCLUB

learning through films



A scene from the movie 'The Land Before Time' showing a giant dinosaur standing in a field with people. The dinosaur is the central focus, standing on its hind legs and reaching its long neck towards the top of a tall tree. Three people are visible in the foreground, looking up at the dinosaur. The background consists of a grassy field with several tall, thin trees under a clear blue sky.

why movies?

Students **caught** by **screens**



> 16 h. Week
73% on YouTube



Youngsters are VISUAL and INTERACTIVE

traditional contents



digital contents



TEXT



VISUAL

ANALOGUE



DIGITAL

PASSIVE



INTERACTIVE



more
10hr
per week



81%

Wants to use
AV content
(but doesn't
know how)

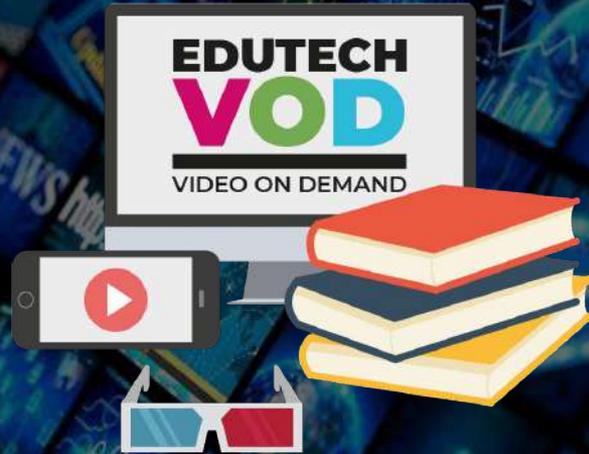
19%

Actually
use AV

98%

illegal AV
usage

what does
FILMCLUB offer?



Filtro: Categoría: Drama



23F - LA PELICULA



All the President's Men



Bonnie and Clyde



Captain Phillips



Casablanca



The Cider House Rules



The Da Vinci Code



The Impossible



Invictus



Lawrence of Arabia



Life Is Beautiful



Marie Antoinette



Mary Shelley's Frankenstein



Midnight Express



Moneyball

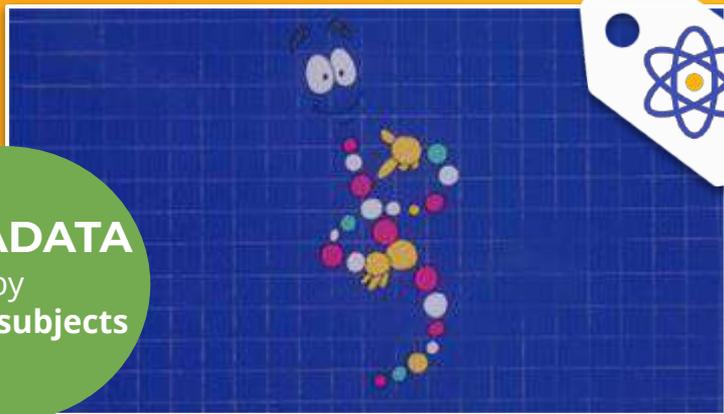


MacBook Air





we select and cut
MOVIE CLIPS



METADATA
by
school subjects



the 1st **OER** to educate through films
an indexed **AV-educational bank**



Learning with
**MOVIE
CLIPS**



Movie clips

We select and edit the videos, ready to be used in class.



Labelling as per school subjects

Study programme and education values .



Advanced search

Users can locate resources in a quick an easy way.



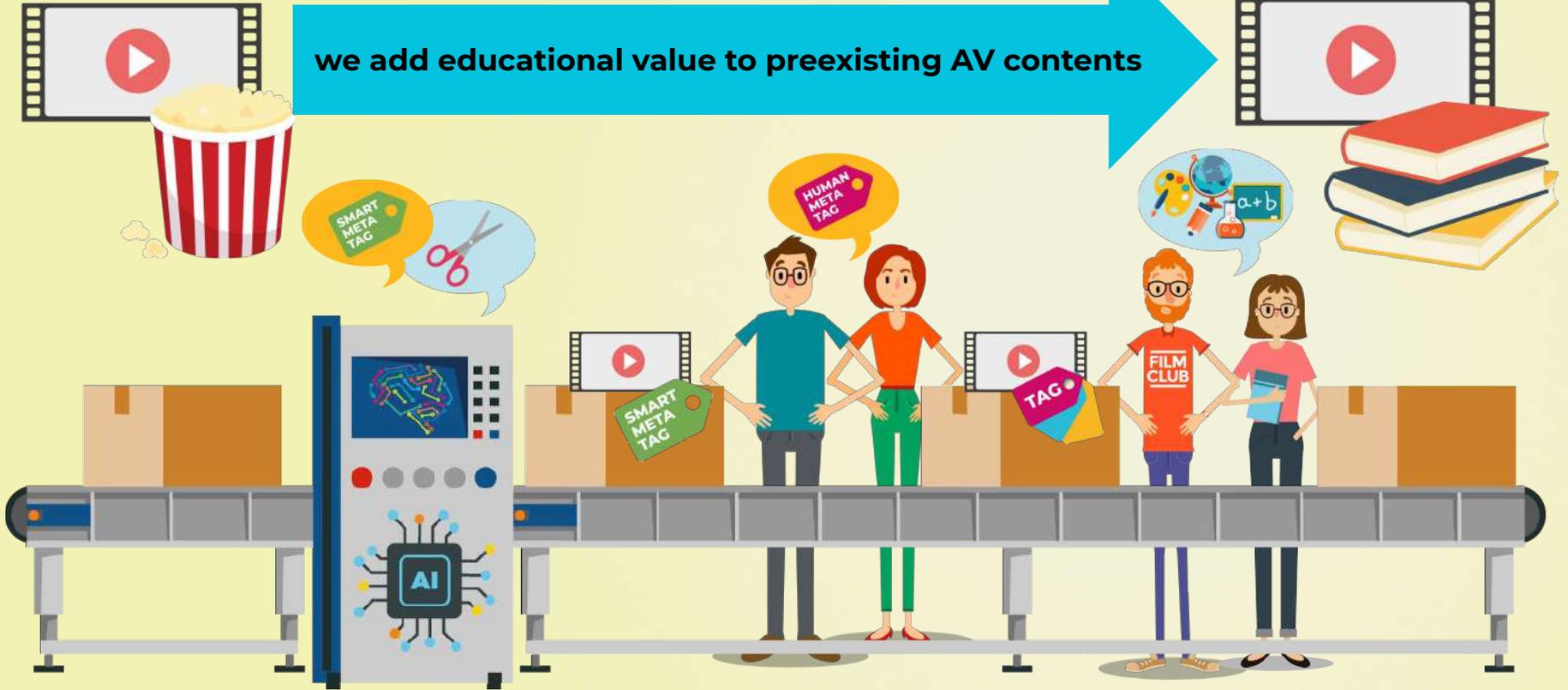
Didactic units

Activities to do in class after watching the movie clips.

ENTERTAINMENT

EDUTAINMENT

we add educational value to preexisting AV contents



A group of young women are smiling and looking towards the camera. They are wearing lanyards and jackets with logos. The woman on the left is wearing a red jacket and a blue lanyard. The woman on the right is wearing a black jacket and a red lanyard. The background is dark with some papers or posters pinned to the wall.

validated impact

Students outcome



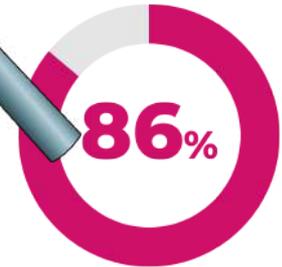
+ATTENTION



+MOTIVATION



+LEARN



+AUDIOVISUAL CULTURE

The **students** say ...

*"More fun than opening a book
and memorizing things"*

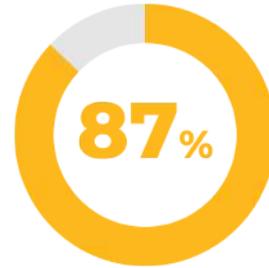
*"It helped me to express myself
better"*

*"We talk about topics that we
usually do not try at school"*



9.278
students

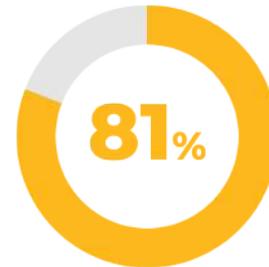
Teachers outcome



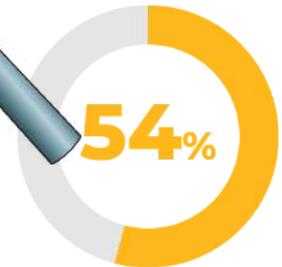
+CULTURAL KNOWLEDGE



+MOTIVATION



+CRITICAL THOUGHT



+COMMUNICATION CAPACITY

and **teachers** say ...



1.223
teachers

"I have more pedagogical material and quality films "

"I can get the appropriate content for the students in a legal way"

"We practice naturally subjects such as language, art, plastic and values"

A close-up photograph of a person's hand pouring water from their palm onto a small, vibrant green seedling growing out of a mound of dark, rich soil. The background is a soft, out-of-focus green, suggesting an outdoor setting. The lighting is natural, highlighting the textures of the soil, the leaves of the plant, and the skin of the hand. The overall mood is one of care and nurturing.

business model

Flat Fee. CaaS: Content as a Service

B2C



PLATFORM
AUDIOVISUAL CONTENTS
EDUCATIVE AUDIOVISUAL RESOURCES



SCHOOLS
HIGH SCHOOLS
COLLEGES

Pay per Use. Audiovisual Content ready to use

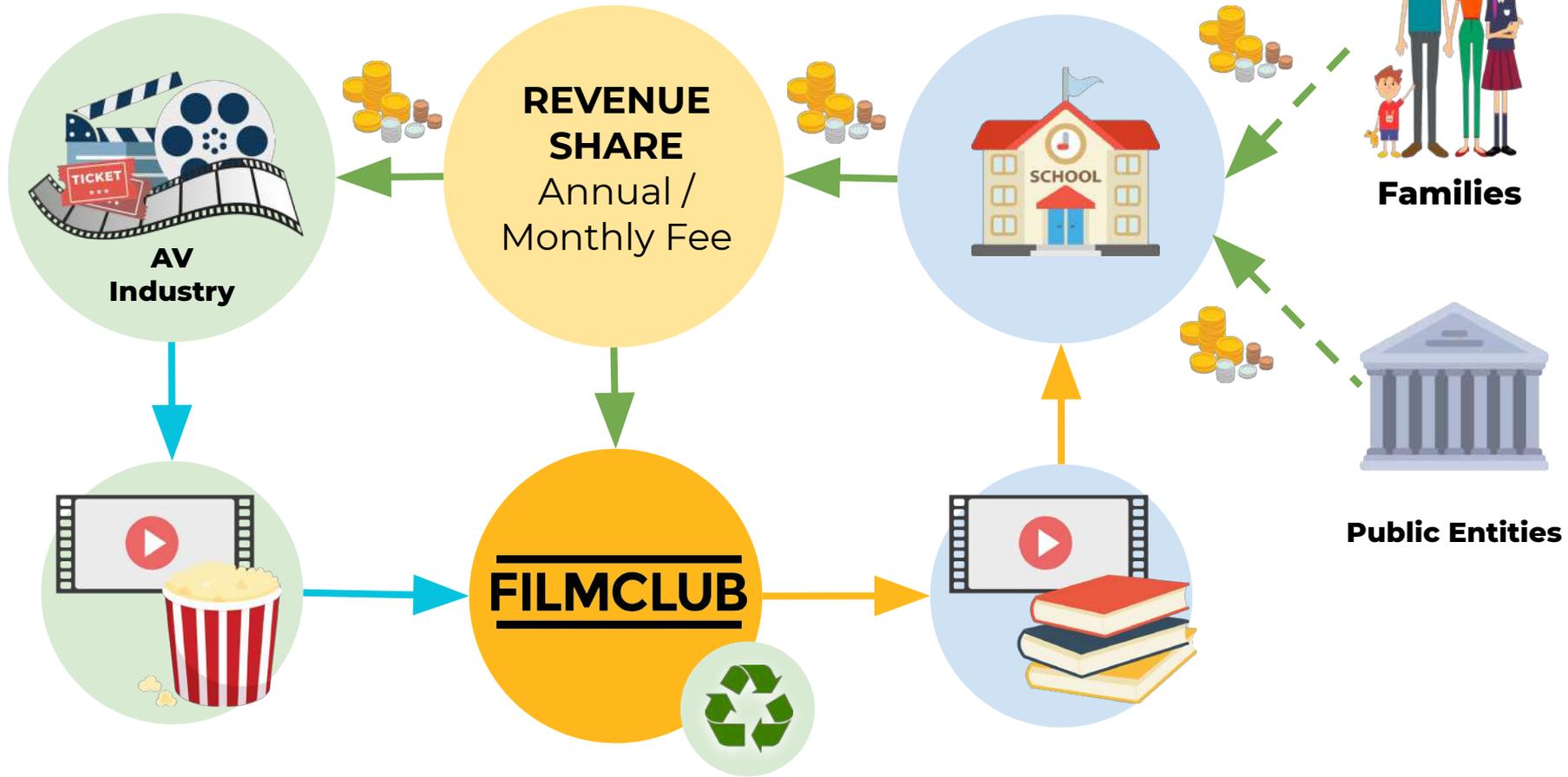
B2B



RAW MATERIAL
LABELLED AV
CONTENT



**PUBLISHING HOUSES
EDTECH SERVICE SUPPLIERS**
Educative resources
based on audiovisual.



REVENUE SHARE
Annual /
Monthly Fee

AV Industry

SCHOOL

Families

Public Entities

FILMCLUB

we worked with ...



FILMCLUB

the NETFLIX for education

www.filmclub.click

