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 **MAGNIFICA PRESENZA**, directed by the Italian Ferzan Ozpetek, will be released on Video On Demand (VOD) and in theaters in 4 European countries via the TIDE experiment, this month. The film will be simultaneously discovered by the theatrical and VOD audiences in France, Austria Ireland & United Kingdom between 10th July to 4th August, 2013. These day-and-date and multi-territory releases are carried within the [TIDE Experiment](#), supported by the [MEDIA programme of the European Commission](#). This specific distribution model allows the creation of a common and transversal marketing strategy. The TIDE experiment is one of the three projects selected by the European Commission after its call for proposals, Preparatory action 'Circulation of films in the digital era'.

Magnifica Presenza's marketing tools were outlined by the involved distributors in the respective countries. Tom Abell, the Director of Peccadillo Pictures said, "At first the thought of coordinating and working collectively with a team from several European territories was quite daunting, but we quickly found that our similarities far outweighed our differences. Participating in The Tide Experiment has been a very worthwhile and enlightening experience for the whole Peccadillo team."

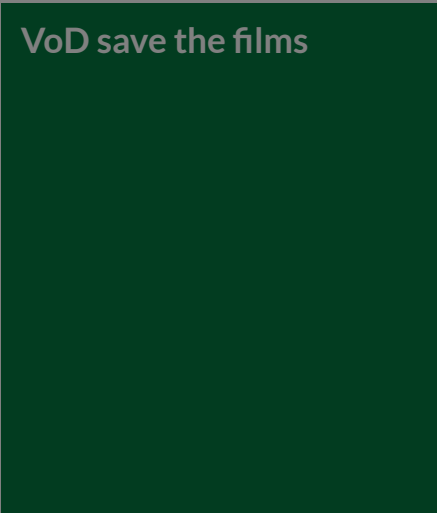
TIDE is a grouping which gathers various actors of film distribution. In 2013, its main aim is to release 4 films, each in about 5 countries, on day-and-date (simultaneous or quasi-simultaneous release in theaters and in VoD) and with transversal marketing tools.

[\(Via Europa Culture News\)](#)

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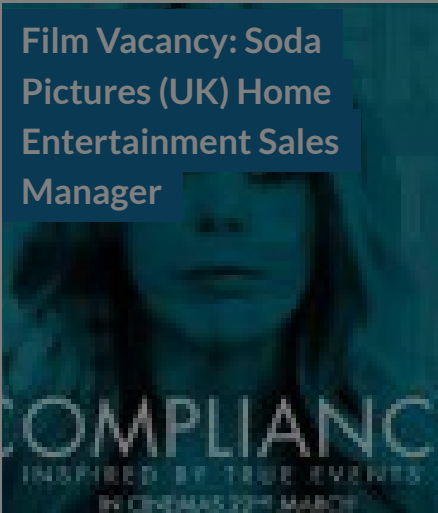
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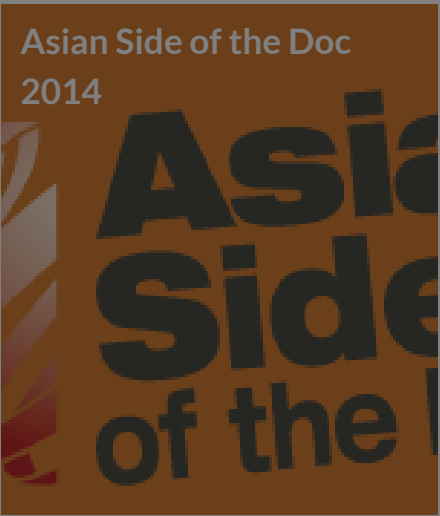
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