

Doc Edge Championing Documentary Films

Doc Edge has a hand in every stage of documentary film production and distribution; going hybrid and adding a virtual platform to showcase films and engage industry professionals allows them to grow their audience while innovating their mission statement.



"An organisation like ours can use Shift72 to deliver to our audiences without necessarily causing them any pain – it's all gain."

– **Alex Lee**, Festival Director



About Doc Edge

Doc Edge is a national documentary organisation dedicated to the training, upskilling, and exhibition of documentary filmmakers. Taking a holistic approach to the genre, Doc Edge supports all aspects of documentary film production by hosting workshops and programs for professional advancement, engaging students with learning opportunities, and celebrating films through its annual Oscar-qualifying festival and awards.

The festival takes place in Auckland and Wellington each year, but recognizing the power a digital platform has to promote new voices and stories – as well as the increasing appetite audiences have for streaming – Doc Edge has committed to producing a hybrid festival that marries the best of both worlds.



Opportunity for a Harmonious Hybrid Event

Finding a balance between the physical and digital events so they complement and reinforce each other rather than compete has been Doc Edge's primary focus since introducing a video on demand (VOD) platform. Through their partnership with Shift72, their 2021 festival seamlessly blended the two by:

- Screening 33 films in-person first, then releasing them for digital on-demand viewing across the country
- Hosting 50 exclusively digital films

- Running online workshops and programs to compliment the festival
- Connecting over 10,000 students and teachers across New Zealand with documentaries for educational purposes over a 2-year period
- Partnering with national businesses (like RNZ and Chorus) to raise awareness of the hybrid festival across the country



Looking Forward

Doc Edge's screening, market, and school digital platforms allow for a constant level of engagement that creates a more engaged community ready for their in-person festival while simultaneously reaching new audiences outside of Auckland and Wellington.

With continued plans for a new VOD Virtual Cinema to screen documentary films year-round, Doc Edge is an excellent example of how hybrid events can blend harmoniously with in-person offerings to create a more rounded experience for audiences and filmmakers alike.

"I think it is foolhardy for anyone to go into any event and only create a live event. I think that we should know [it] is not economically, nor audience-wise, the best thing to do. You need to provide people the opportunity to schedule their own screenings."

- Alex Lee, Festival Director

About Shift72

The world is going hybrid...And we're redefining the norm.

Shift72 is one of the world's fastest growing video on demand (VOD) entertainment platforms. Trusted by the biggest names in the industry, our platform is the white labeled secure bridge that rapidly delivers the theatre and event entertainment experience - complete with content offerings from the world's biggest studios - to audiences' homes.

To learn more about how Shift72 is leading the way into a hybrid future, visit our website: www.shift72.com

