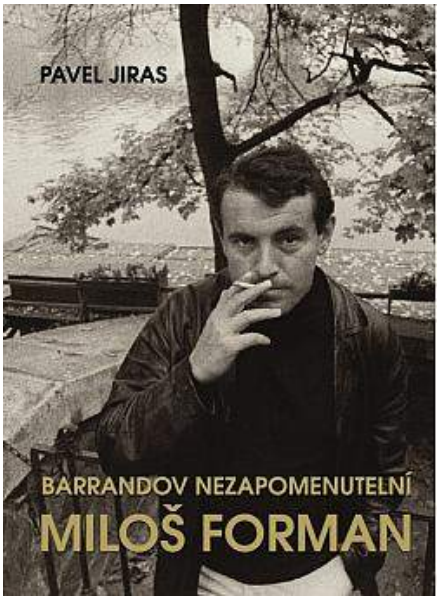
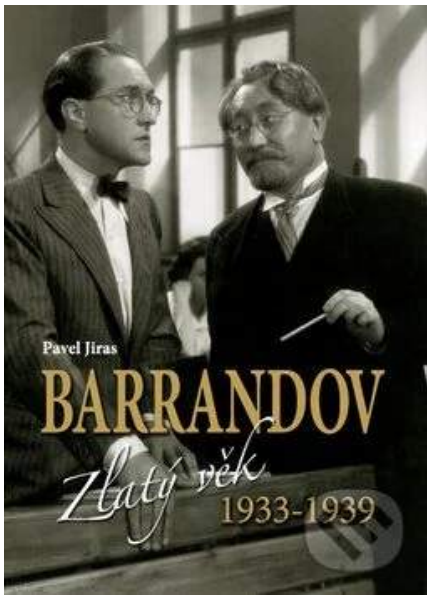
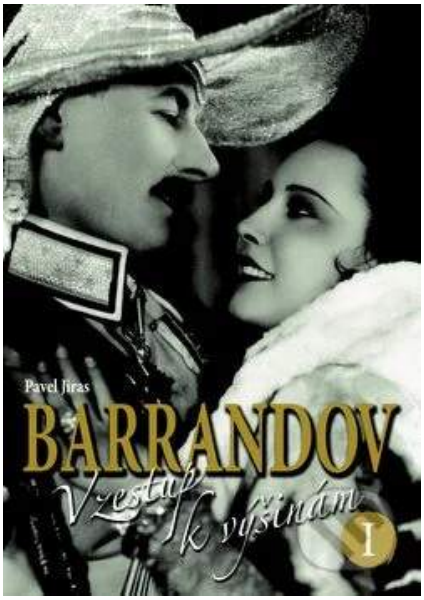
Three Seas Cultural Hub Concept

“Spotify for Film” – An Alternative to Centralized Global Media Production

The goal is to build a profitable cultural ecosystem that attracts capital from around the world and reinvests it into the development of European film and new cultural production.”







1. Context

Contemporary global film and television production is highly centralized and optimized for universal, commercially safe content. This often leads to uniformity, repetition, and the erosion of cultural specificity. At the same time, the countries of the Three Seas region possess a vast body of cinematic heritage and contemporary work that remains largely inaccessible to global audiences due to language barriers and limited distribution.

2. Core Principle

The objective is not to build another film studio, but to establish:

Decentralized creation + centralized distribution

This would take the form of a **Three Seas Media Hub** – a digital platform combining:

- global streaming infrastructure
- a large-scale film database
- an AI-powered translation and localization layer

3. Key Pillars

- independent and decentralized film production
- original language as the default creative medium
- AI translation into all major world languages
- starting with a content database, not production
- gradual transition toward original co-productions

4. Operational Model

PHASE 1 – Aggregation (Critical Phase)

- engage producers from:
    - Central and Eastern Europe (Czech Republic, Poland, Hungary, Romania, Balkans, etc.)
- offer:
    - new revenue streams from existing catalogs
    - zero distribution costs
    - AI dubbing and subtitling handled by the hub

Objective: build a catalog of **5,000–20,000 films**

PHASE 2 – Distribution & AI Localization

The platform provides:

- global streaming access
- rights management
- AI dubbing into 50+ languages
- voice cloning to preserve original actors' voices
- automated subtitling
- **recommendation algorithms (Spotify-like), suggesting films based on genre, style, and user preferences**

Every film becomes globally accessible without language barriers

PHASE 3 – Monetization

- subscription model
- ad-supported tier
- pay-per-view and licensing

Revenue is shared with content owners

PHASE 4 – Original Production

- initiated only after audience and data are established
- development of co-productions across the region
- support for independent and author-driven cinema

5. Content Strategy

- classic national films
- contemporary independent cinema
- documentaries
- generational and alternative films
- culturally specific storytelling

No requirement to conform to global commercial templates

6. Role of AI

AI enables:

- low-cost dubbing into dozens of languages
- removal of language barriers at scale
- revival and global redistribution of older films
- deep personalization of content

Local films become global cultural products

7. Economic Model

- initial support from Three Seas public or strategic funds
- gradual transition to a market-driven model
- The platform does not acquire content through upfront licensing payments, but through revenue participation, aligning incentives with content owners and enabling rapid, low-cost scaling of the catalog
- **long-term objective: a profitable platform generating global revenues, which are reinvested into the creation of new films and the development of new cultural output within the Three Seas region**

8. Cultural Objective

- global dissemination of Central and Eastern European culture
- strengthening regional cultural identity
- enabling authentic, independent storytelling
- creating conditions for a **New Wave 2.0**

9. Strategic Vision

The Three Seas Media Hub is not a competitor in production scale, but in **cultural infrastructure**.

It aims to:

- unlock existing cultural capital
- remove language as a barrier
- connect regional creators with global audiences

10. Closing Statement

The goal is to globally distribute Central and Eastern European culture, build a viable alternative to Hollywood-dominated media ecosystems, and spark a new cultural wave across the Three Seas region. Because over the past 30 years, countries of the former Eastern Bloc have increasingly adopted Anglo-American culture and, in doing so, are losing their own. A Czech, Pole, Hungarian, Slovak, Croat, or Romanian knows all American films, yet is often completely unfamiliar with the films and music of neighboring countries. At the same time, our cultures share a common historical foundation, and through cooperation (co-productions) we could create and promote a new, syncretic Three Seas culture to the world. Such collaboration would help unite us.