

## PRESS RELEASE



## R-Lines Production and OKAST launch an ephemeral VOD website to raise funds for Hospitals

Paris, France (April 2020) - R-Lines Production and [OKAST](#) announced the launch of an ephemeral VOD platform to rent the 25-minute short film *Talk*, in support of the association “*Un bon repas pour bien soigner*” (i.e “A good meal for better cares”). The minimum donation is 1 euro to watch the film for 48 hours and the funds raised will be entirely donated to the Fondation des Hôpitaux de Paris et Hôpitaux de France.

*Talk* is a short film by Romuald Boulanger who made his first steps on the radio, as a host for NRJ. The scenario of this short film is based on this experience featuring **William Baldwin** (*Backdraft*) and Vanessa Guide (*Les Nouvelles Aventures d’Aladin*), this short film tells the story of how a radio host will find himself caught in his own trap when a threatening listener calls him.

The Association “*Un bon repas pour bien soigner*” delivers two meals a day to people working on hospitals, on the front lines of the ongoing health crisis. *Talk* was shot in the French studio in Bry-sur-Marne and its adaptation into a feature film is already in development.

OKAST has made its technology and resources available to make the initiative possible and to enable the maximum number of people to be able to take part in the cause while watching an exclusive award-winning short film. Thanks to the "Pay What You Want" feature, anyone can give more than 1€!

➔ Watch the movie: <https://talkvod.okast.tv>



### **About M.E.I. Group - FLAMEFY + OKAST**

Founded in 2013 by veterans of the industry (ex Canal+, France Télévision, NewsCorp, Ubisoft, Irdeto, Viaccess), M.E.I Group publishes 2 complementary digital solutions for key Media players (TV channel, producer, distributors, pure web player): OKAST and FlameFy.

OKAST is a turnkey solution allowing you to simply deploy your own video streaming platform and monetize your catalogue. FlameFy service uses the power of big data and artificial intelligence to understand its audience and engage it smartly.

The company was incubated at Paris & CO, TF1 and Audiens and already counts among its clients European and Chinese major media, agencies, brands and producers of TV, web, cinema and advertising contents.

### **Media Contact**

Simon LE DEAUT

E: [hello@okast.tv](mailto:hello@okast.tv)

For more information, visit <https://okast.tv> ;