

## CastConnectPro - Online Software for Casting

# All at a Glance

Munich - With CastConnectPro Martin Douglas has created an online-software, that simplifies the daily work of casting directors, casting agencies and filmproductions. How well it works is evidenced by the full scale reference projects and the number of enquiries. For example, recently CastConnectPro was involved in the cinema productions "Elser" by Oliver Hirschbiegel and "Fack Ju Goehte", directed by Bora Dagtekin. But CastConnectPro is also applied in TV and advertising. Martin Douglas, who runs a casting studio in Munich about the procedure: "CPP is a tool for project management of castings and entire casting agencies. It simplifies casting organization, self-taping, and provides clear and well structured casting presentations. It perfectly connects all people involved in the casting process at any time

and everywhere. "For me it is important to have a stand-alone working tool for casting directors and producers. Large projects can be managed more efficiently. His cloud solution, which was created two years ago is based on his experience gained in his 15-year career in the casting industry. In early November Douglas received the 2014 Creative Company Prize awarded by the German Ministry for Economics and

Technology. Douglas knows how complicated the project management of castings can be. Casting of only a few roles requires a huge number of intermediate steps: the invitation of numerous actors, individual auditions, the production of video files that need to be sent to the director or clients, eCastings, pre-selection and organising recalls. onlinecast now coordinates the process, provides a platform for all the intermediate steps and simplifies the lives of all involved - and much more - an overview of all steps to completion is available at all times and can be archived for future use. "In the course of a conventional cast easily 2000 files are sent back and forth through Dropbox, We Transfer, e-mail or other channels," Douglas said. In "Elser"

for example all data was immediately accessible without time-consuming transfers, as onlinecast created project-specific user accounts for casting director An Dorthe Braker (BVC), director Oliver Hirschbiegel and the production team. onlinecast provided for the team members not only an online casting presentation for 48 roles, but also the integration of eCastings and live auditions from several studios. Payment is made by the production company, either by a monthly license with a specific storage quota or a project-related license.



### "Fack Ju Goehte" as a showcase

The project management of the casting for "Fack Ju, Goehte" gives instant information on the various steps during the entire casting process, provides an overview of all actors profiles and casting - videos. The main work falls to the lead caster, who with the necessary administrator rights, determines the material selection, decides which videos are visible and creates actors' profiles, which are stored in a central actor directory and are also available for other projects. The list of the role names contains all actors, that participated in preliminary

rounds, open casting calls or individually requested eCastings and the status of each is very clearly documented showing which actors have proceeded and who eventually managed to reach the final round. Through the actors profiles the casting director gets background information, links to the agencies, showreels, wikipedia or earlier casting videos archived in the personal account. The producer or director receives a keyed project-link allowing to follow the complete casting process without login. They may, for example, view videos or download the entire project role with all the info as a PDF. *bas*



CastConnectPro is also applied for "Fack Ju Goehte 2"

Foto:Constantin