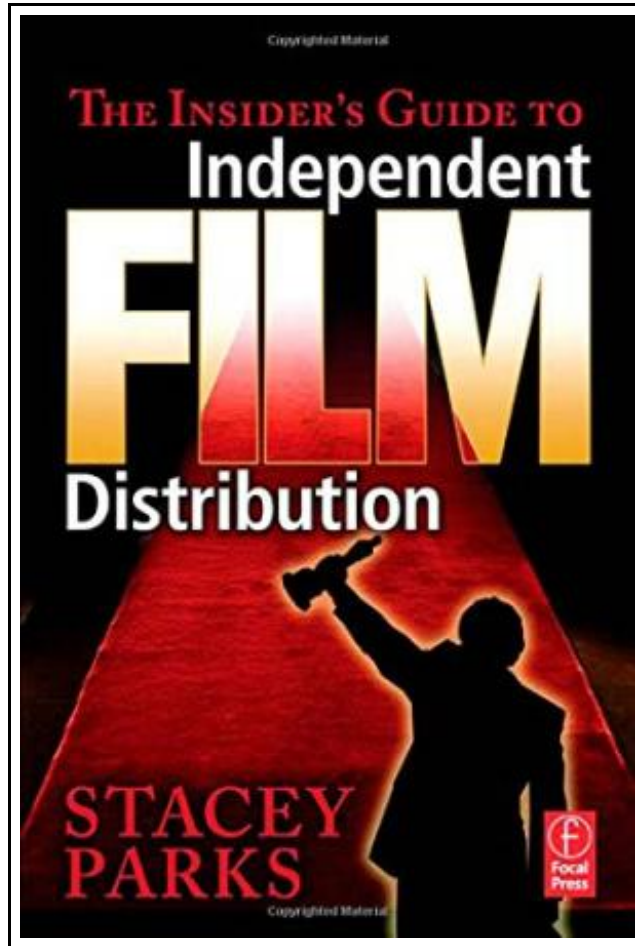


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Focal Press, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: I. Introduction II. State of the Market: A Reality Check Add a brief history of film distribution Add interview with Dylan Leiner of Sony Pictures Classics (or comparable source) on how the U.S theatrical market has changed over the last 5-10 years. III. Before you start Production: Getting a leg-up on Distribution a. Getting in touch with the market: Doing Market Research b. The importance of genre and format c. Casting for distribution d. Financing options - to include domestic and foreign pre-sales, private investors, completing a business plan, etc. Add interview with Packaging agent from William Morris Agency Suggested Exercises: (will add in 3-5 suggested exercises to appeal to academic market) IV. Production Geared Towards Distribution a. Shooting digital vs. Film b. The importance of stills c. Starting publicity during production: blogs, production diaries, hiring an PR agent, etc. Interview with Michael Baker, head of Acquisitions and Development for Think Film Suggested Exercises: V. Post-Production geared Towards Distribution a. M&E Tracks b. Trailers c. Music d. Third party feedback Add short interview/blurbs from buyers and distributors on post-production elements and what they mean in terms of getting distribution. Suggested Exercises: VI. It's in the can, now what: Creating Your Distribution Strategy a. Creating a campaign b. Applying to film festivals: what are the first tier, and second tier film festivals c. Finding Producers Reps and Sales Agents d. Navigating International Film and TV markets e. Should I have a Distributor screening for my film? Add interviews with Foreign Sales Agents in the UK and France Suggested Exercises: VII. Getting a Distribution deal a. The U.S Distribution deal b. Foreign Sales and What to Expect c. Non-theatrical distribution and ancillary markets d. Diagram/Table...

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