

The Role of Distributors in the Film Value Chain

Creation & Production

- Creation
- Development
- Financing
- Shooting, editing, post-production



International Sales

- Financing
- Launch of films in festivals
- Promotion towards buyers (link between Production and Distribution)
- Creating basic international promotional material



Distribution

- **Financing films** by acquiring rights for a defined territory and its language(s), mainly through international sales. Major risk taking due to upfront investment, while no certainty on success

○ Publishing:

Technical costs

- Localisation (translation, subtitling, dubbing, title, artwork)
- Production of masters, prints of film, trailers and promotional material

Promotion & Advertisement

- Creation/adaptation of artwork & visuals, trailers, spots, clips, posters, standees, merchandising
- Marketing campaigns (media buys, postering, merchandising, partnerships, events, impact campaigns, premieres, local festivals...)
- Press: Invitation of talents, journalists, interviews

Audiences

- Legal
- Illegal



Exploitation

- Theatres
- DVD – Blu-Ray
- TVoD, SVoD, AVoD
- Pay and Free TV
- FAST
- Others (planes, ships, ...)



○ Distributing:

- Negotiating releases with partners in exploitation, following various windows (theatrical, linear, non-linear)
- Dedicated promotion along the whole exploitation cycle
- Censorship

