

Distribution Checklist

So, as we're getting ready to wrap this final chapter, I wanted to take this opportunity to present to you the various platforms by which you can market, distribute, and sell your film, as well as the cost associated with each platform. There are pros and cons to each, and I will detail them here:

Amazon Advantage

advantage.amazon.com

Allows you to sell your film in various physical formats on Amazon.com as well as sign up for Amazon Vine (an Amazon network of reviewers). Advantage allows you to customize your film page on Amazon and be in the running for Amazon's Black Friday deals.

Amazon Prime Video Direct.

videocentral.amazon.com

Allows you to sell your feature (as well as short films and web series) on Amazon on-demand and Amazon Prime. You can sell in the US, the UK, as well as Japan and Germany. Make sure you keep the "Prime" option unchecked until you have exhausted all of your other distribution channels. Remember that TV and foreign sales agents won't take your film if it's available for free on Amazon Prime or any other streaming service.

Amazon Advertising

ams.amazon.com

Allows you to advertise your film on the Amazon website and monitor your ROI. For as little as \$5 per day, you can advertise your film on Amazon and see for yourself whether the ad is worth the investment or not. Amazon tells you how many people who clicked your ad went on to buy your film, which makes it easier to monitor.

Amazon Media on Demand

manufacturing.amazon.com

Allows you to print and sell DVDs, Blu-Rays, audio-books, and soundtracks via Amazon on-demand, which means you don't have to keep stock or handle shipments like you would with Amazon Advantage. Keep in mind that Amazon does not offer any UPC codes (barcodes), which you'll need to print on the back of your product. You can buy these fairly cheaply (at \$5 per barcode) online.

Amazon Seller Account

sellercentral.amazon.com

The only benefit to creating an Amazon Seller Account in my opinion is so that you can make use of Amazon's pre-order function. Once you create a new listing, you can set-up a release date and select the "handle by Amazon" option, then all you have to do is ship a box of DVDs/Blu-Rays to Amazon, and they'll put your film up for pre-orders.

Walmart Marketplace

marketplace.walmart.com

Allows you to sell your DVD/Blu-Rays on the Walmart website. It's a sizable source of revenue. Requires account approval, which could take a few weeks.

Quiver Digital

www.quiverdigital.com

Allows you to sell your film on iTunes, Google Play (YouTube Movies), Vudu, xBox, Playstation Network, Steam, Hulu, TubiTV, Netflix, and some TV SVOD networks. You're paying anywhere from \$200–350 per platform, so keep in mind – it adds up.

Doco Digital

www.docodigital.com/

Specializes in Netflix aggregation. Their parent company ODMedia is listed on the Netflix Studios Preferred Fulfillment Partner List.

Reelhouse

www.reelhouse.org

Allows you to upload and sell your films inside a social community of fellow filmmakers.

Vimeo on-Demand

vimeo.com/ondemand

Allows you to sell your films on the Vimeo platform. It's free of charge and not a bad source of revenue. Especially useful for selling digital pre-orders if you can't afford the other channels.

IndieFlix – A Streaming Service

www.indieflix.com

You could submit your film to stream on IndieFlix. They pay 50% of their subscription revenue which means that much like Amazon Prime and other SVOD services, you get paid every time someone watches your film on their service.

Fandor

www.fandor.com

Another streaming service where you can submit your film to play alongside hundreds of other indie films.

IndiePix Films

www.indiepixfilms.com

A website that streams award-winning indie films. They mainly focus on documentaries.

Speck

moviesonspeck.com

Speck sells movies to TV platforms and SVOD services such as Hulu and Netflix. They work on a non-exclusive basis and pay 100% of the revenue to the filmmaker. Super cheap submission fee (\$50).

Mediabank.TV

Allows you to exploit foreign rights and TV rights.

RightsTrade

www.rightstrade.com

A global marketplace for exploiting TV broadcast and foreign rights for features and shorts. Costs around \$200 per month.

eBay

You can sell your movie posters, DVDs, Blu-Ray, and merchandise on eBay. Printing merchandised items such as pens, mouse pads, koozies, notebooks, and USB sticks with your film's name, website and graphics is a great way to get your movie's brand out into the world-wide-web.

Baker & Taylor

www.baker-taylor.com/supplier_details.cfm

A DVD/Blu-Ray wholesale company. You'll need to submit a vendor application and keep stock of your DVD/Blu-Ray, but this could be a great source of revenue for you. Requires some understanding of wholesale/retail distribution.

Alliance Entertainment

www.aent.com/vendor

A Blu-Ray/DVD distribution company.

Trailer Distribution Platforms:

- YouTube
- Vimeo
- IMDB

(contact them to request a free Scorecard account)

- Video Detective (Rotten Tomatoes, etc.)
www.videodetective.com (scroll to Submit Content)
- Trailer Addict
www.traileraddict.com/add-your-film

DCP Makers & Distributors

Companies that make copies of your film's DCP and ship them out to theaters/festivals in time for your screening.

- Digital Cinema United
- Make DCP
- Simple DCP
- Neptune DCP
- Deluxe (1-800-423-2277)

Metadata Distribution

When the time has come to distribute your film, you want to make sure that people can find it. The first obvious choice is IMDB; however, keep in mind that AMC, Regal, and other theaters get their metadata from a company called TMDB (themoviedb.org).

Honorable Mentions

Muso

www.muso.com

Protects your film and takes down illegal copies from the web.

Fiverr

www.Fiverr.com

For \$5, you can hire artists, illustrators, bloggers, and film reviewers.

Taboola

www.taboola.com

Video content advertising, ideal for trailers, 30-second spots and TV ads.

Stage 32

www.stage32.com

A community of online filmmakers, full of meetups, opportunities, and contests.

“I consider myself a student of cinema. It’s almost like I am going for my professorship in cinema, and the day I die is the day I graduate. It is a lifelong study.” ~ Quentin Tarantino