

3

MYTHS

OF GETTING YOUR FILM OR TV PROJECT DISTRIBUTED

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MYTH 1

YOU ONLY GET DISTRIBUTED IF YOU ALREADY KNOW SOMEONE IN THE INDUSTRY

It certainly helps if you know people because it just makes introductions easier. In any industry, if a friend helps to connect you with someone, it carries more weight. But it's not a requirement. If you're clever in how you approach people with a cold call, they'll certainly respond and work with you. Everyone likes to find new or emerging talent! But if you can, try to find a way to meet people in the industry - go to events or join social media groups. Then you WILL know someone. Even if they're not in a distributor themselves, they may know one.

MYTH 2

YOUR SHOW/FILM MUST BE FULLY PRODUCED TO GET A DISTRIBUTIONAL DEAL

Most producers go after distribution when the film or TV production is completed. But that's not a requirement. There are concepts that get picked up by tv networks, or studios, based on the merit of the pitch, the story, the writing or the attached talent. It's not the easiest route to take because it means every little detail must be meticulous... and, many times, you actually WILL need to know someone in the industry already. It's hard to find people willing to take a risk on a 'concept' unless they have a good personal reason.

MYTH 3

U.S. AND INTERNATIONAL DISTRIBUTION ARE THE SAME PROCESS

Distribution is distribution. That's a simple statement but there are actually elements of distribution that are not the same when it comes to U.S. versus other parts of the world. When a producer is seeking distribution in the U.S., they know they are faced with a limited number of options that are significant in nature - in regard to audience numbers. Outside the U.S., audience numbers for each outlet might be small, but the total VOLUME of options is far more vast. It takes a unique strategy to go for volume over a single major hit. It also requires more details to get the same total audience numbers but can be a great long term strategy.

DID THIS HELP?

THESE ARE JUST A FEW OF THE TIPS WE LOOK
FORWARD TO SHARING WITH YOU

MAKE SURE YOU VISIT THE SITE
TO SEE OUR BLOG AND OFFERINGS.

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