

#ArtistServices

On average, **110** feature-films premiere each year at the Sundance Film Festival.

Another **50-65** films will receive grants or labs support from Sundance Institute's year-round programs.

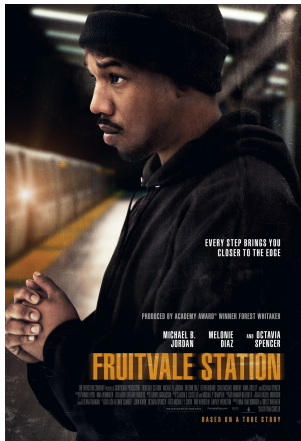
There are **VERY FEW** simple all-rights distribution deals available to our filmmakers each year.

There are fewer and fewer mini-major distributors and only one independent studio division left.

#ThingsAreComplicated

TYPES OF DISTRIBUTION PACKAGES

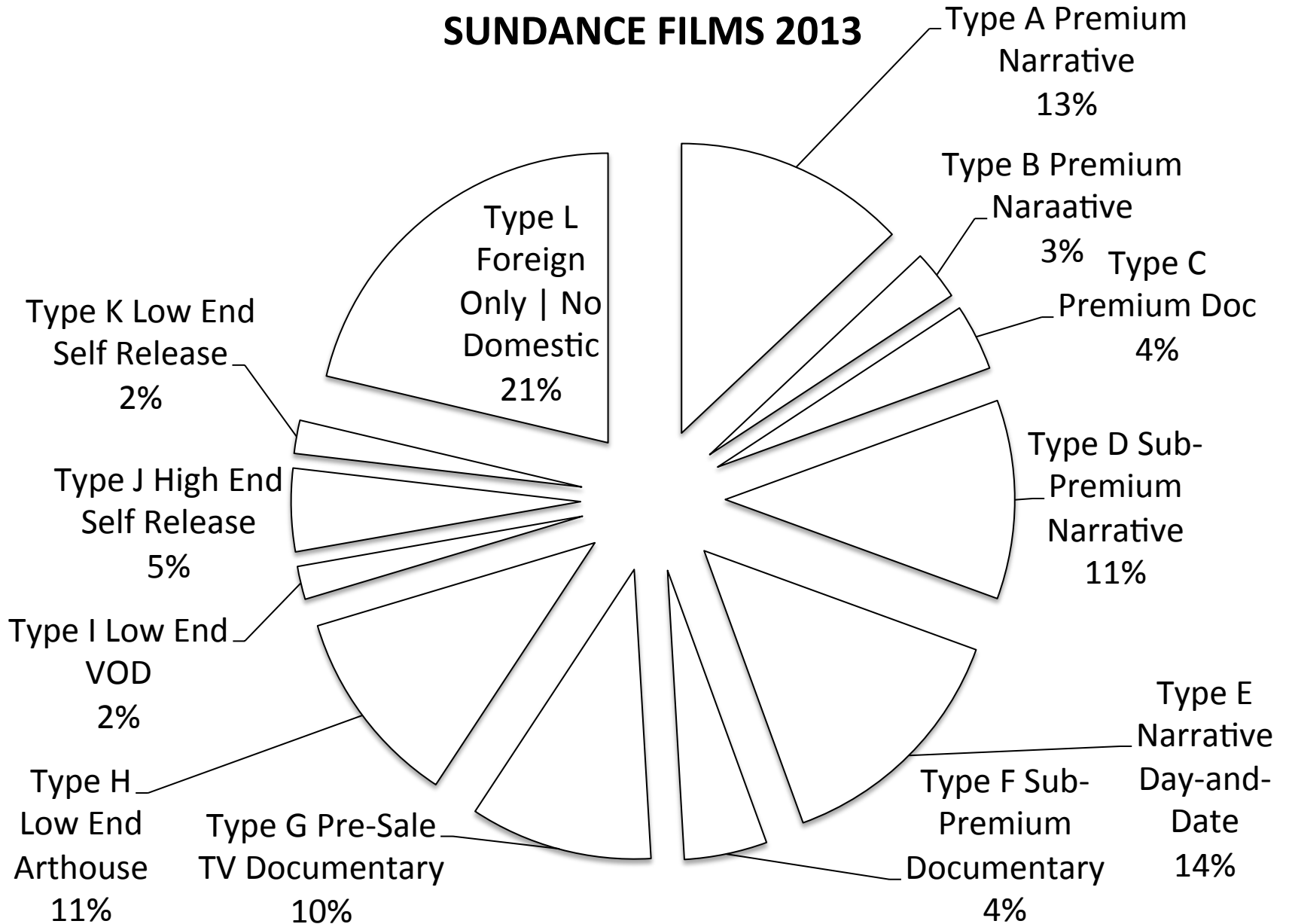
TYPE A	PREMIUM NARRATIVE AWARDS THEATRICAL MAJOR P&A
TYPE B	PREMIUM NARRATIVE DAY-AND-DATE AVERAGE P&A
TYPE C	PREMIUM ALL-RIGHTS DOCUMENTARY
TYPE D	SUB-PREMIUM NARRATIVE THEATRICAL
TYPE E	SUB-PREMIUM NARRATIVE DAY-AND-DATE
TYPE F	SUB-PREMIUM DOCUMENTARY
TYPE G	PRE-SALE TELEVISION DOCUMENTARY
TYPE H	LOW-END ARTHOUSE RELEASE
TYPE I	LOW-END VOD
TYPE J	HIGH-END CREATIVE DIRECT-TO-FAN RELEASE
TYPE K	LOW-END CREATIVE DIRECT-TO-FAN RELEASE
TYPE L	LIMITED FOREIGN-SALES NO DOMESTIC DISTRIBUTION



FROM PREMIUM THEATRICAL TO NO THEATRICAL



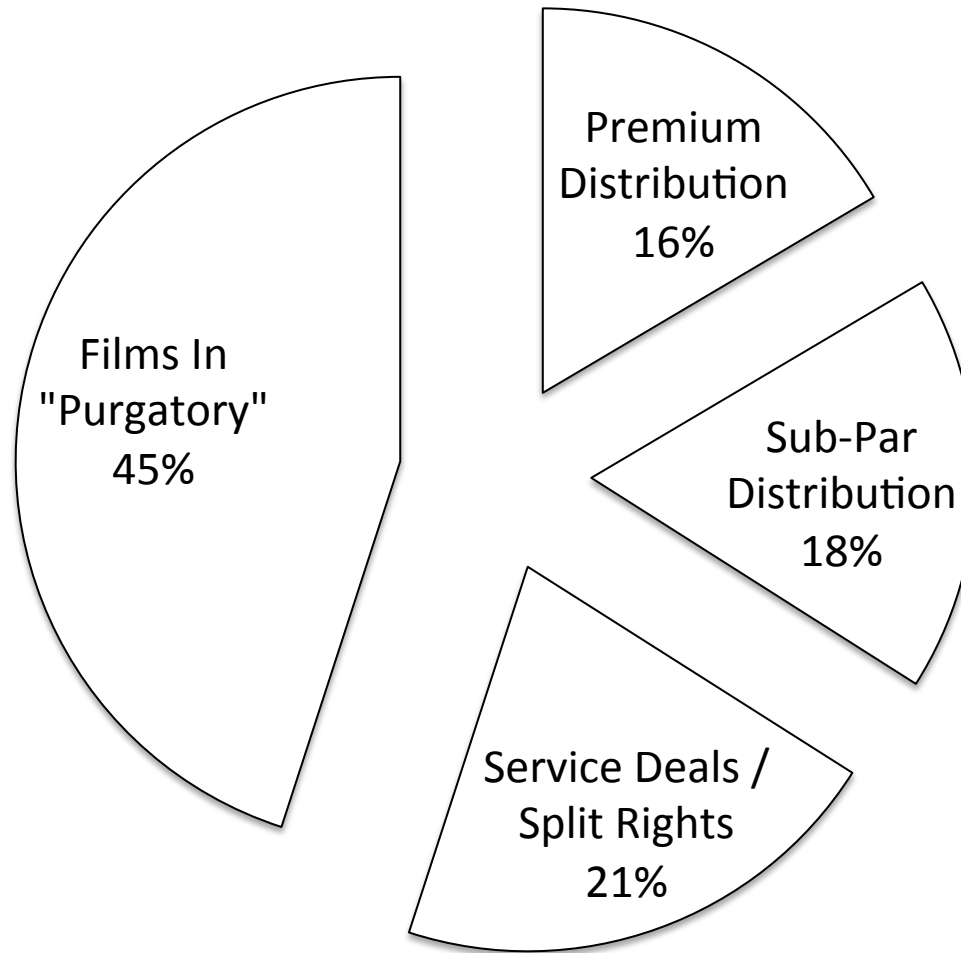
SUNDANCE FILMS 2013



New distribution and financing realities have brought seismic and permanent changes to the film industry.

Even when films are acquired, market realities don't create sustainable income for artists.

SUNDANCE FILMS OVER LAST 5 YEARS



OUR STRENGTHS

As a non profit, our mission is to support independent artists in telling their stories and to connect their work with audiences.

Brand-Power to Organize Content

Curatorial Reputation for Quality

Educational Expertise

Harnessing Indie Content Community

OUR GOALS

To *further our mission* of connecting Sundance Institute supported films with audiences, by providing exclusive access to digital distribution, creative funding and marketing support to our filmmakers.

To add value to artists and audiences alike by *bringing attention to the best independent films* in an increasingly cluttered environment.

To *empower filmmakers* to choose their own distribution campaigns and strategies, and to *maximize revenue generating opportunities*.

To serve as a conduit to opportunities, but *neither a distributor nor a rights-holder of the content*.

Access to Creative Distribution, Funding and Support Services



KICKSTARTER



hulu



TOPSPIN®

PARTNERSHIPS AT LAUNCH



slated



XBOX LIVE



REELHOUSE

SnagFilms®



vimeo



Expansion Partnerships



Collaboration Partnerships

*\$1,000 Expense Cap
Upfronted By Cinedigm*

10% Gross Fee to Cinedigm + Upfront
3.5% Gross Fee to Sundance Institute

**≈86.5% GROSS TO
ARTISTS**

Term: 48 Months

Sundance Institute's Digital Distribution

Launches

Q1 /

2012 – Q2 / 2013

Gross Receipts

\$528,015

Films Launched

80

Net to Artists

\$417,247

REVENUE IS GROWING

The first two quarterly reports of revenue in 2013 are already double the total revenue of 2012



- BRARY
- Music
- Movies
- TV Shows 22
- Podcasts
- iTunes U 2
- Books
- Apps 9
- Ringtones
- Radio
- MORE
- iTunes Store
- Ping
- Purchased
- SHARED
- Home Sharing
- GENIUS
- Genius
- Genius Mixes
- PLAYLISTS
- iTunes DJ
- 90's Music
- Classical Music
- Music Videos
- My Top Rated
- Recently Added
- Recently Played
- Top 25 Most Played
- Books
- COMPOSERS NIGH...
- Genius
- iPHONE MUSIC
- iTunes DJ
- JULY 4TH
- Movies
- Music

SUNDANCE FILM FESTIVAL INSTITUTE

We find, love and share the best independent films in the world. We are presented by the non-profit Sundance Institute, founded by Robert Redford in 1981. Explore groundbreaking new work in fiction and documentary in this collection of new discoveries and popular favorites that embody our spirit of independent creative voices.



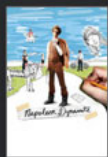
SUNDANCE FILM FESTIVAL INSTITUTE

Sort By: Recent Bestsellers

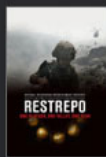


Reservoir Dogs
Action & Adventure
Released Jun 18, 1997
\$3.99 RENT HD MOVIE
\$2.99 RENT MOVIE

Also for Purchase >



Napoleon Dynamite
Comedy
Released Dec 21, 2004
\$9.99 BUY MOVIE
\$2.99 RENT MOVIE



Restrepo
Documentary
Released Jun 27, 2010
\$12.99 BUY HD MOVIE
\$4.99 RENT HD MOVIE

Also in SD >



In Bruges
Comedy
Released Jun 24, 2008
\$14.99 BUY HD MOVIE
\$3.99 RENT HD MOVIE

Also in SD >



Once
Drama
Released Dec 18, 2007
\$9.99 BUY MOVIE
\$2.99 RENT MOVIE



Man On Wire
Documentary
Released Dec 09, 2008
\$14.99 BUY MOVIE



Thirteen
Drama
Released Nov 07, 2003
\$9.99 BUY MOVIE



Waitress
Comedy
Released May 25, 2007
\$9.99 BUY MOVIE



Exit Through the Gift ...
Documentary
Released Jan 24, 2010
\$4.99 RENT HD MOVIE



Garden State
Drama
Released Jan 16, 2004
\$9.99 BUY MOVIE

NETFLIX

NETFLIX



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Roger Tinch | Your Account & Help

Watch Instantly | Just for Kids | Instant Queue | ★ Suggestions For You | Browse DVDs

Genre ▾ New Arrivals Starz Play Instantly to your TV

SUNDANCE
INSTITUTE FILM FESTIVAL

Sundance Institute Channel | About Sundance Institute

- Approximately 500 titles available from Sundance Institute
- Recent independent hits, contemporary favorites, and classics
- Original series, specials, and more

Show rated/seen titles

Gallery View Sortable List

< prev 1 2 3 4 ... 24 next >



Top Rated



Most Popular

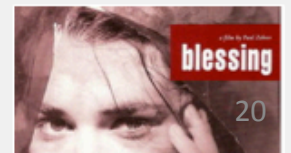
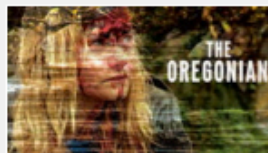


SUNDANCE FILM FESTIVAL | INSTITUTE

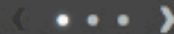
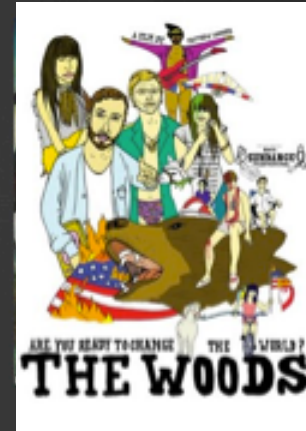


POPULAR FROM THE SUNDANCE INSTITUTE

Popular Today ▾



Movies > All Categories ▾



New Releases »



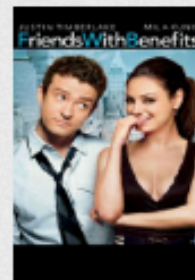
The Hangover Pa...

\$3.99



The Debt

\$3.99



Friends With Ben...

\$3.99

1 of 3



Top Movie Rentals

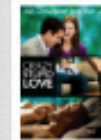


1

The Change-Up

24% positive reviews

\$3.99

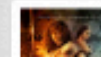


2

Crazy, Stupid, Love

77% positive reviews

\$3.99



3



XBOX LIVE

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Browse Sundance

SUNDANCE FILM FESTIVAL | INSTITUTE

Movies
TV Shows

SORT BY Best selling all-time

FILTER BY:

CATEGORY:

View All

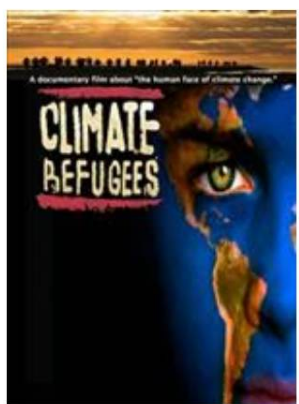
GENRE:

All Genres

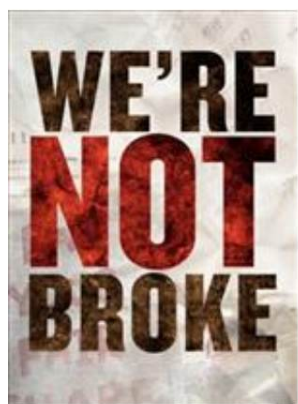
STUDIO:

Sundance

10 20 50 100



Climate Refugees
2012



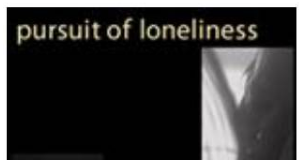
We're Not Broke
2012



Semper Fi - Always Fai...
2011



High Tech, Low Life
2013



NOW AVAILABLE

SUNDANCE INSTITUTE COLLECTION



1 - 10 of 15



Indie Game: The Movie
 2012 / NR / 104 min / Documentary
 Director:
 Lisanne Pajot



Rent from \$3.99

SD HD HDX

Theatrical

Theatrical On-Demand

Browse Titles

All Titles

View Style: Grid | List

Sort by Name (A→Z)

Showing All 690 Unfiltered Titles

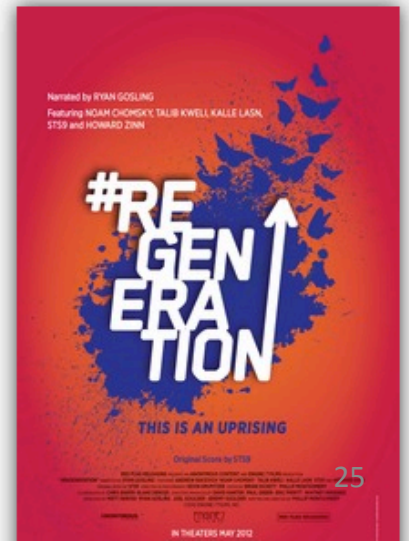
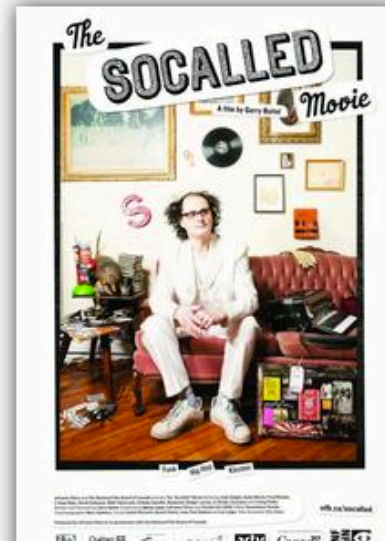
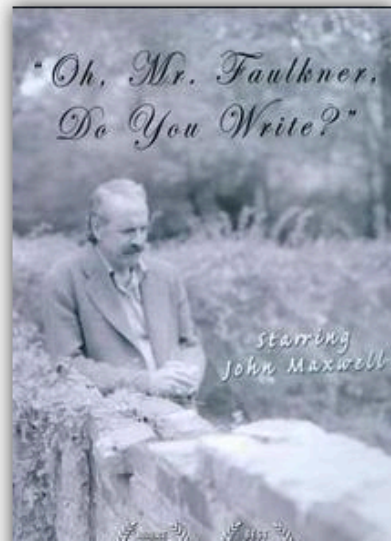
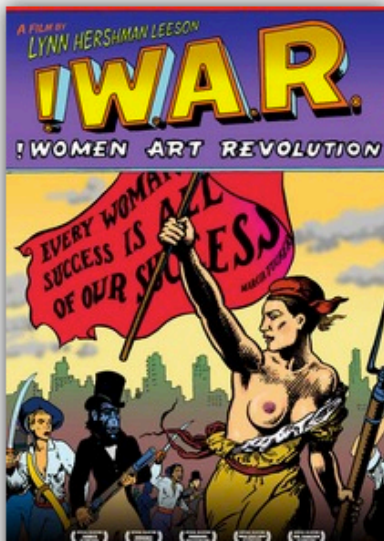
Filter ▶

Clear All Filters

Search

Title Keyword

« 1 2 3 4 5 ... 29 »





Blood Brother

[Create Event](#)

Blood Brother is an intimate portrait of Rocky Braat, a young man who longed to find a family. He didn't know it, but this desire would lead him to an AIDS hostel in India, a...
[Read more](#)

2013, 93 min.

Documentary

Director: Steve Hoover

Starring: Rocky Braat, Steve Hoover

[Follow This Title](#)

Share This Film



Link

Official Links

Tugg Events for this film in

All Cities

Blood Brother - Austin, TX hosted by Brittney Justice

Oct. 14, 2013 Austin, TX, 7:30pm at Alamo Drafthouse Slaughter Lane | **Sold Out**

Blood Brother - ** Additional Tickets now available! See Event Info for more details!

** hosted by Randy Berler and the South Bay Film Society

Oct. 14, 2013 Torrance, CA, 7:30pm at AMC Rolling Hills 20 | **Sold Out**

Blood Brother hosted by Randy and the Southbay Film Society



Creative Funding



SUNDANCE INSTITUTE'S KICKSTARTER "COACHES" ARE PUTTING INDIE FILM FUNDING ON STERIODS

BY: [AUSTIN CARR](#)

The Sundance Institute is coaching filmmakers on how to raise money on Kickstarter, and catalyzing a resurgence in indie film production.

0 NOTES

121 TWEETS

53 LIKES

KICKSTARTER

Launches

January 2011

Dollars Raised for Artists **\$5,920,519**

Projects Graduated 182

Projects Failed 19

Net to Artists

\$5,624,492


KICKSTARTER BLOG
EST. 2009

Kickstarter at Sundance 2012: 14 films and counting!

[Elisabeth Holm](#) · December 8, 2011 · 4 comments



On Tuesday, the Sundance Film Festival made their final 2012 selection announcement, and we were thrilled to count FOURTEEN Kickstarter projects in this year's slate!

110 feature-length films were selected from 4,042 submissions, and 64 short films culled from 7,675 submissions. In other words, it's easier to get into Harvard than it is to get into

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[Featured Creator: Dana Jo Cooley and the Love Shack Bus Stop](#)

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SUNDANCE
FILM FESTIVAL | INSTITUTE

Sundance Institute Artists

We find, love and share the best independent culture in the world.

Share URL <http://www.kickstarte>

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Embed widget

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1.1k



RICH HILL - Feature Documentary

by Tracy Droz Tragos &

In a rural, American town, kids face heartbreaking choices, find comfort in family bonds and dream of a

Los Angeles, CA

106% FUNDED \$63,650 PLEDGED 6 HOURS TO GO

Sundance alumni and first cousins Tracy Droz Tragos & Andrew Droz Palermo have returned to their hometown Rich Hill, Missouri, to document the struggles and the lives of the people. Join the family of filmmakers to help bring this untold story to life.

<http://kck.st/152Qpm8>



BIKES vs CARS - WE ARE MANY

by Fredrik Gertten

The bicycle, an amazing tool for change. People all over the world are moving towards a new system. Will the

Malmö, Sweden

22% FUNDED \$11,249 PLEDGED 27 DAYS TO GO

Fredrik Gertten premiered his doc 'BIG BOYS GONE BANANAS!' at the 2012 Sundance Film Festival and now is shaking things up with his latest film 'Bikes Vs. Cars.' Help steer this film across the finish line by donating today.

<http://kck.st/1f71Xj>



Bring BEFORE YOU KNOW IT to Theaters!

by PJ Raval

Three gay seniors navigate

Sundance Documentary Feature Program granted PJ Raval funds for the production of 'Before You Know It.' Now, PJ and his team are doing whatever it takes to get this film in theaters. Check out his rad rewards and back this campaign today.



Dollhouse: Based on the (Almost) True Hollywood

by Nicole Brending

A never-before-seen look at

"Holy Roller" Producer Robert Profusek and Nicole Brending are telling the tragic story of child actress and celebrity doll, Junie Spoon. This one-of-a-kind mockumentary about drugs, sex, and rock-n-roll lets Junie's story be heard, so back today.

TYPICAL KICKSTARTER PROJECT \$100,000 P&A

\$100,000 All or Nothing Public Goal

Over-Indexing at 10-20% \$15,000

\$115,000 Raised in 30 Days

-- \$5,175 Kickstarter Fee

-- \$4,600 Credit Card Fees 4.0%

-- \$9,200 Reward Fulfillment and Postage

\$96,025 Artist Net-Revenue

An Honest Liar: The Amazing Randi Story

by Film Flam Films · You're a backer

Home Updates **14** Backers **3,096** Comments **274**

Brooklyn, NY Documentary

Funded! This project successfully raised its funding goal on Feb 15, 2013.



Share Tweet Embed

Curate this

A film about The Amazing Randi that will show how easily our perceptions are fooled – by magicians, con men, and even documentaries.

We did it!!! THANK YOU SO MUCH EVERYONE!

3,096

backers

\$246,989

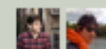
pledged of \$148,000 goal

0

seconds to go

Funding period

Jan 14, 2013 - Feb 15, 2013 (32 days)



Yancey Strickler and
Perry Chen are backers.



Project by

Film Flam Films
Brooklyn, NY

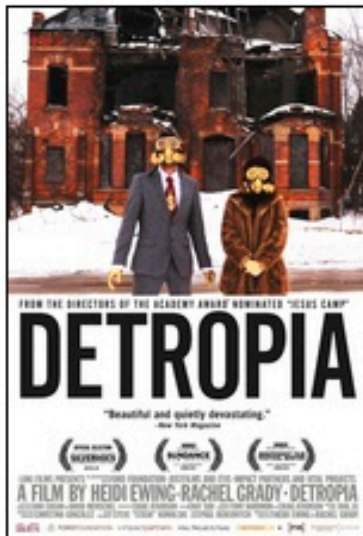
Contact me

First created · 6 backed



Use our suggested Facebook

“The \$100k P&A Budget”



Detropia

Domestic Total Gross: **\$390,024**

Distributor: **Loki Films**

Release Date:
September 7, 2012

Genre:
Documentary

Runtime: **1 hrs. 33 min.**

MPAA Rating:
Unrated

Production Budget: **N/A**

Summary

[Weekend](#)

[Weekly](#)

[Foreign](#)

Total Lifetime Grosses

Domestic: \$390,024

Domestic Summary

Opening Weekend: \$17,414
(#69 rank, 1 theaters, \$17,414 average)

% of Total Gross: 4.5%

[> View All 8 Weekends](#)

Widest Release: 24 theaters

Close Date: February 28, 2013

In Release: 161 days / 23 weeks

Genres

Genre	Rank
Documentary	221



Films ▾

Store

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Now Available: [On Blu-Ray/DVD](#) and [On Demand](#)

BLU-RAY/DVD

AMAZON
BEST BUY
BARNES & NOBLE
WAL-MART

ON DEMAND

ITUNES
AMAZON INSTANT
VUDU
GOOGLE PLAY

DIRECT

STREAM/DOWNLOAD
POWERED BY VHX
BLU-RAY/DVD + DOWNLOAD
FILM & SCORE PACKAGES

IN THEATERS

SEE LISTINGS



75% Blu-ray Units | 25% DCP Units | 50 Venues



Upstream Color

Domestic Total Gross: **\$444,098**

Distributor: **erbp**
Film

Release Date:
April 5, 2013

Genre: **Drama**

Runtime: **1 hrs. 36 min.**

MPAA Rating:
Unrated

Production Budget: **N/A**

Summary

[Weekend](#)

[Weekly](#)

[Foreign](#)

Total Lifetime Grosses

Domestic: \$444,098

Domestic Summary

Opening Weekend: \$28,649
(#57 rank, 1 theaters, \$28,649
average)

% of Total Gross: 6.5%

[> View All 7 Weekends](#)

Widest Release: 43 theaters

Close Date: June 27, 2013

In Release: 84 days / 12 weeks

Genres

Genre

Rank

Mindbender

21

CrossFit
5 hours ago

Join CrossFit in Santa Cruz (CA) on Tuesday, Nov 19th, for an exclusive screening of the action-packed documentary BURN.

100% of the proceeds from this event will go to the Leary Firefighters Foundation.

Purchase tickets online: <http://www.brownpapertickets.com/event/477815> — with Sol Franyel Hank Vera.



Unlike · Comment · Share 63

You and 702 others like this. Top Comments

Write a comment...

Scott Ziegler Nice to see the Crossfit community recognizing our struggle here in the D

Like · Reply · 6 · 4 hours ago via mobile

Frank McDonough So jealous! I'm east coast!

Like · Reply · 5 hours ago via mobile

Paul Ganelin Jorge Ruiz Choco

Like · Reply · 1 · 4 hours ago

Steve Jasset Awesome movie. Hope those guys get some help. As a firefighter in NC, it makes me thankful for what we have.

Like · Reply · 1 · 4 hours ago via mobile

Derrick Anderson Shawn the documentary has been shown across the country in screenings already. It's been on DVD a long while now. Just a viewing for charity.

Like · Reply · 1 · 4 hours ago via mobile

Shawn Hatfield So its a movie about Detroit fire fighters and you are previewing it at a box in CA? If this is a PR thing why wouldn't you do it in detroit.

Like · Reply · 1 · 4 hours ago via mobile



Search Site

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Features

- News
- Showtimes
- Release Sched.

Box Office

- Daily
- Weekend
- Weekly
- Monthly
- Quarterly
- Seasonal
- Yearly
- All Time
- Chart Watch
- International



Burn

Domestic Total as of Jun. 6, 2013:

\$992,576

Domestic Lifetime Gross: \$1,105,749

Distributor: **Callbox LLC**

Release Date:
July 24, 2012

Genre: **Documentary**

Runtime: **1 hrs. 26 min.**

MPAA Rating: **Unrated**

Production Budget: **N/A**

Summary

Weekly

Releases

Total Lifetime Grosses

Domestic: \$1,105,749

Domestic Summary

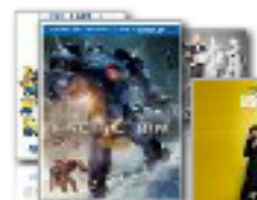
Widest Release: 14 theaters

Genres

Genre

Rank

Bestsellers in Movies



Get Widget

Big Brands Can Make You
BIGGER



"Storytellers broaden our minds: engage, provoke, inspire, and ultimately, connect us."
 — Robert Redford, President and Founder

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#ArtistServices Now Playing

In This Section

- ▶ New Releases
- All Films
- Comedies
- Documentaries
- Dramas
- Native Films
- Weird

Watch Now - Latest Indie Releases

Kick back and enjoy Sundance Institute's favorite modern work, from groundbreaking narrative films and documentaries to popular successes that embody the spirit of independent filmmaking. Available for the first time.

"Emotional. Memorable. Miraculous."
 —The Washington Post

BURN

ONE YEAR ON THE FRONT LINES OF THE
 BATTLE TO SAVE DETROIT

BURN - Rent Today on iTunes

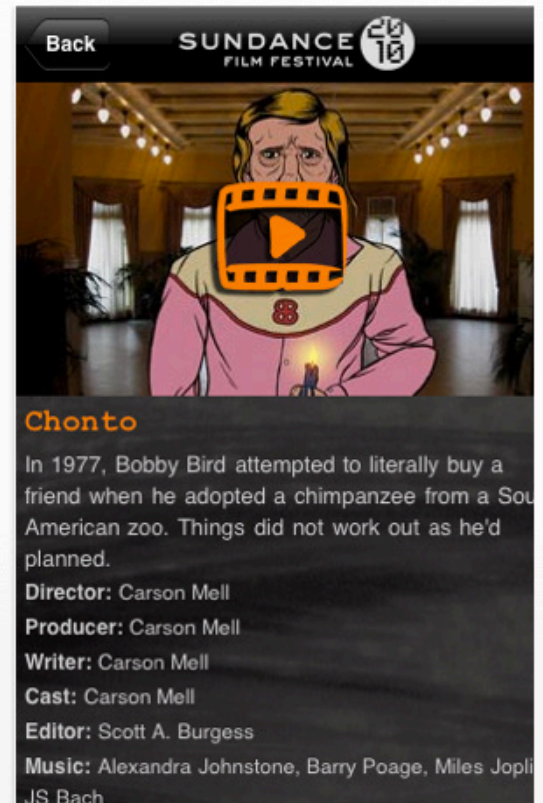
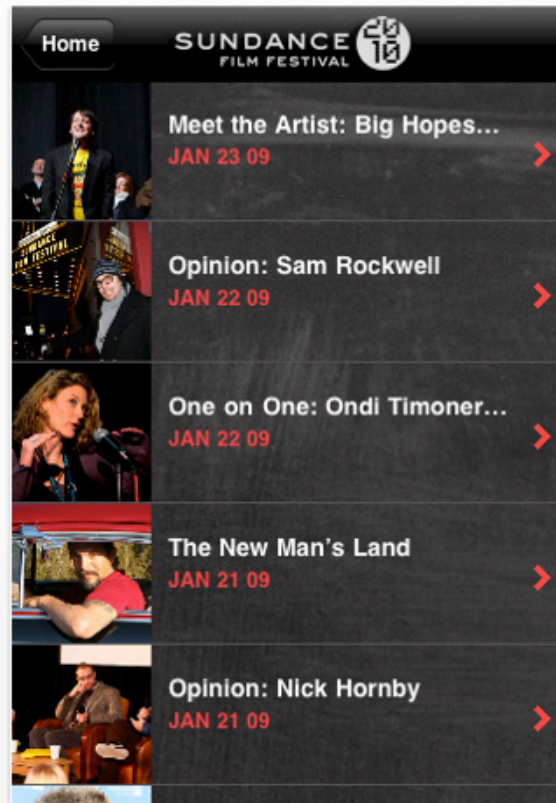
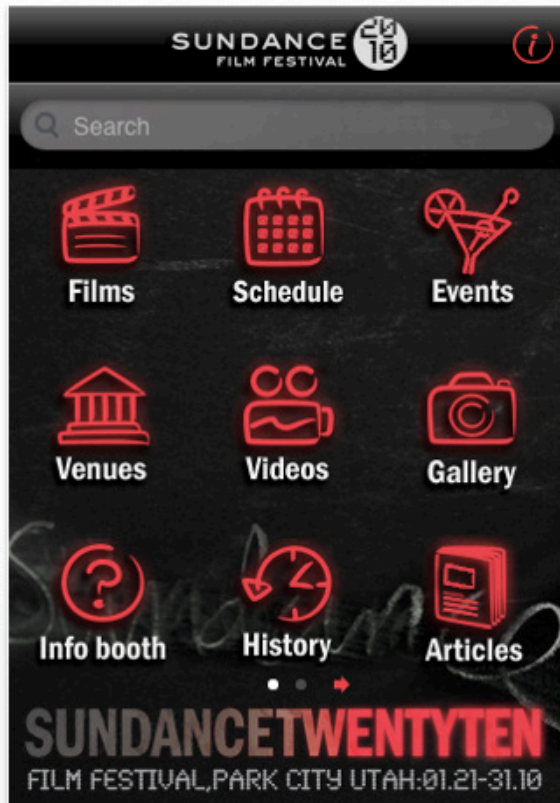
1 2 3 **4** 5 6

New Releases



Mobile Apps for iPhone iPad and Android

iPhone Screenshots

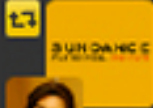


Search: sundance



Cool! RT@sperling Sundance opened its Artist Services website to the public. It's definitely worth checking out <http://t.co/8EUaxZZc>

• ReneRopas, [+]
Mon 09 Jan 16:18 via HootSuite

 We just opened our #ArtistServices website to everyone - get smart about creative funding, distribution and marketing: <http://t.co/TbU32iyj>

sundancefest, (RT by JustSeraphina), [+]
Mon 09 Jan 15:33



Check it out! @sundancefest just opened their #ArtistServices site to everyone. Great info for filmmakers! <http://t.co/U5cX5GPG>

• Kaylenp, [+]
Mon 09 Jan 15:36 via web

Are you Sundance Institute Alumni?
Click Here to Register


Person to Know
Tim League

Distribution Case Study
By Felicia Ptolemy

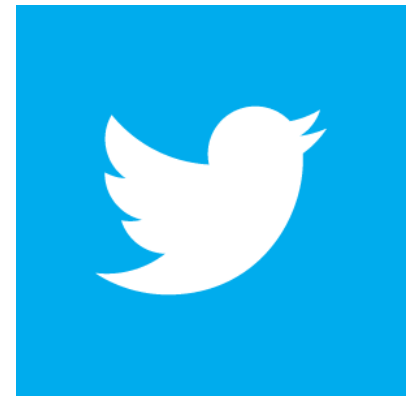
Theatrical Case Study
by Range Life Entertainment

Excellent new Indies now avail 4 viewing via Sundance's Artists Services CHILDREN UNDERGROUND, ENEMIES OF THE PEOPLE
<http://t.co/c2TeSW2E>

• antkaufman, [+]
Wed 18 Jul 11:21 via web

 Sundance entry Enemies Of The People to benefit from Artist Services: The Sundance Institute announced on Wednes...
<http://t.co/PsDoRYil>

• Screendaily, [+]
Wed 18 Jul 14:01 via twitterfeed



In This Section

[Overview](#)

[Twitter for Filmmakers](#)

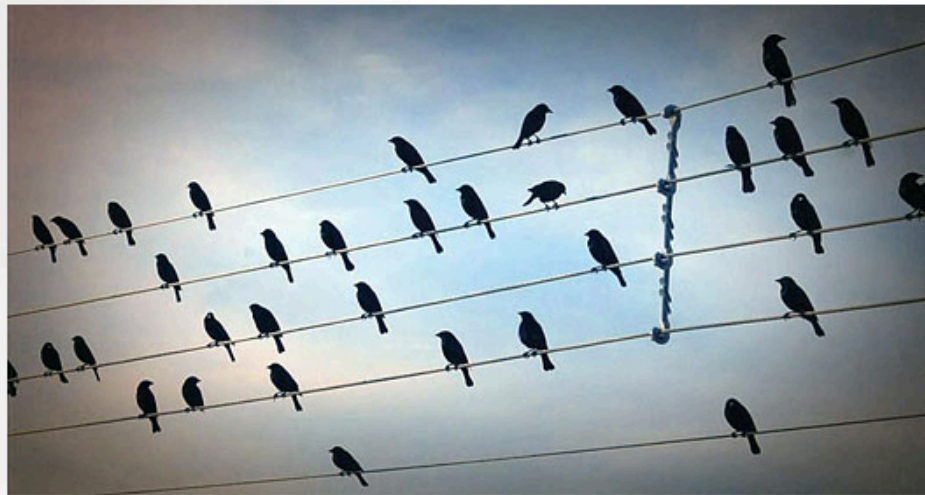
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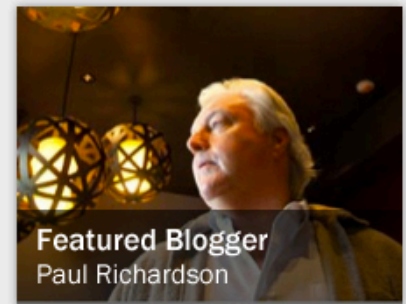
TfF: Twitter for Filmmakers, Part One

Posted Jul 24, 2011, by Josh Grau, Brand Solutions at Twitter

Josh Grau (@grauface) leads sales development for Brand Solutions at Twitter. He focuses on developing large-scale event-based programs for marketers and works closely with movie studios to develop Twitter-specific marketing strategies for major releases. Prior he headed business development for YouTube Branded Entertainment, and Director of Marketing for ESPN and CBS.

Greetings Sundance Alumni! I'm thrilled to be a contributor to this exciting new Artist Services site and help share some insights into the wild world of Twitter.

The great thing about Twitter is that it doesn't



#ARTIST SERVICES

Conceive,
Strategize and
Deploy Creative Control



- HOME
- CREATIVE FUNDING
- DISTRIBUTION
- MARKETING
- THEATRICAL
- BLOGS
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