



**hi, i'm missy**  
**@missmissylaney**







sundance  
institute

MISSY  
Laney

13 SU  
AB

**Sundance  
Film  
Festival  
2016**

**Institute Staff**  
Ticket Required

**Missy  
Laney**

**Manager  
#ArtistServices**

NON-TRANSFERABLE



1380082005322

**sundance.org**



**SUNDANCE  
FILM FESTIVAL**

**EGYPTIAN**



TRIBECA  
FILM  
FESTIVAL



TRIBECA  
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PRESENTED BY AT&T

TRIBECA  
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FESTIVAL

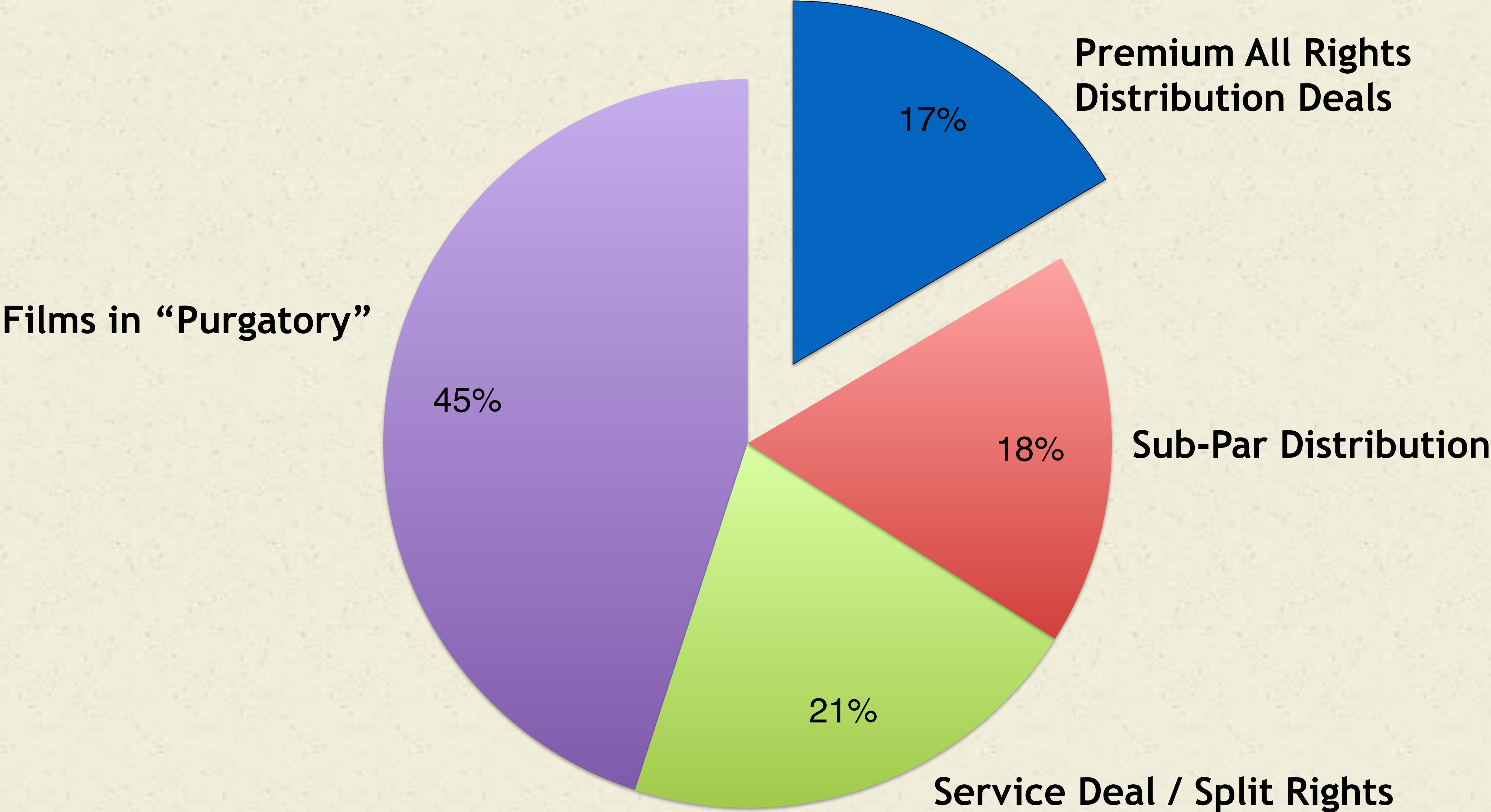
PRESENTED BY AT&T

HUDSON INDUSTRY  
Missy Laney  
BitTorrent Inc  
Director of Creative Initiatives

637690819



# SUNDANCE FILM FESTIVAL 2008-2015



## WHEN [LEAVING DISTRIBUTION](#) OFFERS ON THE [TABLE IS YOUR FILM'S](#) BEST BET



BY: KEREM SANGA  
TUESDAY, OCTOBER 18TH, 2016



'First [Girl I Loved](#)' is now available on iTunes and all other digital platforms.



# WHY WE CHOSE TO SELF-RELEASE *NUTS!*, A FILM ABOUT GOAT TESTICLES AND SO MUCH MORE



BY: JAMES BELFER  
THURSDAY, SEPTEMBER 8TH, 2016

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*NUTS!* is currently available on [iTunes](#), Amazon, Google Play, Vudu, BitTorrent NOW, and Vimeo On-Demand. Theatrical screenings are still being held through October. For more information please visit [www.nutsthefilm.com](http://www.nutsthefilm.com).

# VARIETY

*Not that long ago, the choice was simple: Release a movie in theaters first or directly to video. **Nowadays, distributors debate whether to release movies on several platforms at once, or if those same films should debut internationally before the U.S.** The goal, as always, is to maximize coin while keeping up with demand.*

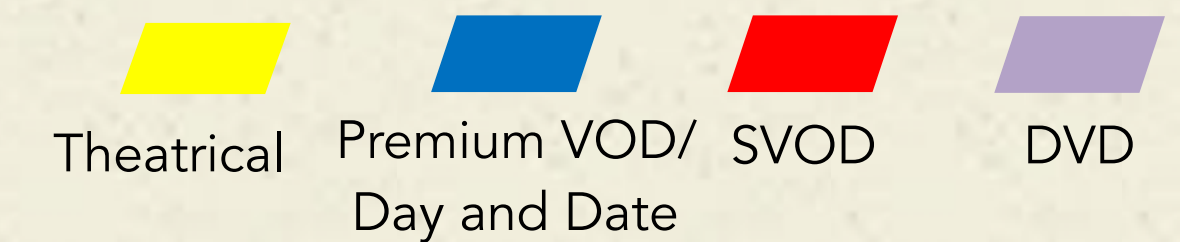
Ian Blair, “Distributors Experiment As Windows Collapse”, 2012

# Channels of Distribution

- Festivals
- One-Off / Event Screenings
- Arthouse & National Theatrical Release / Theatrical on Demand (Tugg/Gathr)
- Educational Sales
- Video On Demand 
- Subscription VOD (SVOD)
- Pay TV
- DVD / Bluray
- Television / Broadcast
- Non-Theatrical
- Airlines Rights

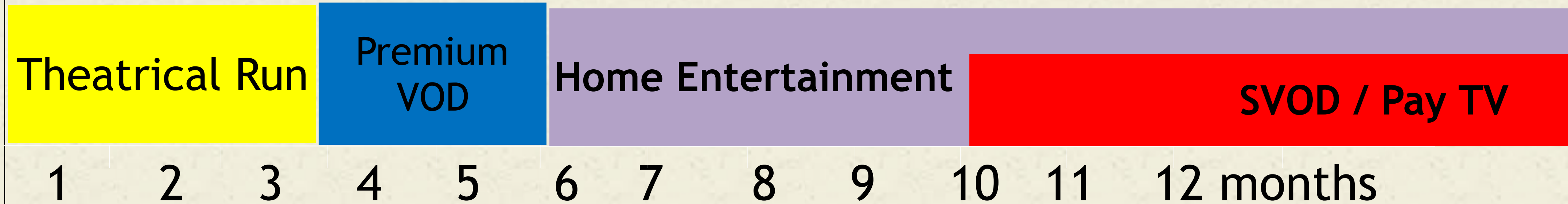
- Transactional cable VOD (Time Warner/Comcast)
- Transactional digital VOD (iTunes, Vimeo)
- Subscription VOD (SVOD; Netflix, Amazon)
- Advertising VOD (Hulu, BitTorrent)

# Windowing Strategies



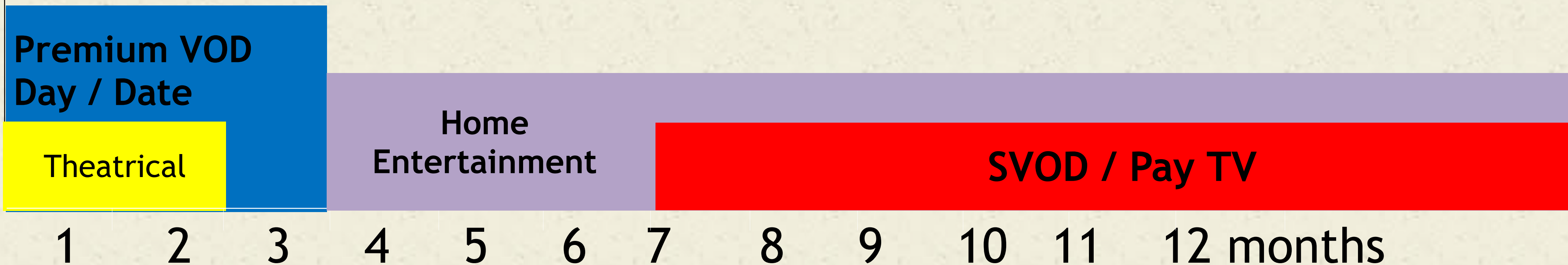
## Traditional Timeline

**Festival  
Premiere**

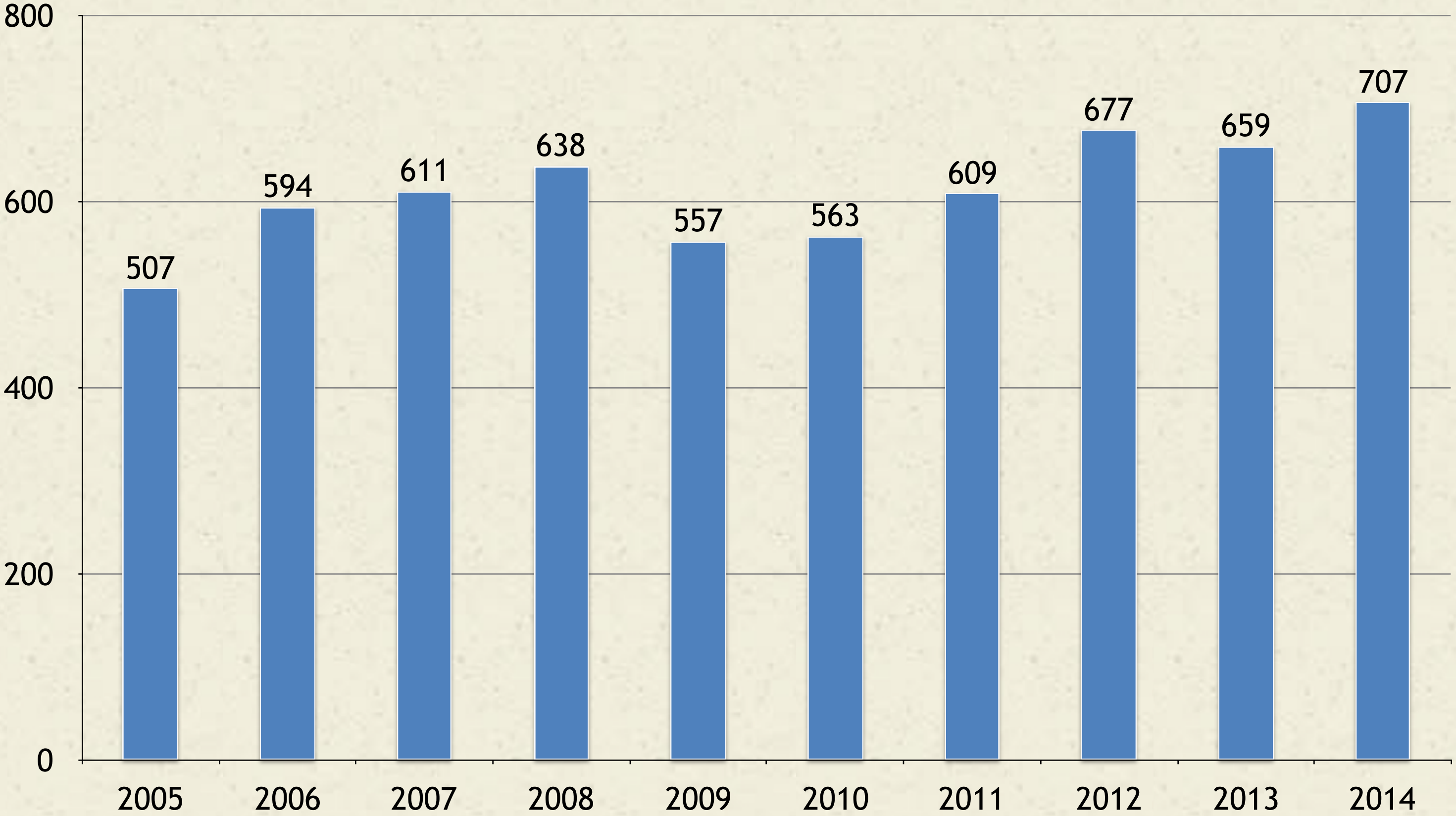


## Date & Date Timeline

**Festival  
Premiere**



# Films Released Theatrically in the USA 2005 - 2014



**40% +  
from 2005 to 2014**

Sources: Rentrak Corporation & MPAA

10  
YEARS  
OF  
iTunes  
Movies



**iTunes Movies** 

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10-movie bundles for \$10.

(US) [#iTunesMovies10](https://twitter.com/iTunesMovies10) [iTunes.com/10thAnniversary](https://iTunes.com/10thAnniversary)

10:10 PM - 11 Sep 2016

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A young boy with short dark hair, wearing a blue polo shirt, is looking towards a woman with long blonde hair. They are in a store, with metal shelving units visible in the background. The woman is looking at the boy. The text "Do you make money from your art?" is overlaid at the bottom of the image.

**Do you make money from your art?**



**thank you**  
**@missmissylaney**