Digital Release Strategies
Standard VOD

**Theatrical**
- 8 Months $244,000

**Digital & Physical & Cable**
- DTR & DTO $13,000
- DVD $5,000
- CVOD n/a

**SVOD (Projected)**
- $25,000 - $50,000

**AVOD (Projected)**
- $10,000 - $15,000

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**Documentary (90’)**
100%

**STANDARD**
- **DTO** $12.99 $9.99
- **DTR** $4.99 $3.99

**PRICE**
- Promo & Sale Pricing $.99 DTR $5 DTO

**TIME**
- Fall 2012
- +12 Months
- +13-14 Months
- +18 Months

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**Pricing**
- DTR $4.99 $3.99
- DTO $12.99 $9.99

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**Promo & Sale**
- $0.99 DTR $5 DTO

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100%STD
Premium VOD

**Theatrical**
- 5 Weeks: $113,000

**Day-and-Date Digital**
- DTR: $25,000
- CVOD: $117,000

**Physical & Digital**
- DTR & DTO: $20,000
- CVOD: $72,000
- DVD: $10,000

**SVOD**
- 12 months: $10,000

**AVOD (Projected)**
- $7,000 - $12,000

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*Scripted (90’) Drama*
*Notable Cast 60%*

*Premium DTR $6.99*

*Standard TVOD*

*Promo & Sale Pricing*

Summer 2012
+3 Months
+13-14 Months
+9 - 12 Months
Ultra VOD

Pre-Theatrical / Ultra
- DTR: $7,000
- CVOD: $56,000

Theatrical
- DTR: $2,500
- CVOD: $44,500

TVOD & Physical
- DTR & DTO: $9,800
- CVOD: $50,000
- DVD: $20,000

SVOD
- 12 Months: $35,000

AVOD (Projected)
- $7,000 - $15,000

Early 2013
- +1 Month
- +3 Months
- +13-14 Months

Promo & Sale Pricing

Price

Time

55%

Scripted (90)
Horror
Notable Cast

Ultra
DTR
$9.99

Premium
DTR
$6.99

Standard
New
Release

SVOD

AVOD (Projected)
**DIRECT TO DIGITAL**

**Scripted (90')**
- Notable Festivals: 60%
- Early 2013 Launch

- **TVOD** = $6,700
  - iTunes (80%)
  - Amazon (8%)
  - XBox (5%)
  - Sony (2%)
  - Vudu (3%)
  - Google (3%)
- **AVOD** = $3,500
- **SVOD** = $3,000

**Documentary (90')**
- Popular Hook
- Unrated
- Early 2011 Launch

- **TVOD** = $18,000
  - iTunes (58%)
  - Amazon (17%)
  - XBox (10%)
  - Sony (10%)
  - Vudu (2%)
  - Google (3%)
- **AVOD** = $40,000
- **SVOD** = $25,000
- **Physical** = $30,000