#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

<table>
<thead>
<tr>
<th>Type</th>
<th>Package Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type A</td>
<td>Premium Narrative</td>
</tr>
<tr>
<td>Type B</td>
<td>Premium Narrative</td>
</tr>
<tr>
<td>Type C</td>
<td>Premium All-Rights Documentary</td>
</tr>
<tr>
<td>Type D</td>
<td>Sub-Premium Narrative Theatrical</td>
</tr>
<tr>
<td>Type E</td>
<td>Sub-Premium Narrative Day-and-Date</td>
</tr>
<tr>
<td>Type F</td>
<td>Sub-Premium Documentary</td>
</tr>
<tr>
<td>Type G</td>
<td>Pre-Sale Television Documentary</td>
</tr>
<tr>
<td>Type H</td>
<td>Low-End Arthouse Release</td>
</tr>
<tr>
<td>Type I</td>
<td>Low-End VOD</td>
</tr>
<tr>
<td>Type J</td>
<td>High-End Creative Direct-to-Fan Release</td>
</tr>
<tr>
<td>Type K</td>
<td>Low-End Creative Direct-to-Fan Release</td>
</tr>
<tr>
<td>Type L</td>
<td>Limited Foreign-Sales</td>
</tr>
</tbody>
</table>

From Premium Theatrical to No Theatrical

FROM PREMIUM THEATRICAL TO NO THEATRICAL
SUNDANCE FILMS 2013

Type A Premium Narrative 13%
Type B Premium Narrative 3%
Type C Premium Documentary 4%
Type D Sub-Premium Narrative 11%
Type E Narrative Day-and-Date 14%
Type F Sub-Premium Documentary 4%
Type G Pre-Sale TV Documentary 10%
Type H Low End Arthouse 11%
Type I Low End VOD 2%
Type J High End Self Release 5%
Type K Low End Self Release Only | No Domestic 21%
Type L Foreign Only | No Domestic
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

- Films In "Purgatory" 45%
- Premium Distribution 16%
- Sub-Par Distribution 18%
- Service Deals / Split Rights 21%

Films In "Purgatory" 45%
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
PARTNERSHIPS AT LAUNCH

- CINEDIGM
- KICKSTARTER
- Amazon Instant Video
- iTunes
- Netflix
- Hulu
- YouTube
- Sundance NOW
- TOPSPIN
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
2012 – Q2 / 2013
Gross Receipts  Q1 /
Films Launched

Net to Artists  $528,015
80

$417,247
REVENUE IS GROWING

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

FILTER BY:
CATEGORY:
View All

GENRE:
All Genres

STUDIO:
Sundance

Movies
TV Shows

SORT BY
Best selling all-time

Climate Refugees
2012

We're Not Broke
2012

Semper Fi - Always Faithful...
2011

High Tech, Low Life
2013

pursuit of loneliness

pursuit of loneliness

pursuit of loneliness
Theatrical
Blood Brother

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

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 STEROIDS

BY: AUSTIN CARR

The Sundance Institute is coaching filmmakers on how to raise money on Kickstarter, and catalyzing a resurgence in indie film production.
Launches
  January 2011
Dollars Raised for Artists $5,920,519
Projects Graduated 182
Projects Failed 19

Net to Artists $5,624,492
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
Sundance Institute Artists

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

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/152Opm8

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/1f7i1Xj

"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 Flim Flam Films · You're a backer

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

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!
“The $100k P&A Budget”
Detropia

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

<table>
<thead>
<tr>
<th>Distributor: Loki Films</th>
<th>Release Date: September 7, 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Genre: Documentary</td>
<td>Runtime: 1 hrs. 33 min.</td>
</tr>
<tr>
<td>MPAA Rating: Unrated</td>
<td>Production Budget: N/A</td>
</tr>
</tbody>
</table>

**Total Lifetime Grosses**

<table>
<thead>
<tr>
<th>Domestic: $390,024</th>
</tr>
</thead>
</table>

**Domestic Summary**

- Opening Weekend: $17,414
  - (#69 rank, 1 theaters, $17,414 average)
  - % of Total Gross: 4.5%

- Widest Release: 24 theaters
- Close Date: February 28, 2013
- In Release: 161 days / 23 weeks

**Genres**

<table>
<thead>
<tr>
<th>Genre</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Documentary</td>
<td>221</td>
</tr>
</tbody>
</table>
75% Blu-ray Units | 25% DCP Units | 50 Venues
# Upstream Color

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

<table>
<thead>
<tr>
<th>Distributor: erbp Film</th>
<th>Release Date: April 5, 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Genre: Drama</td>
<td>Runtime: 1 hrs. 36 min.</td>
</tr>
<tr>
<td>MPAA Rating: Unrated</td>
<td>Production Budget: N/A</td>
</tr>
</tbody>
</table>

## Summary

### Total Lifetime Grosses

| Domestic: $444,098 |

### Domestic Summary

- **Opening Weekend:** $28,649
  - (#57 rank, 1 theaters, $28,649 average)
  - % of Total Gross: 6.5%

Widest Release: 43 theaters
Close Date: June 27, 2013
In Release: 84 days / 12 weeks

### Genres

<table>
<thead>
<tr>
<th>Genre</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mindbender</td>
<td>21</td>
</tr>
</tbody>
</table>
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.

**CrossFit presents an exclusive one-night only screening of BURN**

**TUESDAY, NOVEMBER 19, 2013 AT 7PM**

**Firefighters and filmmakers from the film will be in attendance**

Unlike · Comment · Share 63

You and 702 others like this.

**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

**SAVE THE DATE**

**BURN**

**DETOIT PREMIERE**

& FUNDRAISER SCREENINGS

SEPT. 28 & 29 @ THE FILLMORE

TICKETS ON SALE NEXT WEEK

**A FILM BY**

TOM PUTNAM & BRINNA SANCHEZ

EXECUTIVE PRODUCERS
DENIS LEARY & JIM SERPICO

**APRIL 21-24 AT 7:30 PM**

**APRIL 25-26 AT 7:30 PM & 9:30 PM**

**BURN AT FDIC 2013**

THE IMAX THEATER IN THE INDIANA STATE MUSEUM
630 W. WASHINGTON ST. INDIANAPOLIS, IN 46204

TICKETS $20
AT DETROITFIREFILM.ORG OR AT THE DOOR

USA W/ FILMMAKERS & DETROIT FIREFIGHTERS AFTER EACH SCREENING CASH BAR W/ BEER & WINE

MSA PROUDLY SUPPORTS BURN

Facebook.com/burnfilm

MSA detroitfirefilm.org
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

Total Lifetime Grosses
Domestic: $1,105,749

Domestic Summary
Widest Release: 14 theaters

Genres

<table>
<thead>
<tr>
<th>Genre</th>
<th>Rank</th>
</tr>
</thead>
</table>

Bestsellers in Mo
Big Brands Can Make You BIGGER
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

New Releases
Mobile Apps for iPhone iPad and Android

**iPhone Screenshots**

- **Films**
- **Schedule**
- **Events**
- **Venues**
- **Videos**
- **Gallery**
- **Info booth**
- **History**
- **Articles**

**Meet the Artist: Big Hopes...**
JAN 23 09

**Opinion: Sam Rockwell**
JAN 22 09

**One on One: Ondi Timoner...**
JAN 22 09

**The New Man’s Land**
JAN 21 09

**Opinion: Nick Hornby**
JAN 21 09

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**Chonto**

In 1977, Bobby Bird attempted to literally buy a friend when he adopted a chimpanzee from a South American zoo. Things did not work out as he'd planned.

**Director:** Carson Mell  
**Producer:** Carson Mell  
**Writer:** Carson Mell  
**Cast:** Carson Mell  
**Editor:** Scott A. Burgess  
**Music:** Alexandra Johnstone, Barry Poage, Miles Joplins, JS Bach
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

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

Screeendaily, [+]
Wed 18 Jul 14:01 via twitterfeed
TfF: Twitter for Filmmakers, Part One

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

Josh Grau (@graface) 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

CREATIVE FUNDING
How to Fundraise for the Cause Behind Your Film

DISTRIBUTION
Tips for Navigating Digital Distribution

MARKETING
Sundance Google+ Hangout: New Frontier of Storytelling – Transmedia Disruptors

THEATRICAL
#ArtistServices Workshop Hits New York City Sept 18

In the News
Links of Note
More In The News >>

Peter Knecht, Indiewire: The 25 Highest Grossing Indies of 2013 (A Running List)

Peter Knecht, Indiewire: 10 Things You Should Know About the 2013 Foreign Language Oscar Contenders

Paula Bernstein, Indiewire: Top 10 Indies in the iTunes Store This Week

Torrent Freak: Piracy Isn't Killing The Entertainment Industry, Scholars Show

Lucas Shaw, The Wrap: 5 Things to Know About the Future of Raising Money Online

Now Playing
Latest Independent Films

45