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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

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.
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**
- **Theatrical Run**
- **Premium VOD**
- **Home Entertainment**
- **SVOD / Pay TV**

### Date & Date Timeline
- **Festival Premiere**
- **Premium VOD Day / Date**
- **Theatrical**
- **Home Entertainment**
- **SVOD / Pay TV**
Films Released Theatrically in the USA
2005 - 2014

40% + from 2005 to 2014

Sources: Rentrak Corporation & MPAA
iTunes Movies is turning 10!
10-movie bundles for $10.
(US)#iTunesMovies10iTunes.com/10thAnniversary
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