



STORAGE VISIONS® 2010

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TITLE: Distributing Your Movie Without Hollywood's Help

ABSTRACT

Today's digital video products enable anyone with a dream and a few extra dollars in their pocket to make a movie. But, what most indie filmmakers soon discover after finishing their magnum opus is that making a movie is only half the challenge. The other half is actually getting that movie seen. The good news is that filmmakers today no longer need a Hollywood distribution deal to get their movie in front of an audience. In this discussion, I will review a number of distribution avenues including:

- ◆ 4-walling a movie theater
- ◆ DVD mastering and replicating companies, such as Disc Makers and PacificDisc
- ◆ Internet retailers, such as Filmbaby and Amazon
- ◆ Internet download services, such as IODA and Cinema now
- ◆ Independent distributors, such as Anchor Bay and Brain Damage Films
- ◆ Internet video rental services, such as NetFlix and GreenCine

I will explain the processes, costs and gotchas, for each channel, and conclude with a few tips and tricks to help generate publicity for a movie once it's publically available.

BIOGRAPHY

Rick Popko is founder and president of 4321 Films, a San Francisco-based independent production company. 4321 Films has produced two feature horror/comedies, Monsturd (2003) and RetarDEAD (2008). Prior to founding 4321 Films, Rick was a journalist and wrote about digital video technology trends for Multimedia World, PC World, MacWorld, Maximum PC, DV, Computer Shopper, Streaming Media and CNET Networks. He is a graduate of San Francisco State University and holds a bachelor of arts in screenwriting.