

The image features two large, thick black L-shaped brackets. One is positioned in the top-left corner, and the other is in the bottom-right corner. They are oriented towards each other, framing the central text.

DISTRIBUTION

Kunal Srivastava

WAYS TO DISTRIBUTE YOUR FILM

You have made a film, now what?

Types of Platforms

- AVOD (Advertising based Video on Demand) – **VOOT, HOTSTAR, MX PLAYER, SONY LIV**
- SVOD (Subscription based Video on Demand) – **NETFLIX, AMAZON PRIME, ZEE 5**
- TVOD (Transaction based Video on Demand) – **YOUTUBE, PAY PER VIEW, GOOGLE PLAY**
- FVOD (Free Video on Demand) – **YOUTUBE, VIMEO, FACEBOOK**
- IPTV (Internet Protocol Television) – **AIRTEL XSTREAM, ACT, JIO TV**
- DTH (Direct to Home) – **TATA SKY, DISH TV, AIRTEL TV**
- Mobile Apps
- Movie Theatres
- Television Channels- **CABLE**
- Airlines, Cars, Trains

Types of Rights

- Exclusive Rights
- Non Exclusive Rights
- Licensing period – 3 years, 5 Years, Perpetuity
- Royalty, Revenue Share, Upfront
- Music Rights
- Digital Rights – OVER THE TOP (OTT)
- Theatrical Rights
- Geo-Locations

Distribution Material

- Press kit
- Trailer
- Website
- Media & Marketing Plan
- Social Media Presence
- Posters
- Film Stills
- Behind the Scenes Stills (Making Of)
- Secured Screener on Vimeo
- Synopsis
- Dialogue Sheet (SRT file)

How to Distribute

- You have a product in hand. Every Film is different.
- Find out the USP of the film
- Make a Publicity and Release plan, design marketing collaterals
- Target the demographics and market which may appeal to the film, build an audience
- Do Social Media Marketing, ask friends to promote
- Put the Secured Screener on Vimeo
- Design a Press Kit
- Send to festivals, hold public screenings

Whatever happens, remember this: the skills and connections you make on your journey to securing a film distribution deal will serve you in your current film, as well as your independent film projects to come. Get on out there and cultivate your own contacts.