

Own Your Destiny: The Shopify of Film Distribution



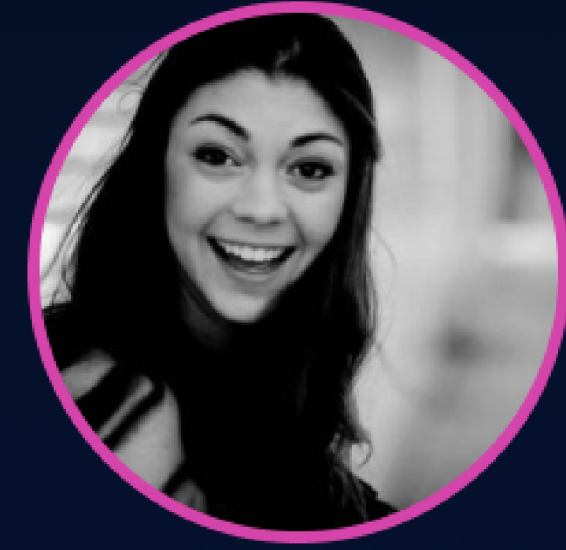
David White



Deirdre Haj



Tanner Stechnij



Ahbra Perry

Retail evolution

Physical Retail Store



Sell on Amazon



Create your own online store

No requirement to have a physical store

Shopify

- **\$54.89 Billion** – Market Cap
- **\$197.2 Billion** – Total dollar value of orders through the platform

Why?

- Too many products on Amazon
- Want to own the customer
- Want to own the data

Film evolution



Self Distribution

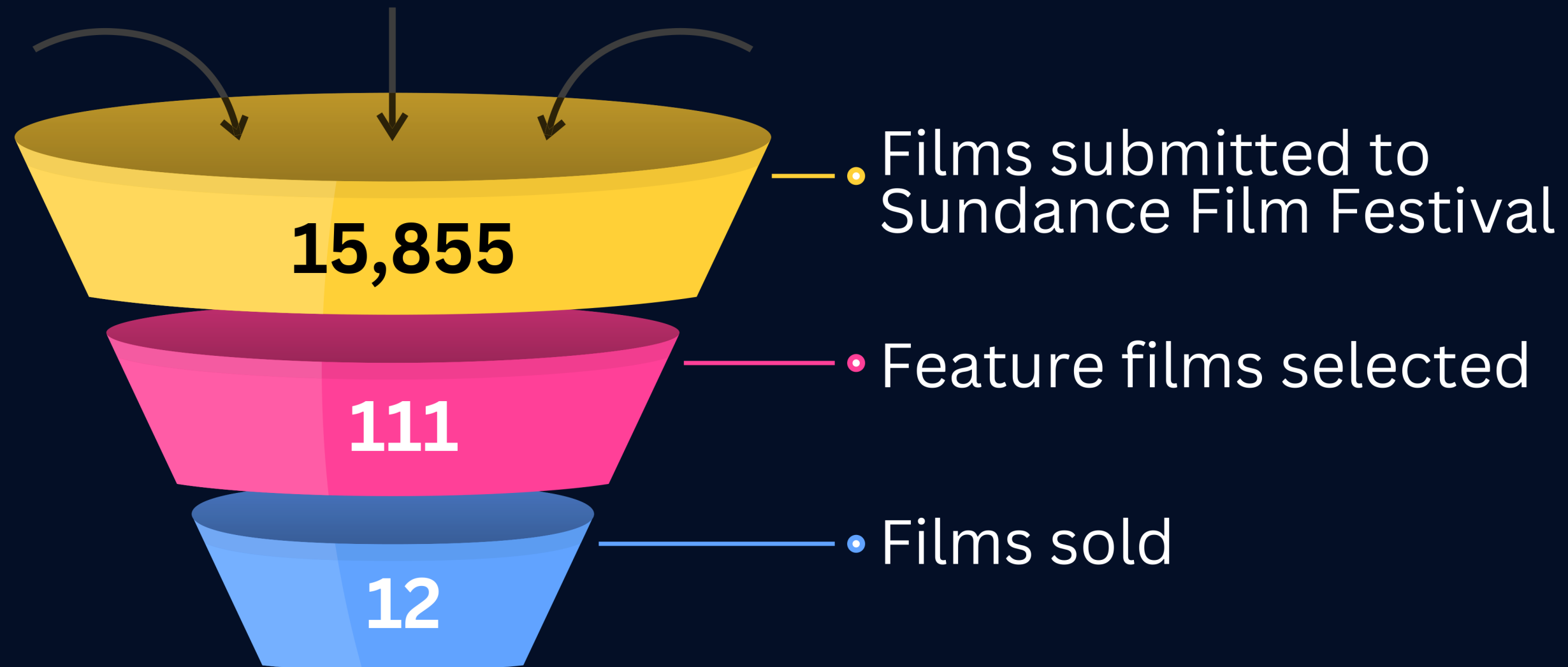
What you get

- Own the data
- Own your audience – Grow & remarket
- Control your regions
- Control the margins

What you Lose

- Millions of potential eye balls
- Expertise

Sundance Distribution Facts



Aggregate Documentary Sales

Rights sold across Sundance, SXSW & Tribeca

70 Films

- **8** - Sold worldwide rights
- **4** - Sold some rights
- **58** - Sold no rights
 - 39 of the unsold films had a sales agent attached

Source: Anthony Kaufman

<https://distributionadvocates.substack.com/p/lets-make-a-deal-or-not>

The role of Festivals & Cinemas

Box Office

Strategies & Updates

Visibility to Board Around Testing & Results of Box Office Strategies



Repertory & themed showings

Vampires, red, white and blue



Moviegoing experience

Lobby theming, drinks, reception, dinners



Marketing work

Refreshes, agency engagements

Collaborating to Land on Final Metrics

January 2023 emerging results show more tickets sold/showtime than prior year. Driven partially from...



First run movies

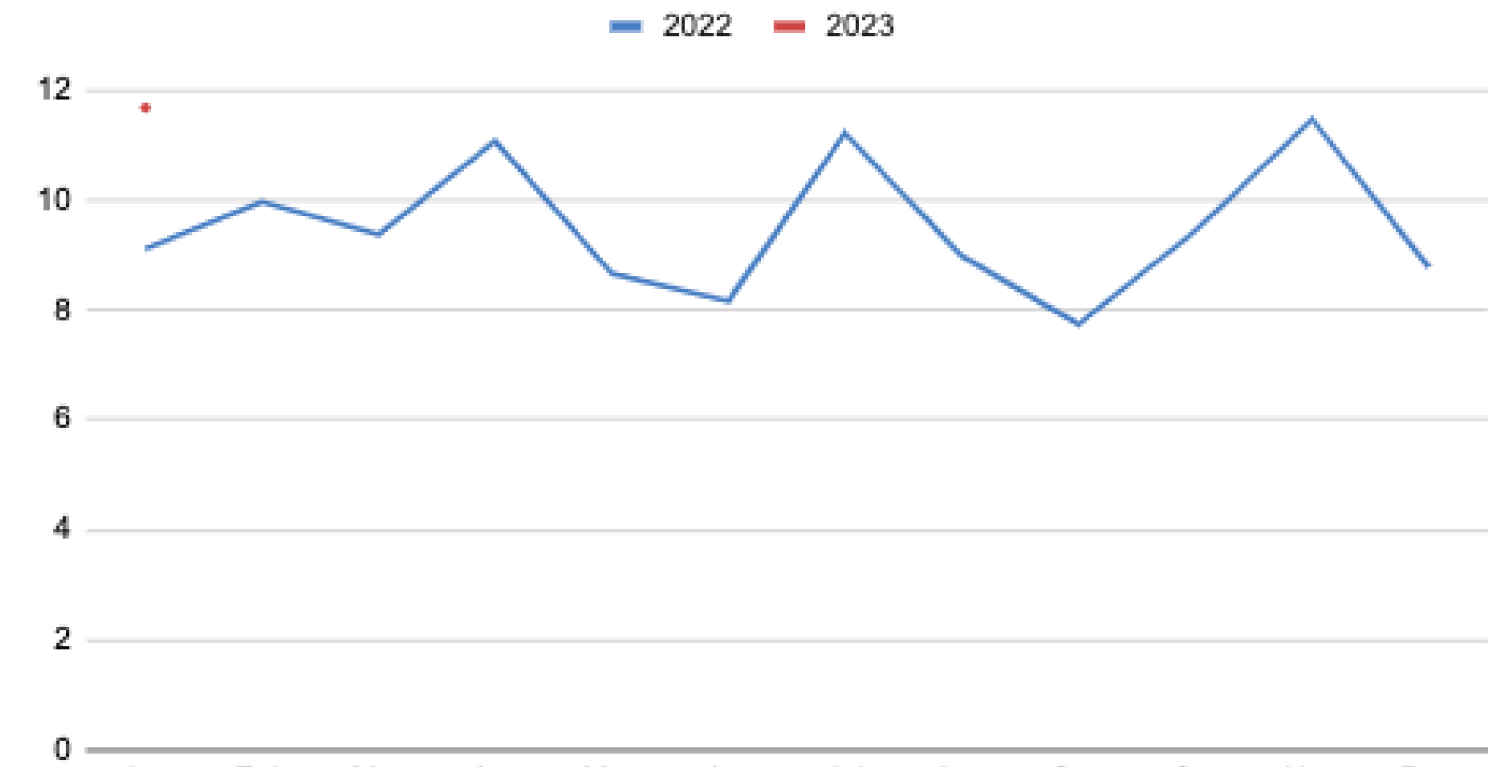


Repertory

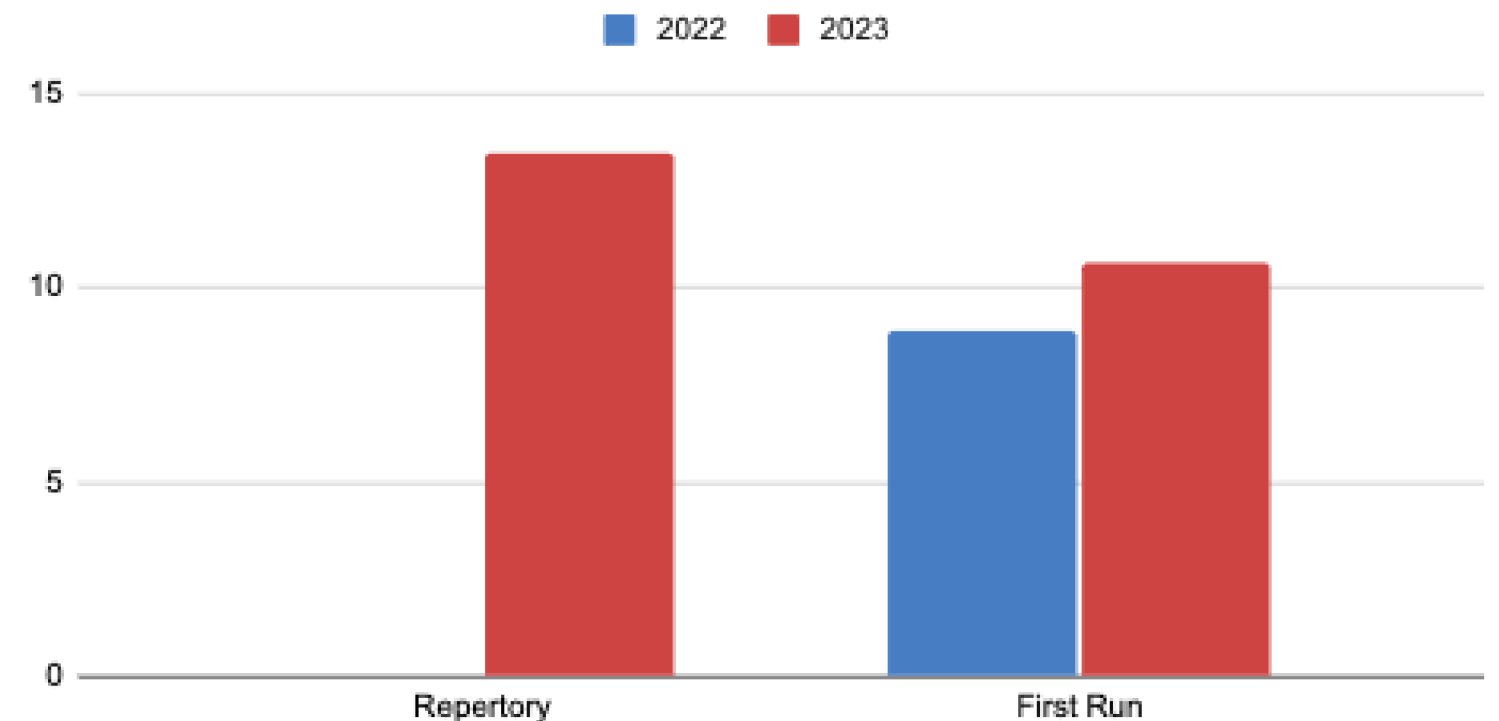
Hadn't begun in 2023

Still working on measuring box office, but leaning into repertory has been one successful tactic we'll continue to leverage and learn from in 2023

Avg Tickets/Showtime



Avg Tickets/Showtime - January



Audience Hacking

Growth Hacking - A set of tactics and best practices for dealing with the problem of user growth.

- Learning from tech-startups and gaming

Become experts at selling online

- Poster
- Synopsis
- Trailer

Monetization

Get Creative

- Treat all windows as open
- Brand Engagement & Partnerships
- Your best salespeople are your cast & crew and your audience.

**Your marketing plan & distribution strategy
is as important as your script.**

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