

October 18, 2017

Workshop on the Creative Europe MEDIA MIPCOM umbrella stand

## **WHAT A DISTRIBUTOR CAN DO FOR YOU BEYOND DISTRIBUTION**

Moderated by **Franz Mangelberger** and **Catherine Buresi**, media-stands.eu experts, with **Pauline Mazenod**, the CEO of Windrose

Your distributor can help you from the earliest stages of your project with marketing and financing. Discussing the following subjects with your distributor can help assure the success of your project – and is also a good way to test whether the distributor will be good and a good fit for your project. You can seek advice from your distributor both before and after signing a contract with him/her.

- You can use the help of your distributor with marketing in the following ways:
  - Product – help with estimating the potential of the piece and making decisions that will help make it more successful, including:
    - Where it can fit in the market
    - The introduction of your film, which is key to promoting it
    - How to shoot (in HD or 4k) and how to make a proper international version
    - Which language versions need to be made
    - The budget
  - Promotion – your distributor can give advice on:
    - Title of the project; this is what buyers remember
    - Your one-page presentation: your pitch, your logline, your synopsis, your treatment, your trailer, your pictures, the poster – your distributor can help decide what presentation is most effective and how you can customise your presentation
    - To which festivals to submit your film and who should do it
- Your distributor can also explain why a project was rejected
- Your distributor can help you with financing in the following ways:
  - Your distributor must help to design your international strategy and the division of labour should be clear
  - Preparing your pitch for pitching forums (it is better for the producer him/herself to do the pitching)
  - You can have a finder's fee agreement separately from your distribution agreement, to help find specific types of funding in specific territories (e.g. TV broadcaster, independent production companies etc.)
  - Distributors can help obtain subsidies by helping you to clearly explain your international marketing strategy, to obtain letters of intent/commitment, etc.
- When distributors give lectures at markets, etc. attend them!
- What shouldn't you ask your distributor:
  - Contact details of a buyer
  - To work without being compensated