

Thanks COVID!

15 Lessons for Film Distribution from the First Wave

eria.ca

FEBRUARY 2021

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Veria.ca &

StorypreneursUnite.com

THEATRES
ED

MOVIES ARE FOREVER
WE'LL SEE YOU SOON

F.D.C.

ACKNOWLEDGEMENTS

Research was conducted by Annelise Larson of Veria.ca, a digital marketing & strategy company in Canada, who wishes to thank Telefilm Canada for funding this study.



DISCLAIMER

Any opinions, findings, conclusions, or recommendations expressed in this material are those of the author and do not necessarily reflect the views of Telefilm Canada, or the Government of Canada. The Governments of Canada and their agencies are in no way bound by the recommendations contained in this document.

15 lessons from 50+ films between March & September 2020 in:

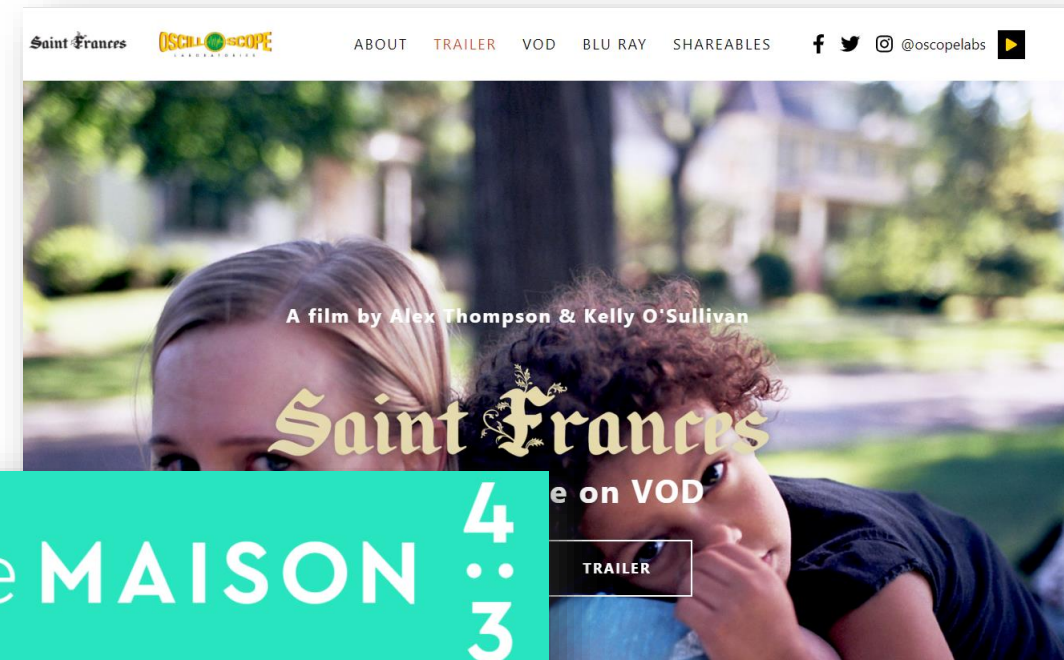
- *Partnerships*
- *Virtual cinema tools & resources*
- *Marketing & promotion*
- *Maximizing the virtual opportunity*



Lessons in Partnerships

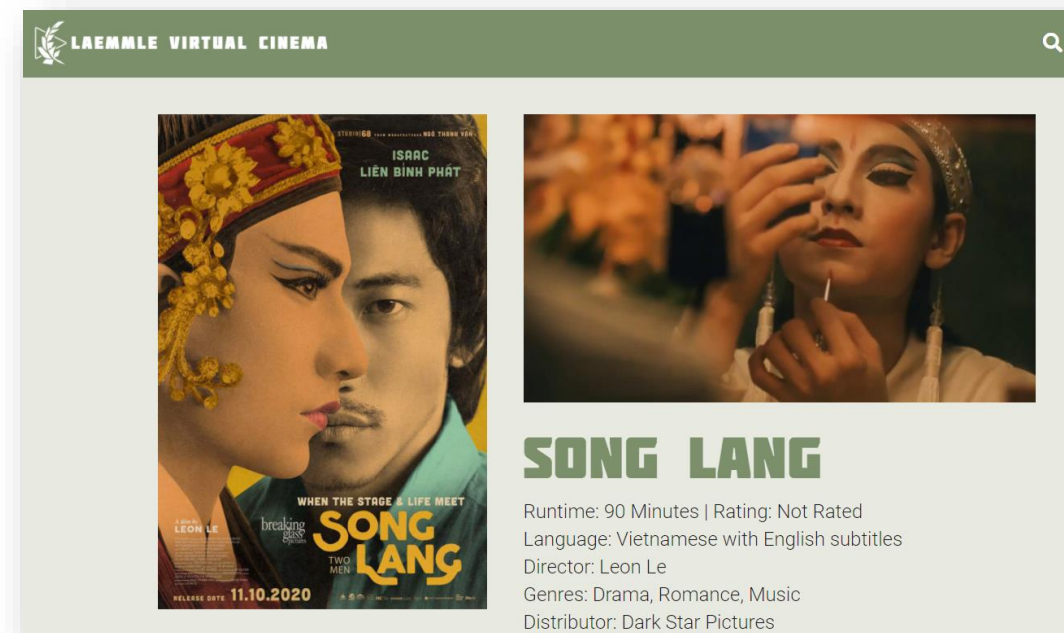
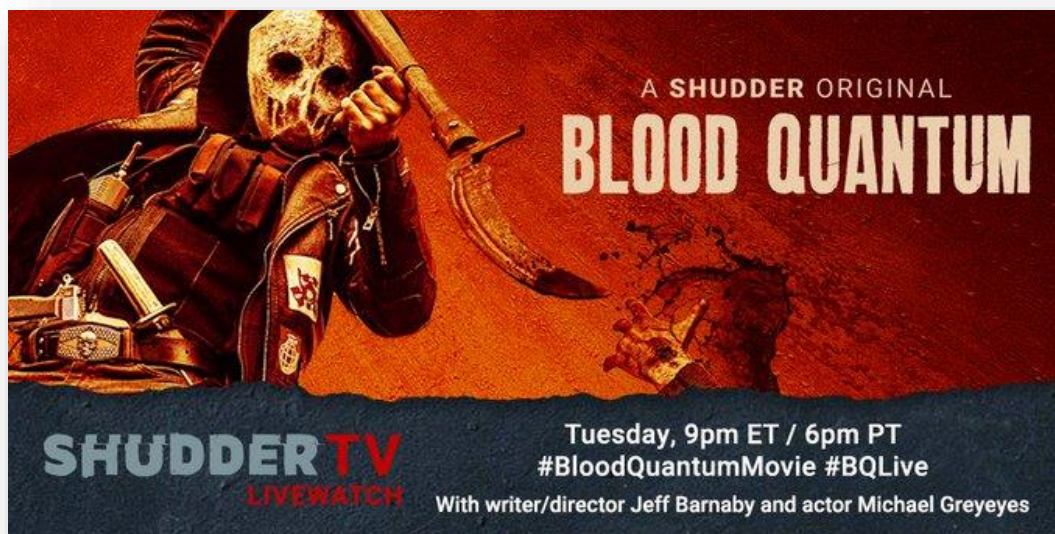
Lessons in Partnerships

1. Distributors as VOD Platforms



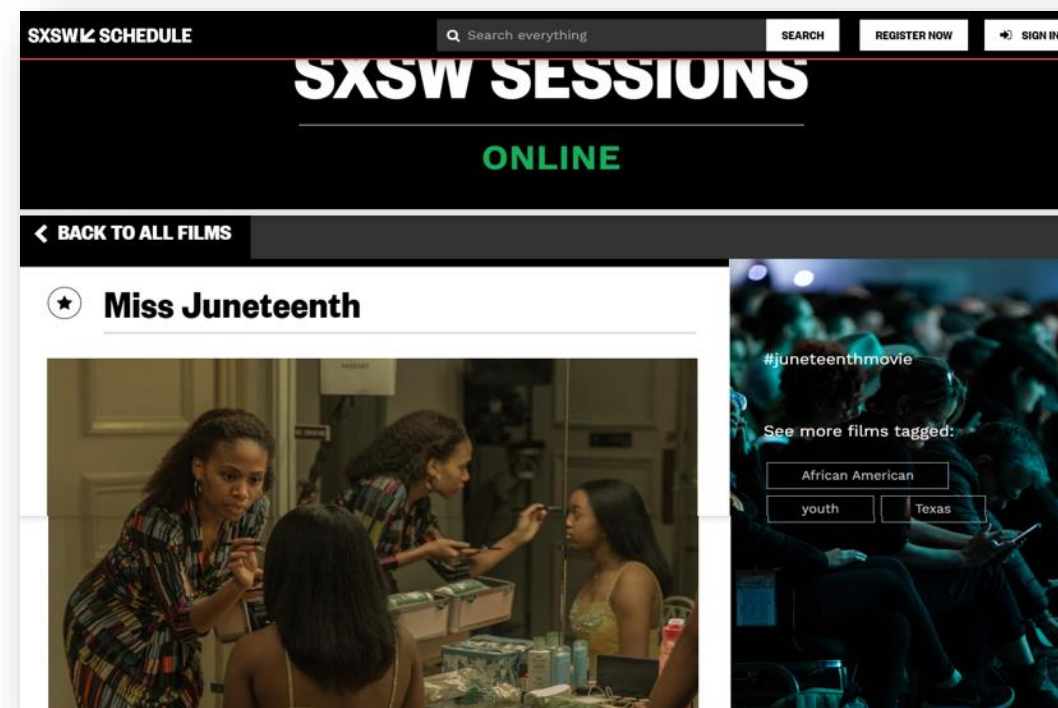
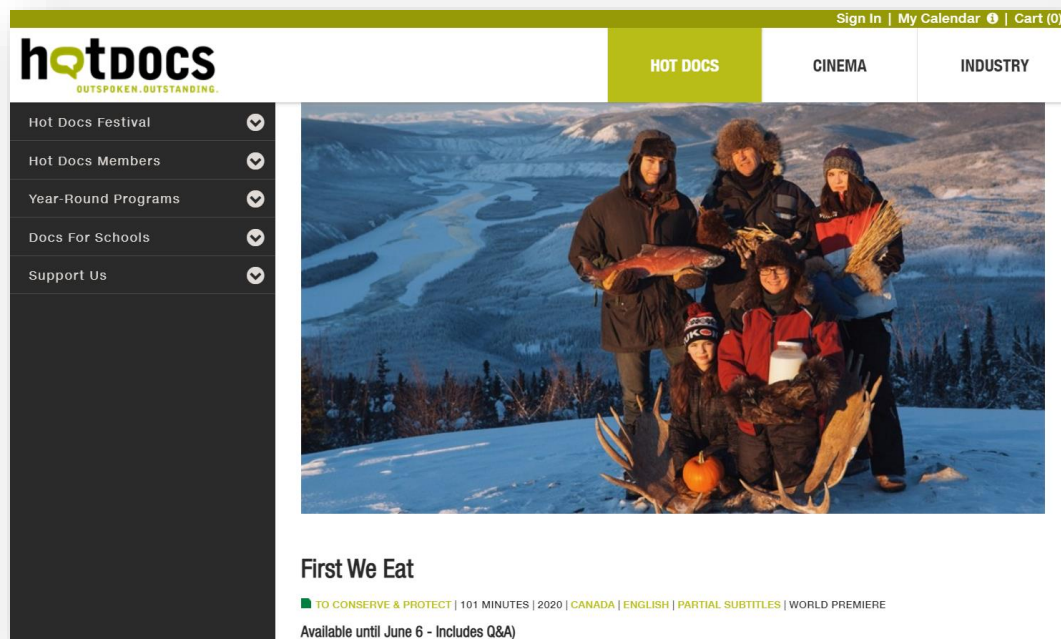
Lessons in Partnerships

2. Theatres & VOD platforms as specialized curators



Lessons in Partnerships

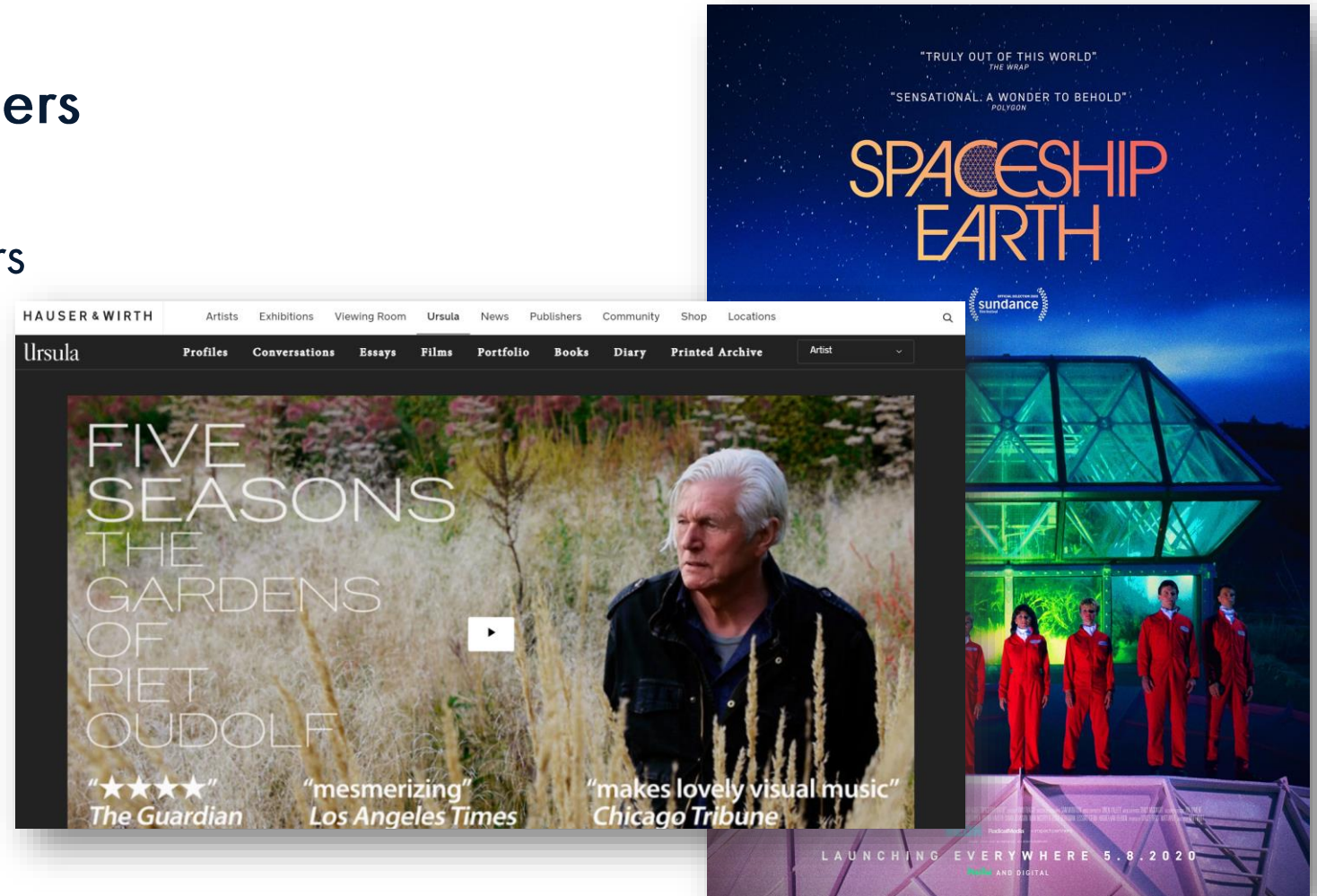
3. Festivals as local virtual cinema experiences



Lessons in Partnerships

4. Other distribution partners

- Organizations with members
- Business with customers
- Influencers with followers



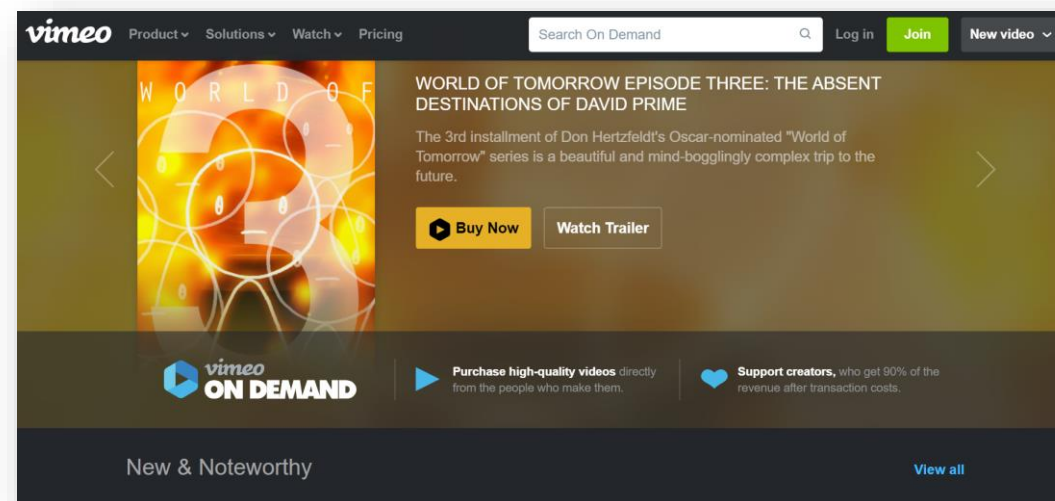
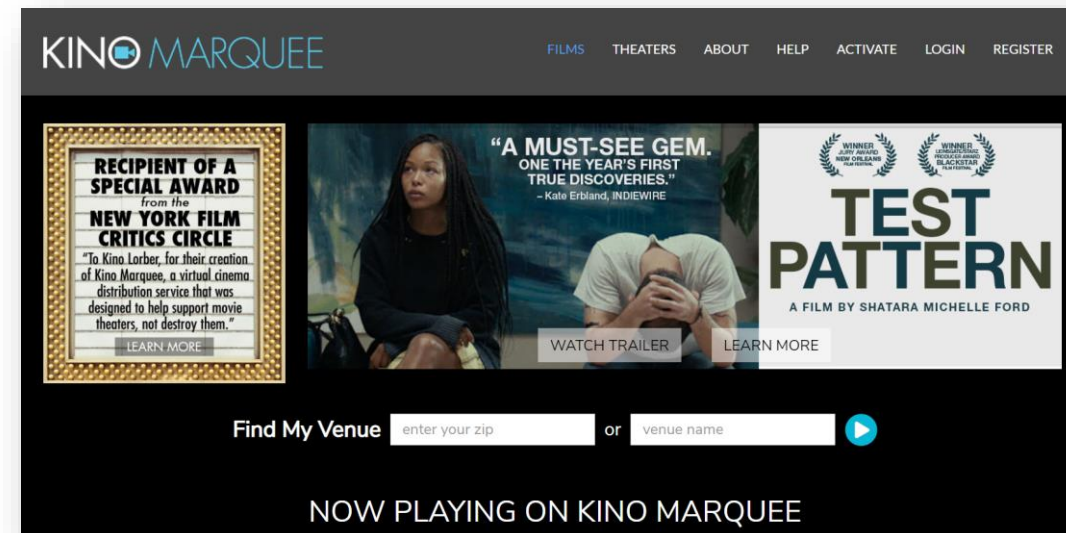
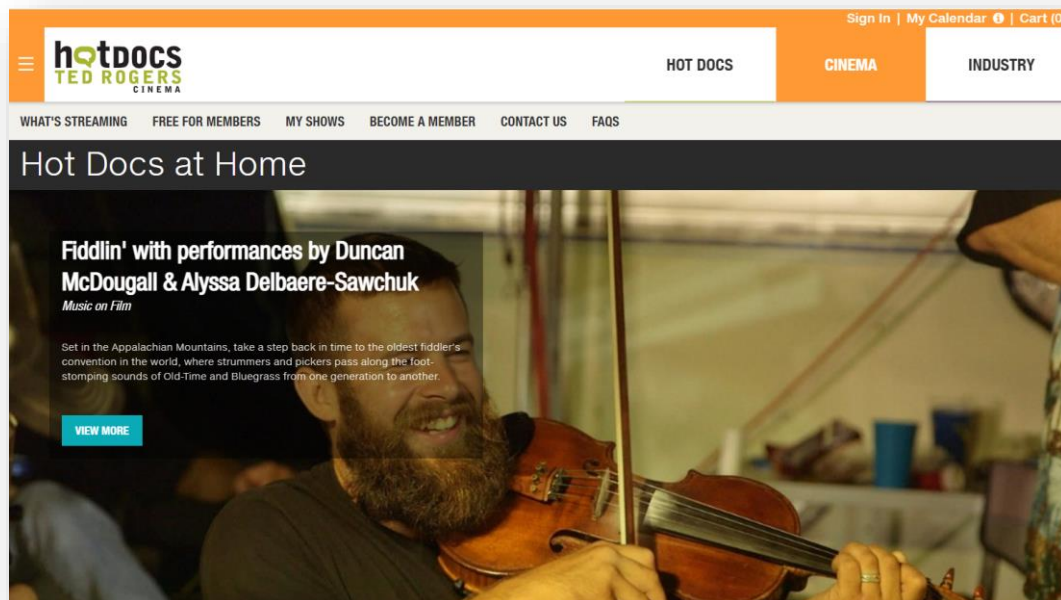


Lessons in Virtual Cinema Tools & Resources

Lessons in tools & resources

5. Resources – platforms & tools

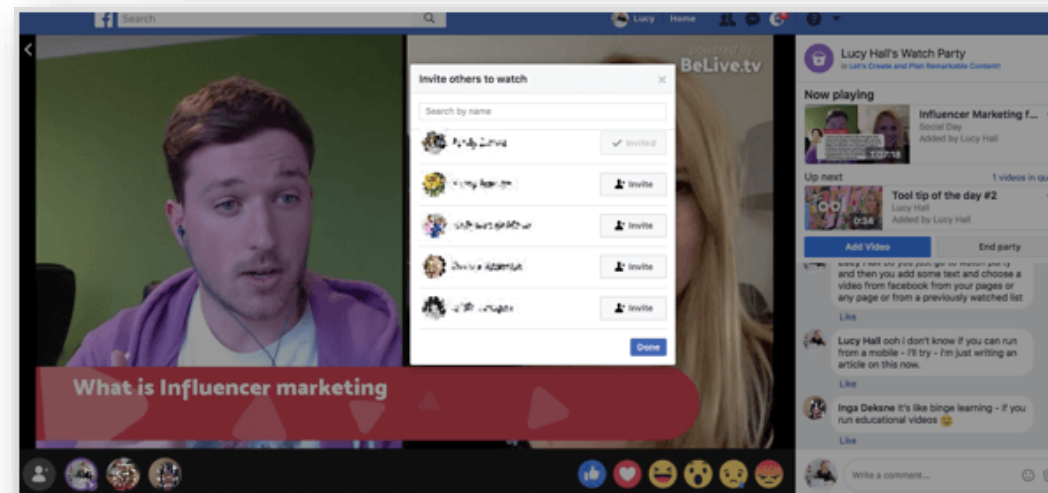
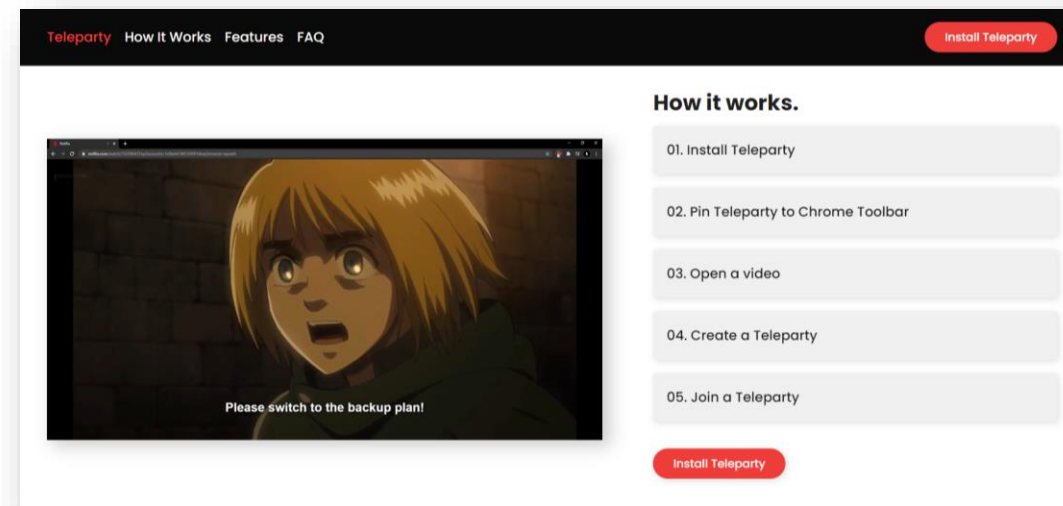
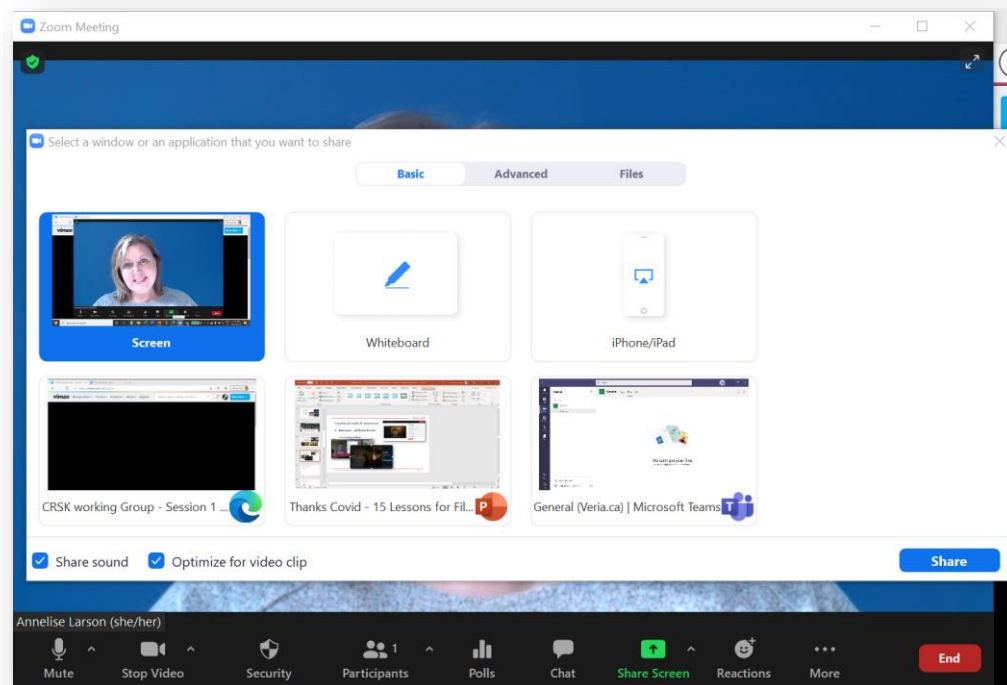
- Video-on-demand (VOD) platform



Lessons in tools & resources

5. Resources – platforms & tools

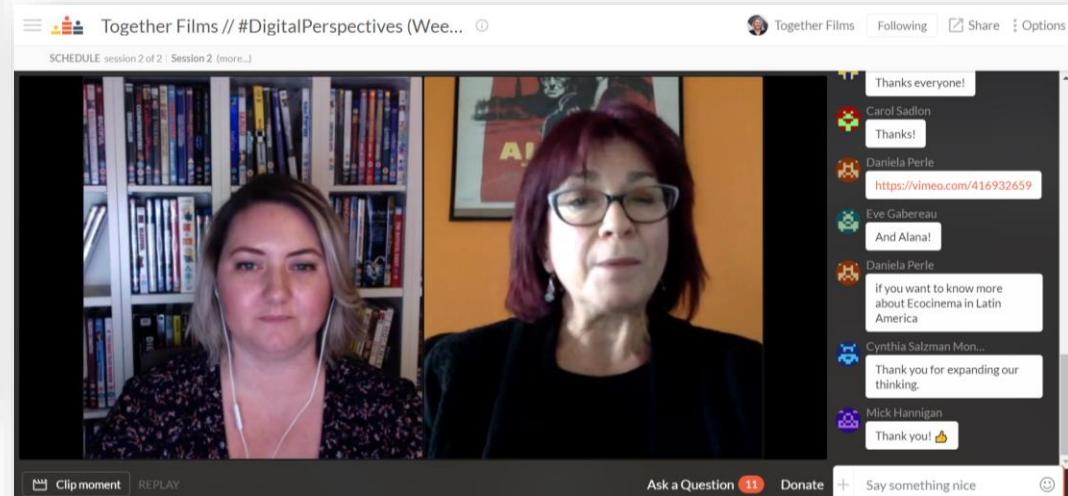
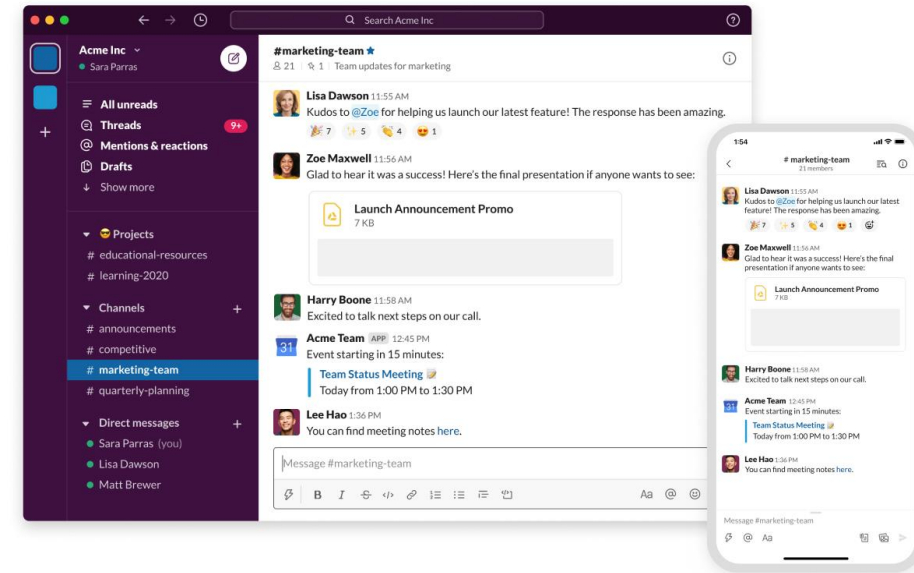
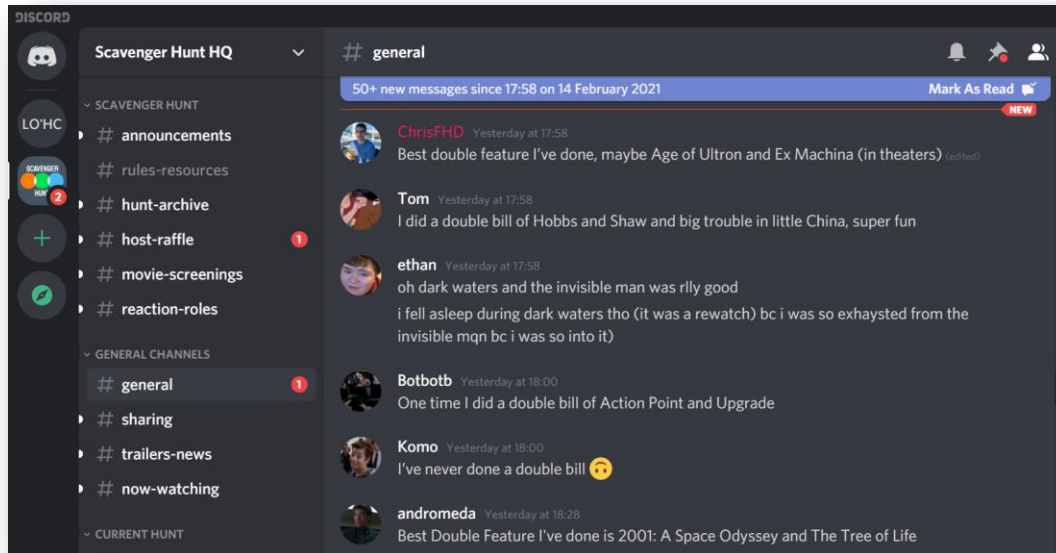
- Co-viewing platform



Lessons in tools & resources

5. Resources – platforms & tools

- Communications



Lessons in tools & resources

5. Resources – people

- Technical producer
- Talent producer
- Chat moderators
- Onscreen talent



Lessons in tools & resources

6. Timeframe required

7. Public vs private

6. Other tech & logistical best practices

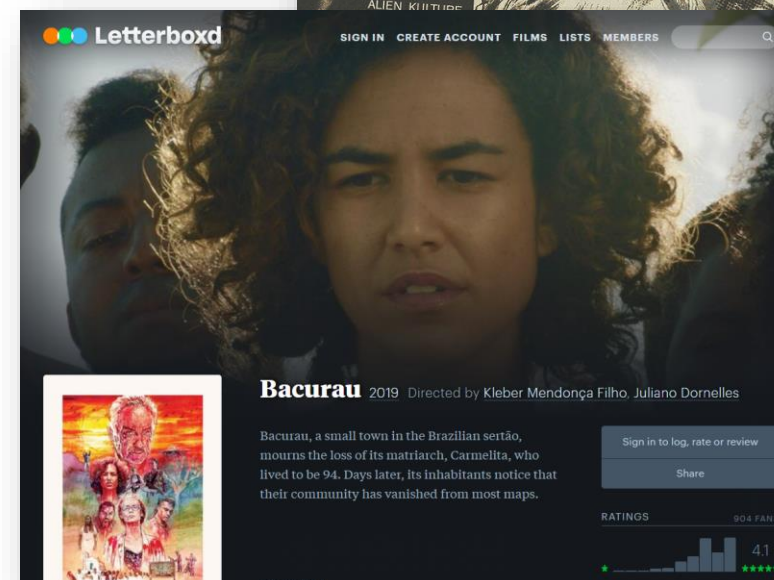
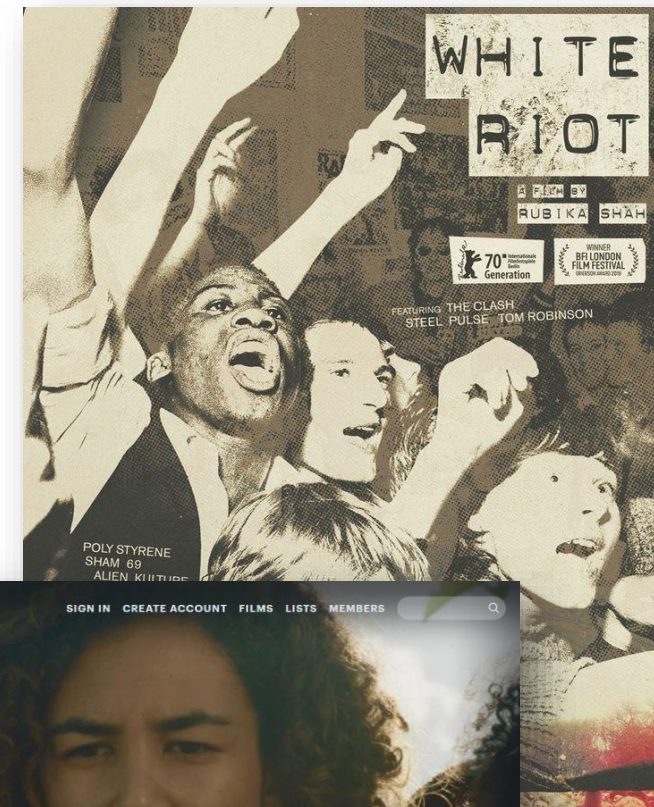




Lessons in Marketing & Promotion

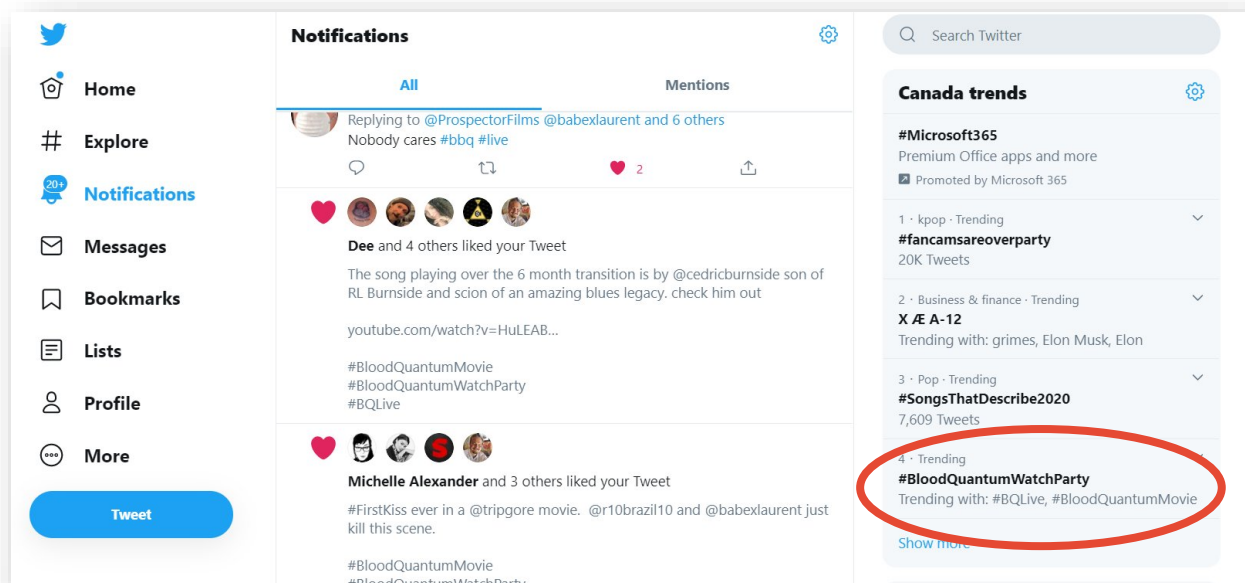
Lessons in marketing & promotion



9. Specific audience targeting & engagement



Lessons in marketing & promotion

10. "Eventizing"



WHITE RIOT at Green Man Festival

£9.99

White Riot at Green Man Festival 2020

2019 | 80min | UK | English | Documentary

Directed by: Rubika Shah | Produced by: Ed Gibbs

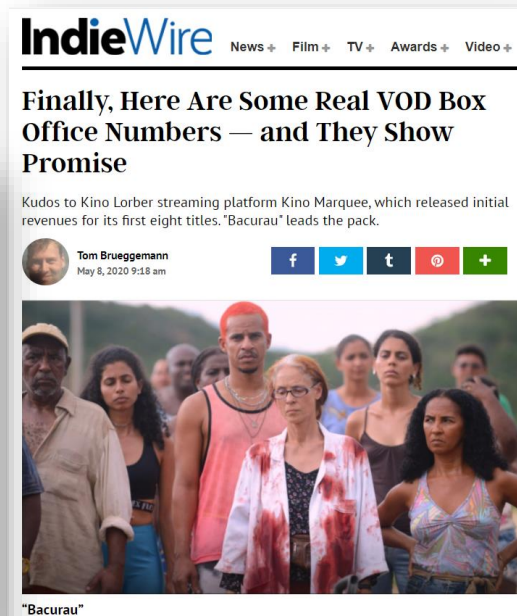
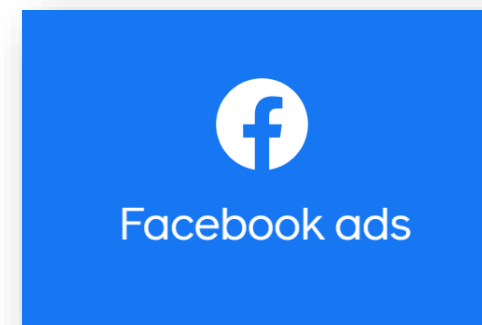
In the spirit of Green Man Festival 2020 we are pleased to present exclusive virtual preview screenings of White Riot, available from 21 - 23 August 2020.

Synopsis

White Riot follows the Rock Against Racism

Lessons in marketing & promotion

1 1. Press coverage & paid promotion



Lessons in marketing & promotion

12. Other marketing & promotion tips

- Keep momentum
- Equip your partners
- Be nimble & responsive

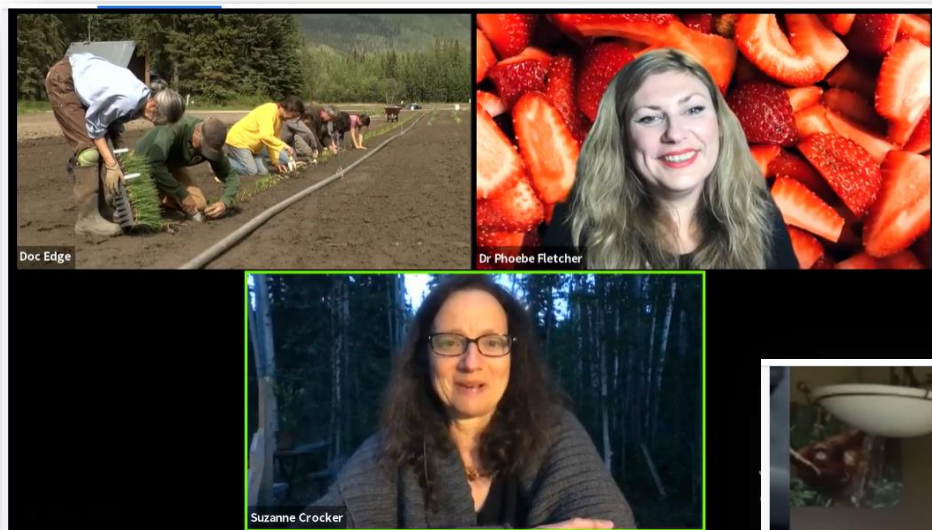




Lessons in Maximizing the Virtual Opportunity

Lessons in maximizing the opportunity

13. Impact



Lessons in maximizing the opportunity

14. Revenue



Donate with PayPal Giving Fund
Frame of Mind Films

About this charity

Frame of Mind Films produces stories that embody and inspire a generosity of spirit; stories born out of our fundamental love for developing and fostering humanity's potential for good.

Arts and Culture
EIN: 20-2623733
Albany, CA
View website
Source: [PayPal Giving Fund charity profile](#)

☐ \$25
 ☐ \$50
 ☐ \$75
 ☐ \$100

Other (USD)

☒ Share my name and email with this charity.

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CATALOG EVERYTHING WEBSITE
Keywords, title, author, and more
SEARCH MY ACCOUNT

HOME

SPACESHIP EARTH. RENT THE MOVIE. SUPPORT YOUR LIBRARY.

We are thrilled to partner with popular movie production studio NEON to offer our community the new film *Spaceship Earth*, available to stream at home starting May 8th. 50% of all movie rental proceeds (ticket cost is \$3.99) will support the library system to help fund critical materials and programs.

Rent the movie here.

Bonus - Watch LIVE Q&As with filmmaker Matt Wolf and two Biosphere 2 crew members from the film.

Why Are You Offering a Movie We Have to Pay to Watch?

COVID-19 caused us to postpone our Friends Book Sales that raise critical funds to support new and existing library programs and services. This fundraiser is one of ways we are hoping to recoup needed funds. If you prefer to watch one of our free movies instead, consider our [streaming service Hoopla](#). If you'd like to donate to the library another way, [visit here](#).



Lessons in maximizing the opportunity

15. Resiliency & the future



Thank you!

Annelise Larson

Veria.ca & StorypreneursUnite.com

STORY+AUDIENCE podcast

Full report:

<http://bit.ly/ThanksCOVID>

