



X MEN FIRST CLASS is available now on Amazon Instant Video. Celebrity endorsement not implied. © 2011 FOX. TM & © 2011 MARVEL. All Rights Reserved.



# Digital Distribution

*Film and Media Exhibition*

# New Technology

**LOVEFiLM.com** How to get LOVEFiLM on your PlayStation®3

Watch films instantly on your PS3™ and get the UK's largest selection of DVD and Blu-ray, all as part of your LOVEFiLM subscription.



Already a LOVEFiLM subscriber?  
Activate your PS3™ now

New to LOVEFiLM or want to come back?  
Get your FREE 30 day trial now

What is LOVEFiLM on PS3™?  
Take a look around



# Distribution

- ◆ Studio's produce the films.
- ◆ Some studios have a distribution division.
- ◆ A distributor makes the prints, deals with cinemas and regions.
- ◆ A distributor is needed for the home entertainment market. This can be the same as the cinema release or different.

# Distribution Channels

- ◆ Cinema (Theatrical)

- ◆ TV

- ◆ DVD / Blu-Ray

- ◆ Download

- ◆ Time Scales after cinema:

- ◆ TV- 1-3 years

- ◆ DVD / Blu-Ray 4-12 months

- ◆ Download 4-12 months

- ◆ Straight to video and simultaneous release

# Distribution Examples



# Distribution Examples

- ◆ Paramount Pictures (1999) (USA) (theatrical)
- ◆ Constantin Film (2000) (Germany) (theatrical)
- ◆ Pathé Distribution (2000) (UK) (theatrical)
- ◆ Pathé (2000) (France) (theatrical)
- ◆ United International Pictures (UIP) (2000) (Argentina) (theatrical)
- ◆ United International Pictures (UIP) (2000) (Brazil) (theatrical)
- ◆ Argentina Video Home (2000) (Argentina) (VHS)
- ◆ Constantin Film (2000) (Germany) (VHS)
- ◆ Fox Pathe Home Entertainment (2000) (UK) (VHS)
- ◆ MAWA Film & Medien (2000) (Germany) (DVD)
- ◆ Paramount Home Video (2000) (USA) (DVD)
- ◆ Paramount Pictures (2000) (USA) (VHS) (pan and scan)
- ◆ Paramount Home Entertainment (2001) (Brazil) (DVD)
- ◆ Argentina Video Home (2002) (Argentina) (DVD)
- ◆ Argentina Video Home (2009) (Argentina) (DVD) (Blu-ray)
- ◆ United International Pictures (UIP) (????) (Finland) (theatrical)
- ◆ Village Films (1999) (Greece) (theatrical)
- ◆ Audio Visual Enterprises (2000) (Greece) (DVD)
- ◆ CIC Vídeo (????) (Brazil) (VHS)
- ◆ CIC-Taft Home Video (????) (Australia) (VHS)
- ◆ Filmes Lusomundo (????) (Portugal) (VHS)
- ◆ Herald Film Company (????) (Japan) (VHS)
- ◆ Studiocanal Vidéo (200?) (France) (VHS)
- ◆ TriPictures (1999) (Spain) (all media)

# Distribution Examples



◆ <http://www.pathe.co.uk/>

# Distribution Examples

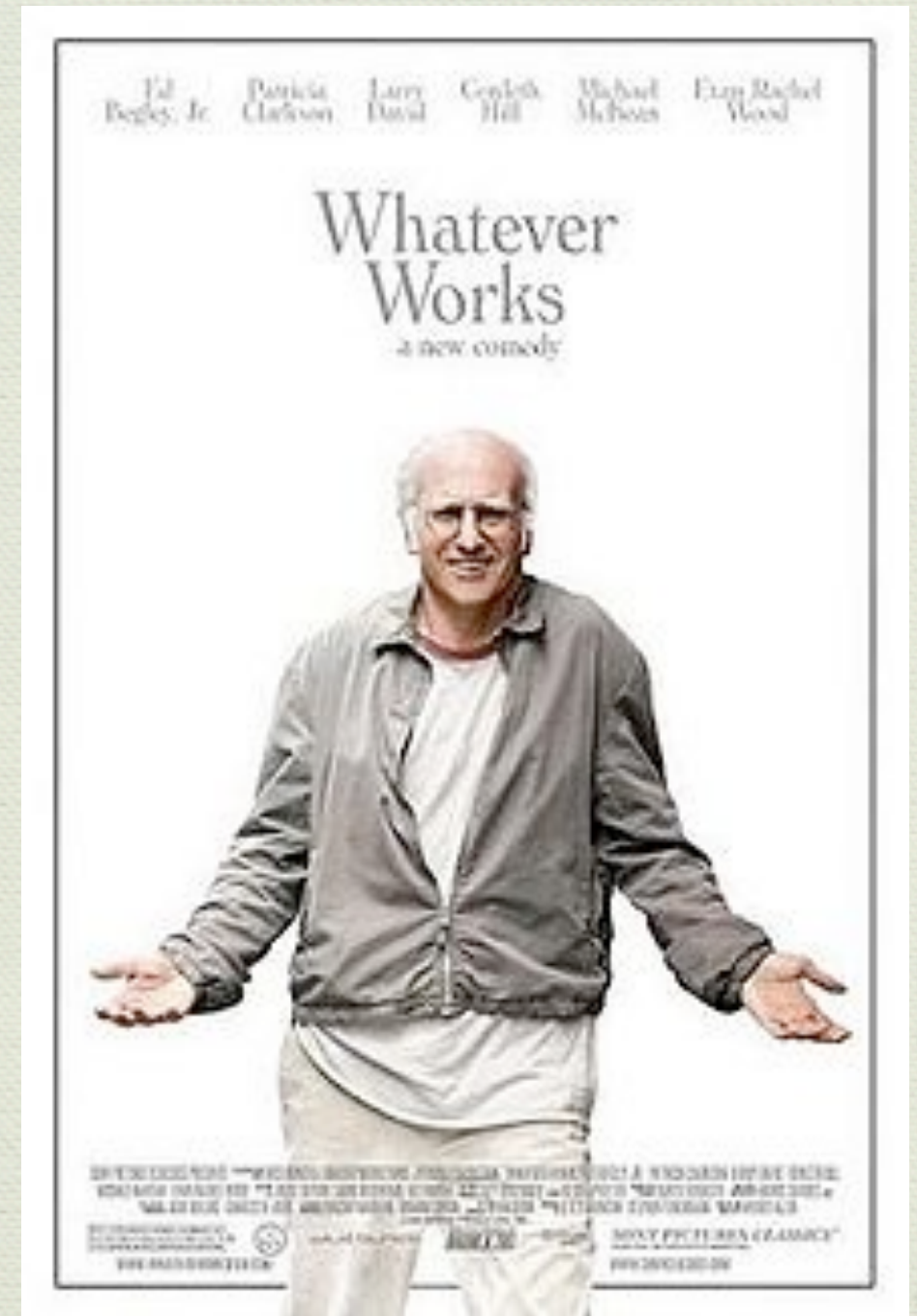


STUDIOCANAL

◆ <http://press.optimumreleasing.net/press/>

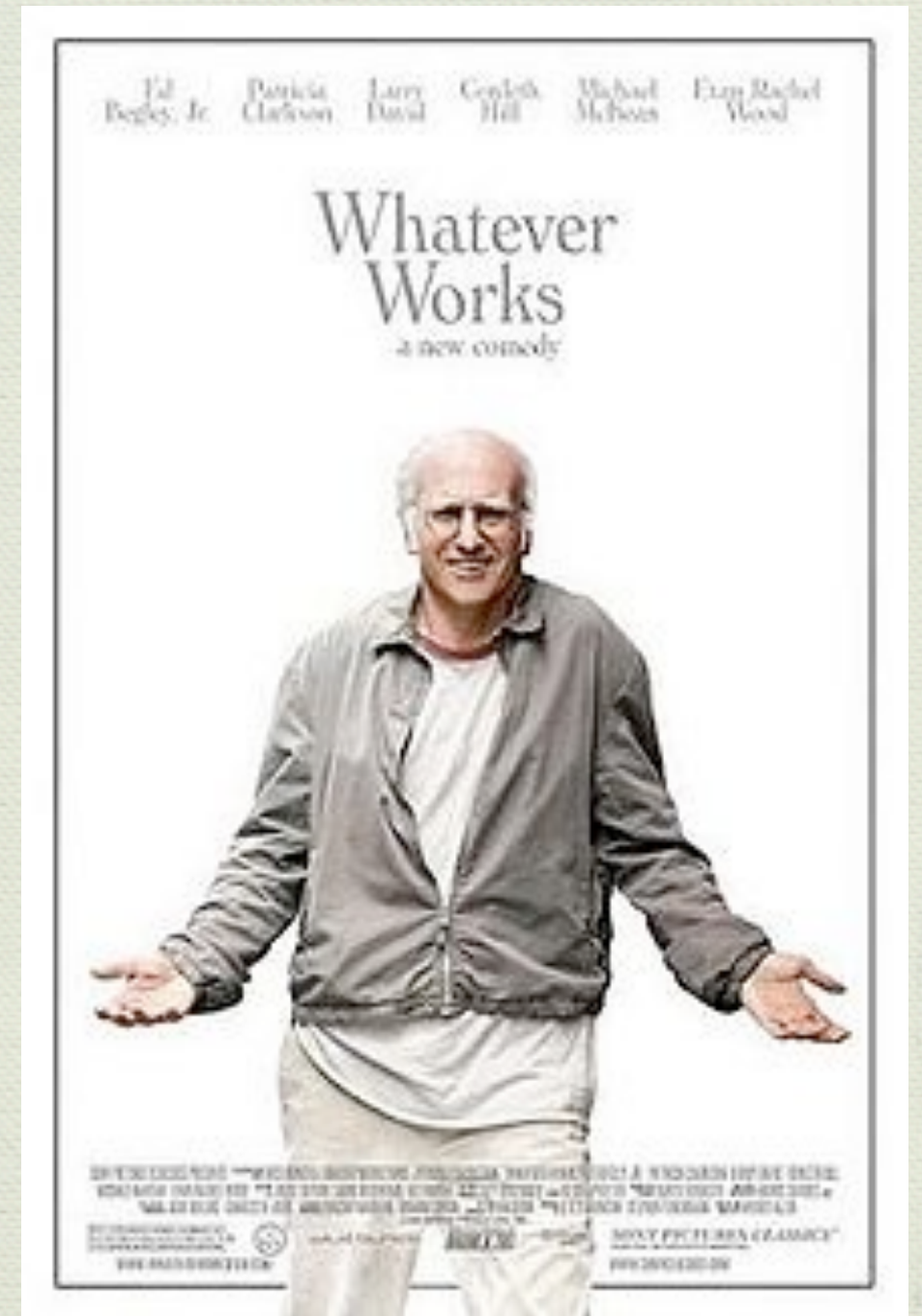
# Whatever Works?

- ◆ US and UK Distribution Through Sony Pictures Classics. Canada through Maple Pictures
- ◆ US Domestic \$5 million. \$35 million global.
- ◆ US Release June 2009
- ◆ UK Release June 2010
- ◆ Distributor depends of costs and market



# Whatever Works?

- ◆ UK DVD and iTunes released through Warner Home Video
- ◆ US DVD and Blu-ray released through Sony Pictures



# Cinema meets digital technology

◆ [http://news.bbc.co.uk/1/hi/programmes/click\\_online/5262456.stm](http://news.bbc.co.uk/1/hi/programmes/click_online/5262456.stm)

**NETFLIX®**

# Amazon

Brett's Amazon.com Today's Deals Gifts & Wish Lists Gift Cards Your Digital Items Your Account Help

Shop All Departments Search Kindle Store Cart Wish List

Kindle Store Buy A Kindle Kindle eBooks Kindle Singles Newsstand Blogs Popular Games Accessories Discussions Manage Your Kindle Kindle Support

Kindle World's Bestselling E-reader

Kindle \$79 Kindle Touch \$99 Kindle Touch 3G \$149 Kindle Keyboard \$139 Kindle Keyboard 3G \$139 Kindle Fire \$199

**Kindle Fire**  
Full Color 7" Multi-touch Display, Wi-Fi  
★★★★☆ (3,389 customer reviews) | Like (5,722)

**\$199.00** Free Super Saver Shipping Details

**In Stock.**  
Ships from and sold by Amazon Digital Services. Gift-wrap available.  
Order now. Orders are prioritized on a first come, first served basis. U.S. only

**Movies, apps, games, music, reading and more, plus Amazon's revolutionary, cloud-accelerated web browser**

- 18 million movies, TV shows, songs, magazines, and books
- Thousands of popular apps and games, including Netflix, Hulu Plus, Pandora, and more
- Ultra-fast web browsing - Amazon Silk
- Free cloud storage for all your Amazon content
- Vibrant color touchscreen with extra-wide viewing angle - same as an iPad
- Fast, powerful dual-core processor
- Favorite children's books, graphic novels, and magazines in rich color

Quantity: 1

Add to Cart

or

Sign in to turn on 1-Click ordering.

☐ This will be a gift Why is this important?

**Add Kindle Accessories**

- ☐ Leather Cover with Stand: Black \$44.99
- ☐ 2-pack Screen Protector + Cleaning Cloth \$14.99
- ☐ Klipsch Headphones: Black \$63.00
- ☐ Kindle Store Gift Card \$50 (Learn more)

Add to Wish List

Share

Quick Tour

See all 38 customer images | Share your own customer images

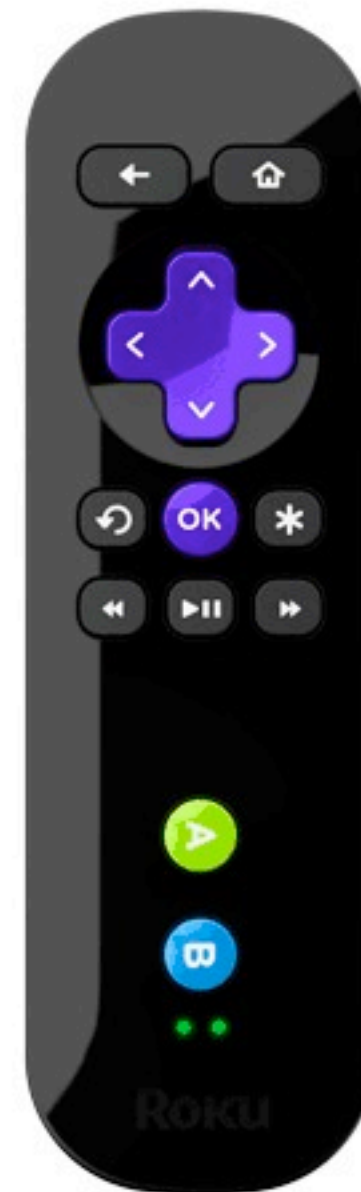
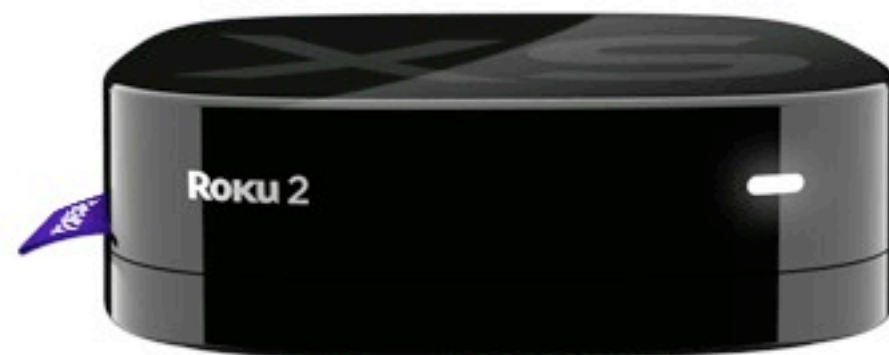
With an Amazon Prime membership, Kindle Fire owners enjoy:

- **Unlimited Instant Videos**  
Enjoy unlimited, instant streaming of over 10,000 popular movies and TV shows. [Learn More](#)
- **Kindle Owners' Lending Library**  
Choose from thousands of books to borrow for

**LOST** **CATCHING FIRE**

# ROKU 2 **XS**

STREAMING PLAYER



# Apple TV



# Why Apple TV is useless in the UK

◆ <http://www.techradar.com/news/computing/apple/why-apple-tv-is-useless-in-the-uk-713842>

# iTunes



# Facebook Film Rental



◆ [http://online.wsj.com/article/  
SB10001424052748703386704576186913491751144.html](http://online.wsj.com/article/SB10001424052748703386704576186913491751144.html)

# YouTube Movies

ie bookmark Google bookmarks Google Calendar Amazon Groupwise Blackboard Academy Moodle Apple - Movie trailers Portal - orders Other

**YouTube** Search Films Browse TV Shows Films Upload aggersberg1

New! Discuss your favourite films in the YouTube [film lovers' forum](#).

Films > All Categories ▾

**New Releases >** 1 of 3

 **Horrible Bosses**  
£3.49

 **TT: Closer to the E...**  
£3.49

 **Bridesmaids**  
£3.49

 **Beginners**  
£3.49

**Top Film Rentals**

1 **Bridesmaids**  
90% positive reviews  
£3.49

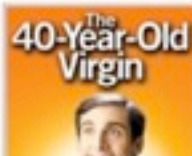
2 **Horrible Bosses**  
89% positive reviews  
£3.49

3 **Fast Five**  
78% positive reviews  
£3.49

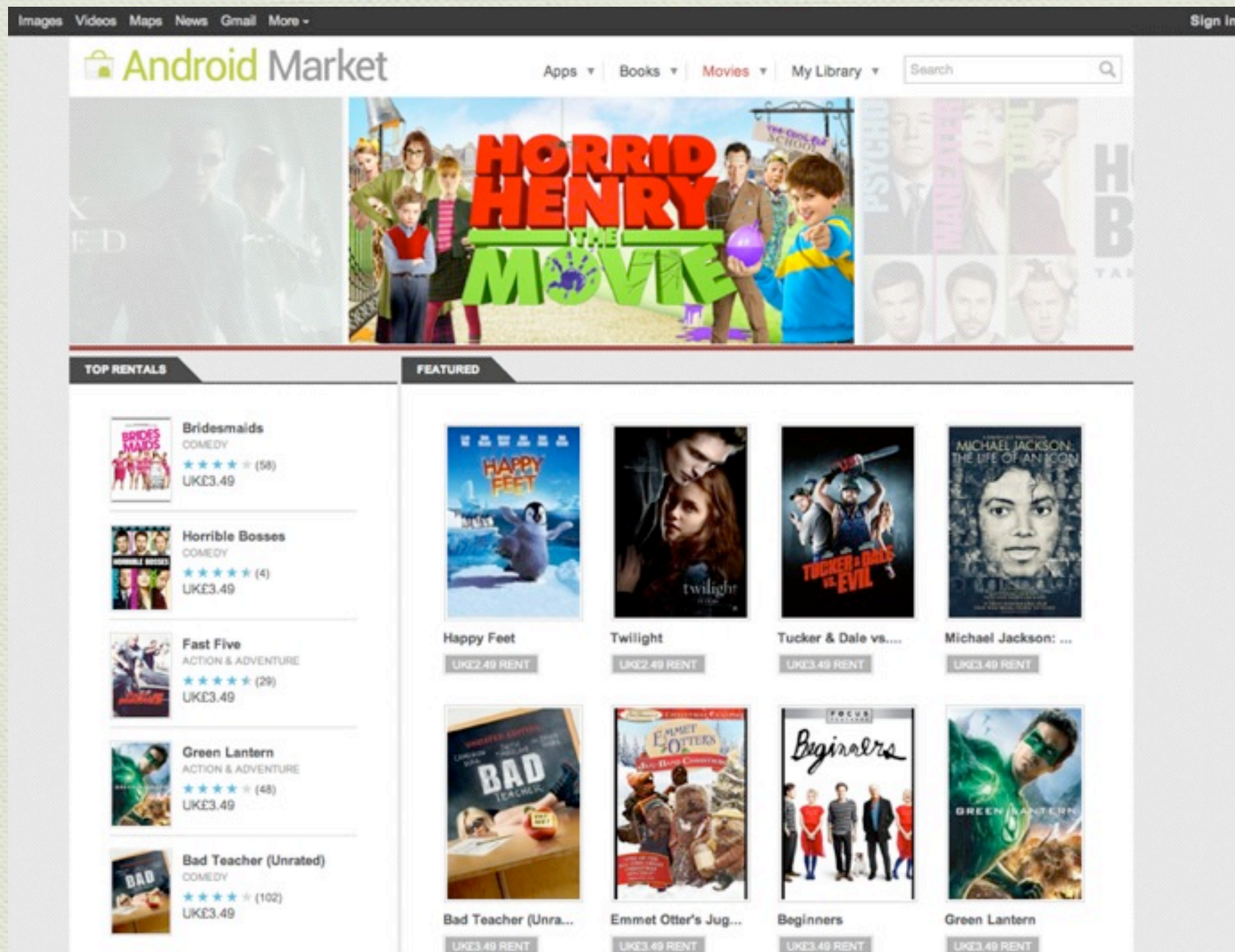
4 **Green Lantern**

**Peter Pan Syndrome? >** 1 of 4

Lost boys. Man-children. Kids at Heart. Whatever you call them, just don't call these lads "adults."

# Android Market



## iTunes Movie Trailers

[Showtimes](#)[Trailers in iTunes](#)[Trailers on Twitter](#)[Download iTunes](#)[View Trailers \(2\)](#)

"A GRAND, SLICK ADVENTURE LIKE THE BEST BOND FILMS OF YORE."  
— AMY POE LEE, EW.COM

# THE HEIR APPARENT: LARGO WINCH

A FILM BY  
**JÉRÔME SALLE**

Available on  
**iTunes**  
NOVEMBER 18

IN THEATERS  
NOVEMBER 18

**The Heir Apparent: Largo Winch** **NR** In theaters: November 18th, 2011

Copyright © 2011 Music Box Films

[Find Showtimes](#)

### Synopsis

When billionaire financier Nerio Winch (Miki Manojlovic) and head of the W Group is murdered, his second in command (Kristin Scott Thomas) must locate his only heir - a heretofore unknown adopted son, Largo (Tomer Sisley). But first the heir - a twentysomething adventurer - must overcome an onslaught of drug traffickers, assassins, corporate raiders and double-dealing insiders to fulfill his destiny in this twisty, fast-paced corporate thriller.

**Genre:** Action and Adventure, Foreign

**Official Site:** <http://www.musicboxfilms.com/largo-winch>

**Director:** Jérôme Salle

**Cast:** Tomer Sisley, Kristin Scott Thomas, Miki Manojlovic, Milla Jovovich, Karel Roden, Gilbert Melki

**Run Time:** 108 minutes

50%

# Certification

## Our categories



Suitable for all



Parental Guidance



Suitable for 12 years and over



Suitable only for 15 years or over



Suitable only for adults



To be shown only in specially licensed cinemas, or supplied only in licensed sex shops, and to adults of not less than 18 years.

◆ <http://www.bbfc.co.uk/>