

FILM TROOPER presents

FILM MARKETING FRIDAYS



Building “Real” Comps

- In real estate they call it “comps”
 - We can do the same with films
 - It’s not easy to find the perfect comps
 - Let’s explore how ...
-

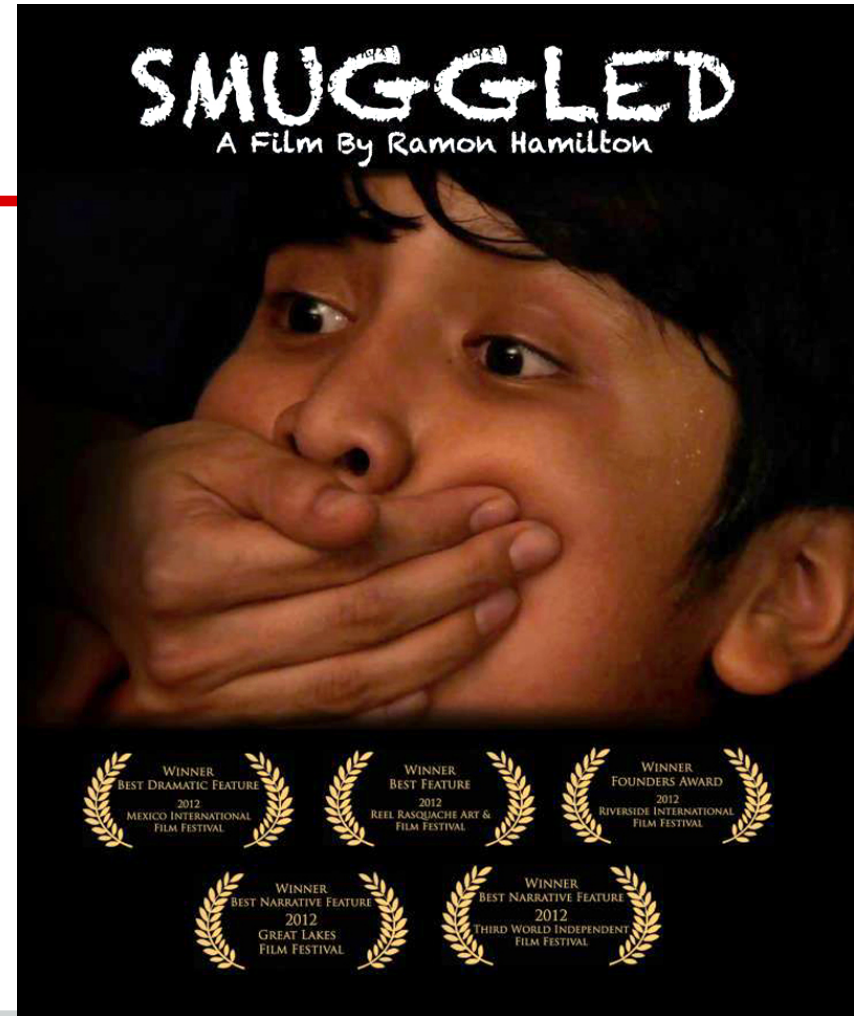
VOD, iVOD, EST ...

- VOD (Video On Demand Through a Set Top Box)
 - iVOD (Internet VOD, i.e. Netflix, HBO GO, etc.)
 - EST (Electronic Sell Through, i.e. iTunes)
-

Smuggled

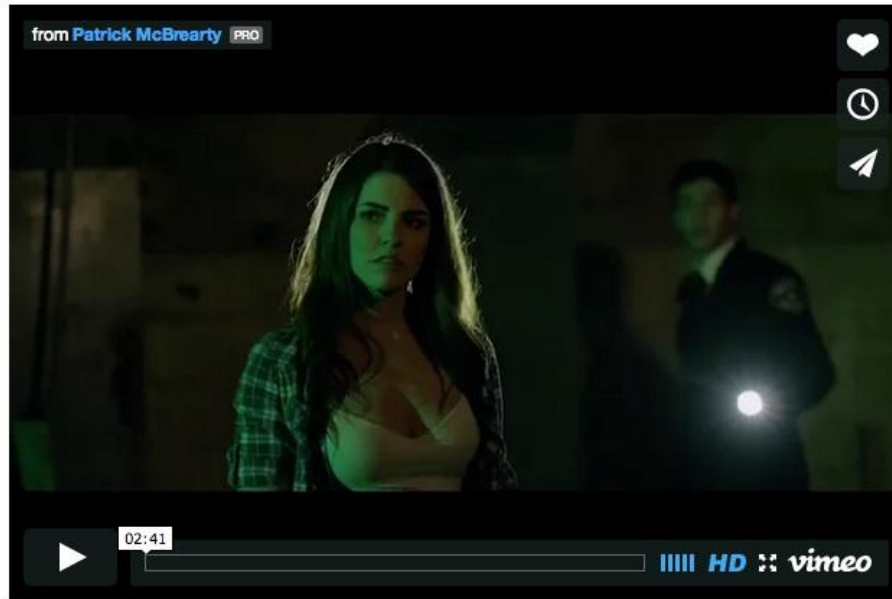
Produced by
Jennifer Fischer (Our Guest)

<http://www.thinktenmediagroup.com/smuggled.htm>



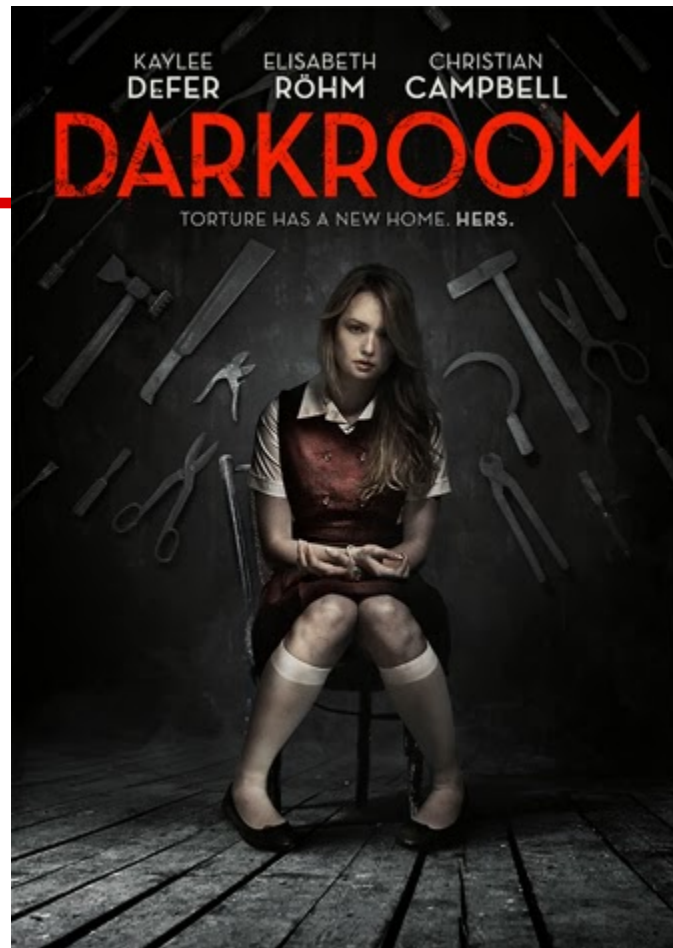
The Door

- Written and Directed by Patrick McBrearty (Our Guest)
- <http://thedoormovie.com>



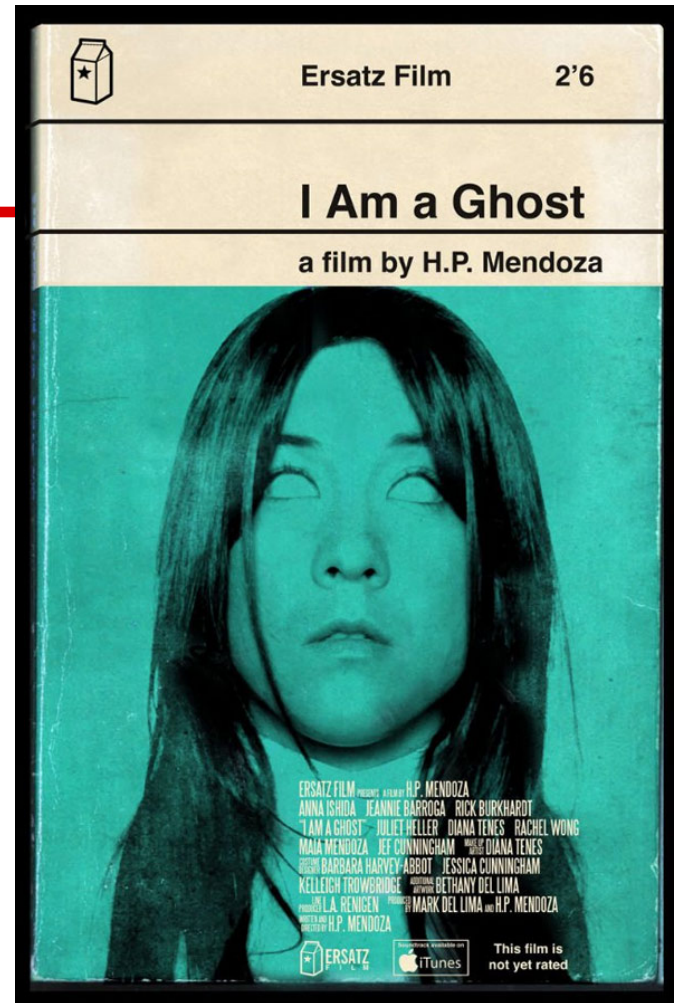
The “Comps”

- “Darkroom”
- Phase 4 (Distributor)
- No Theatrical
- To Date 2014 ...
- About 200 transactions
- Revenue = \$900



The “Comps”

- “I Am a Ghost”
- Gravitas (Distributor)
- No Theatrical
- Festival Winner
- To Date 2014 ...
- About 4,000 transactions
- Revenue = \$25,000



Cost Breakdown for iTunes

- Aggregator \$1,600 flat fee
 - Captioning & Subtitles Required
 - iTunes takes 30% of sales
 - Distributor takes 50%
 - \$5.00 Rental
 - \$1.50 goes to iTunes
 - \$1.75 goes to Distributor
 - \$1.75 goes to filmmaker
 - Need about 900-1,000 transactions to break even
-

Is There No Hope? What To Do?

- Kevin Kelly's "1,000 True Fans"
 - <http://kk.org/thetechnium/2008/03/1000-true-fans/>
 - Filmmakers need to create value worth \$100
 - Not products worth \$5.00
 - Your film is an advertisement for something bigger
 - Red Letter Media using Patreon
 - <http://bit.ly/1yeb6Qb>
-

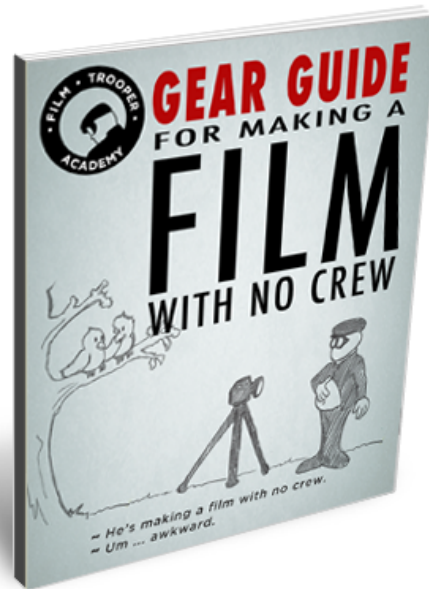
Don't Go Away Empty Handed ...

What equipment did I use to make a feature film for \$500 with no crew?

Go to www.FREEGEARGUIDE.com to get a FREE equipment list of everything I used to make this micro-budgeted film.

When you get your FREE gear guide, you'll be signed up for the Film Trooper newsletter, where you'll get valuable emails to help YOU, the filmmaker become an entrepreneur.

www.freegearguide.com



FILM TROOPER presents

FILM MARKETING FRIDAYS

