

Finally, the module you've all been waiting for...DISTRIBUTION. I took A LOT longer to write this module than the others because this is the area where fear really gets the best of us. As much information as there is out there on indie film distribution, I found myself completely blindsided by the realities of this process when going through it with MAIL ORDER MONSTER.

If you are reading this module, you've already read my article "The 5 Biggest Lies in Indie Film Distribution," so you know I have some *feelings* on the topic. However, I'm going to keep my feelings out of this and present you all with hard facts as well as actionable plans that will keep you informed and empowered on your moviemaking journey.

Before we do anything else, we're going to define some key titles in the distribution space that have a lot of confusion around them.

DISTRIBUTOR: "A Distributor is a person (or company) that takes your movie and gets it out to retailers like Blockbuster, RedBox, Netflix, Amazon, iTunes, cable and satellite, on-demand, and other VOD platforms." <http://stevebalderson.com/?p=32>

SALES AGENT: "Film Sales Agents are those people who work for (or own) a sales company -- frequently referred to as a "foreign sales company" -- and this company will work to sell your movie to the international territories outside the U.S. & Canada. What they actually do is license your movie to another company from a territory, say, a German company from Germany, who will then handle it for that territory. And this is done for as many territories as the Film Sales Agent can license to." <http://www.distribution.la/sales.html>

AGGREGATOR: "Aggregators are the people (or companies) who Distributors use to assist them." <http://stevebalderson.com/?p=32>