

## Workshop: Domestic Film Distribution

with **Gary Rubin**, President, **First Independent Pictures**

In general terms, today's box office numbers suck. If you subtract the few successful blockbusters like *Spiderman 3* or *Pirates of the Caribbean*, the remainder of films in the marketplace are not generally succeeding. The flood of hedge fund and private equity money is making it easier to find financing for films, but producing returns that will satisfy these investors is proving difficult and troubling.

Within just the past year, and even the last few months, there have been significant changes in both the theatrical distribution business and DVD business, and selling films to TV has been in a downward spiral for awhile. None of the three are really healthy right now with a few rare exceptions - blockbusters such as mega-hits like the two above and *Shrek 3*. Experienced veterans are noticing these changes, but no one's really discussing them or addressing their impact.

As we patiently watch the changes being brought on by new media, it's important for us to take a closer look at domestic distribution and how we can foster a healthier industry. To lead us in this discussion is Gary Rubin, president of First Independent Pictures, distributor of such specialty films as *Edmond*, written by David Mamet and starring William H Macy and Julia Stiles and the award winning Sundance doc, *New York Doll*.

We'll cover some unique topics including various models for distribution strategies in today's marketplace, the affect of new media, creative ways to sell your films, and how to bring your film budgets down to a level commensurate with your investors expectations. We'll also touch on the most recent efforts to remodel the nation's theaters into more attractive event 'destinations.'

Saturday, June 09th, 2007 - 2:00PM  
Sony Lot Screening Room  
Culver City

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