



# Marketing and Selling Your Film Around the World: A Guide for Independent Filmmakers

*John Durie, Annika Pham, Neil Watson*

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The various overseas film markets, especially Europe and parts of Asia, have always been financially important outlets for American films, but never more than they are now. The current worldwide hunger for American movies seems insatiable, and foreign sales are an indispensable economic element of almost every American film, large or small. It is not a rare occurrence for movies that do not play well to the domestic audience to recoup their expenses and show respectable profits purely on the strength of overseas audiences. In this one-of-a-kind manual, the independent filmmaker is guided through the demographics and business practices of film markets around the world, including essential information and advice on such subjects as how to secure a sales agent, what types of deals one can expect from sales agents and international distributors, and the costs of selling a film around the world. *Marketing and Selling Your Film Around the World* will enlighten both seasoned professionals and aspiring filmmakers.

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