



distribution case study: the light of the moon

500 E Cesar Chavez St, Austin, TX 78701

March 12, 2018
2:00 PM - 3:00 PM (CDT)

At **SXSW 2018**, Orly Ravid will be participating in the case study discussion of the distribution of SXSW Winner *The Light of the Moon*, diving into topics including: the platform theatrical release, educational, festivals and hybrid theatrical distribution, collaborative nature of the release involving key vendors, the filmmakers, grassroots partnerships, corporate sponsorships, use of social media, publicity firms on both coasts and representing lead actress Stephanie Beatriz, release timing analysis, and socio-cultural impact objective, all while coordinating TVOD and international licensing alongside utilizing the Amazon Festival Stars AVD offering and reconciling when to go direct-to-platform vs. license to buyers.

[Programming descriptions are generated by participants and do not necessarily reflect the opinions of SXSW.]

More Information & Register

practice areas

corporate & business transactions
entertainment transactions
litigation