



orly ravid panelist in sxsw 2021

Impact Global VOD: Films, Free for Good

Virtual

March 16, 2021

8:15 - 9:10 AM (Pacific Time)

SXSW 2021

Orly Ravid will be speaking on the session, "Impact Global VOD: Films, Free for Good," as part of SXSW's Online Conference on March 16, 2021.

Using the SXSW 2021 look and feel, SXSW Online XR will showcase live panels, meet ups, special events, a selection of 360° videos from the Virtual Cinema program, as well as 2D video feeds of SXSW programming. Austin venues recreated in the space include The Paramount Theatre, the Contemporary Austin, Mohawk, Empire Control Room & Garage, and Cedar Street Courtyard. SXSW worked with world-renowned artists and the social XR events studio VRrOom to design and produce the festival's virtual edition, which will be hosted on VRChat.

"Impact Global VOD: Films, Free for Good"

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VOD audiences aren't typically renting or buying most indies, especially documentaries. And corporate worldwide VOD streaming giants are licensing fewer independent films. But if critical films are not seen, no impact is made—nothing changes. Which international VOD platforms and financial sources can filmmakers avail themselves of to achieve impact-oriented distribution? This panel will discuss how to distribute docs in a way that treats VOD as part of a robust impact campaign strategy, including how to reach audiences, impact the planet via global VOD exhibition on numerous international platforms, and get financial support from philanthropic and/or responsible corporate sources.

Note: After this panel was recorded, Amazon announced that it is restricting unsolicited docs for submission to their Amazon Video Direct portal, a move that will profoundly affect not only doc films doing DIY distribution, but also

practice areas

entertainment transactions



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distributors and aggregators.

Register