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## tip of the week: think of digital platforms as stores

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Orly Ravid's article, "Tip of the Week: Think of Digital Platforms as Stores," was published by the *Sundance Institute Blog* on August 9, 2011.

From the article...

"The business of film distribution is predicated on being in the know of some basic information, and then trading on it. I founded The Film Collaborative in 2010 to educate filmmakers about distribution and facilitate it to the extent needed, without taking rights and without padding middlemen. We monetize transparency, not secrecy.

I started working on digital distribution deals back in 2004 and created the Digital Distribution Guide that is now part of TFC's Distripedia, an online resource tool for filmmakers. The industry and filmmakers are finally starting to focus on digital now that revenues are picking up and DVD is truly, undeniably dying. But the digital distribution world still confounds almost everyone.."

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