

Frequently Asked Questions re: your partnership with Cappricielli, Inc.

Congratulations! You made a movie. You methodically planned and plotted, collaborated, and now you have your piece of art. Now what?

Write down your goal- what do you want to achieve with your art? Why did you make this visual story in the first place?

Is it a personal story that will resonate with a larger audience? Were you inspired and brought a story to life where it can advocate for an underserved voice? Is this art your first step in creating credibility as a writer/director/producer/cinematographer? If you created a short, is it a prequel to a feature? Proof of concept?

Any “yes’s” to the above should not prevent you from distributing your film and reaching a wider audience. Distribution consumption lets people know you and your story exist.

Q: The film is currently in its festival run. Would I need to withdraw the film from these festivals were it to be distributed with you?

A: It depends on the film festival, if it’s one of the top tier festivals (Sundance, Venice, Tribeca, Toronto) they may not accept the film if it is already released. Often, they want to host the “first screening” of your project.

However, even in this situation, you can negotiate your distribution deal and strategize the film’s release as an announcement off of that said film festival.

You’re leveraging your film being selected, receiving the laurels, screening in a theater, potentially being nominated in a category, and then even winning that said category. All

your work to get to the film festival, even if its not a winning film, builds upon your credibility for your release strategy and digital market.

A word to the wise: don't get caught up in the film festival world. Having 12+ laurels in small boutique-y "never heard of" film festivals doesn't reach the wider audience. It only reaches the audience that goes to film festivals.

Q: Will distribution still work if the film is already on YouTube and public?

A: Yes, and it can remain on youtube. Think of Cappricielli TV + distribution reach as a wide release, bringing your content to a larger audience. For example- not everyone consumes content by watching Youtube. Some people sit on the couch and only watch free TV (AVOD), while others log into their streaming services (SVOD) and look for content there. Not all consumers watch the same way.

Q: How does your business model generally work?

A: Currently we have two business models. One is our branded channel, Cappricielli TV+, where we accept content on a non-exclusive basis for 300+ AVOD platforms.

Second is an international exclusive rights deal to distribute the film across all platforms including but not limited to AVOD, SVOD, and VOD.

Q: Are there any routes for distribution on a non-exclusive basis?

A: Yes, we can carve out the rights you would like to retain. For example- we can geoblock certain territories or carve out educational rights. At this time, the only rights we are willing to do on a non exclusive basis include AVOD, educational/academic, airline, and we can discuss reserving the rights to certain territories.

Q: *Would this be NA or WW?*

A: Worldwide.

Q: *Where will my film be distributed?*

A: We are working with several platform partners with an international reach including: SVOD, TVOD, AVOD, including but not limited to over 300 smart TV apps and other distribution partners.

Most relationships are revshare with an option for licensing deals on feature length films only.

Q: *What is your desired term?*

A: Our desired term is 10 year minimum term.

Q: *What type of content is Cappricielli TV+ acquiring?*

A: Cappricielli TV + is seeking all genres in:

- Web series
- Podcasts with video
- Feature films
- Short films
- Documentary- short or narrative
- Music videos

Q: *What is your revenue share model?*

A: Our revenue share is 20/80, with the filmmaker receiving the 80%.

Q: Are there upfront costs to the filmmaker?

A: There are no out-of-pocket costs to the filmmaker.

Q: What are the fees?

A: There are no upfront fees to the filmmaker. However, there are fees deducted from the gross receipts at the backend that need to be recouped and they are as follows:

For all content, there is a distribution fee that includes digital marketing, sales, and administrative work.

For any content 41 minutes and over it will be \$2,500 plus an additional administrative fee of \$750.

For any content under 40 minutes it will be a flat fee of \$500.

For an in-depth digital marketing campaign beyond the 90 days after the release we have an optional marketing and PR package for an additional \$2,500.

Q: What is the optional \$2,500 marketing and PR spend? Can you expand on that?

A: The marketing and PR package includes: creation of Trailer, EPK (electronic press kit) including press release and production notes, poster, and full digital marketing campaign beyond the first 90 days.

Our digital marketing team will share with the filmmaker all digital marketing assets/captions/taglines/social media strategy to be used in conjunction with our social media profiles.

If your film lacks a trailer or a poster, and you don't want to purchase the full package we offer an a la carte option as well.