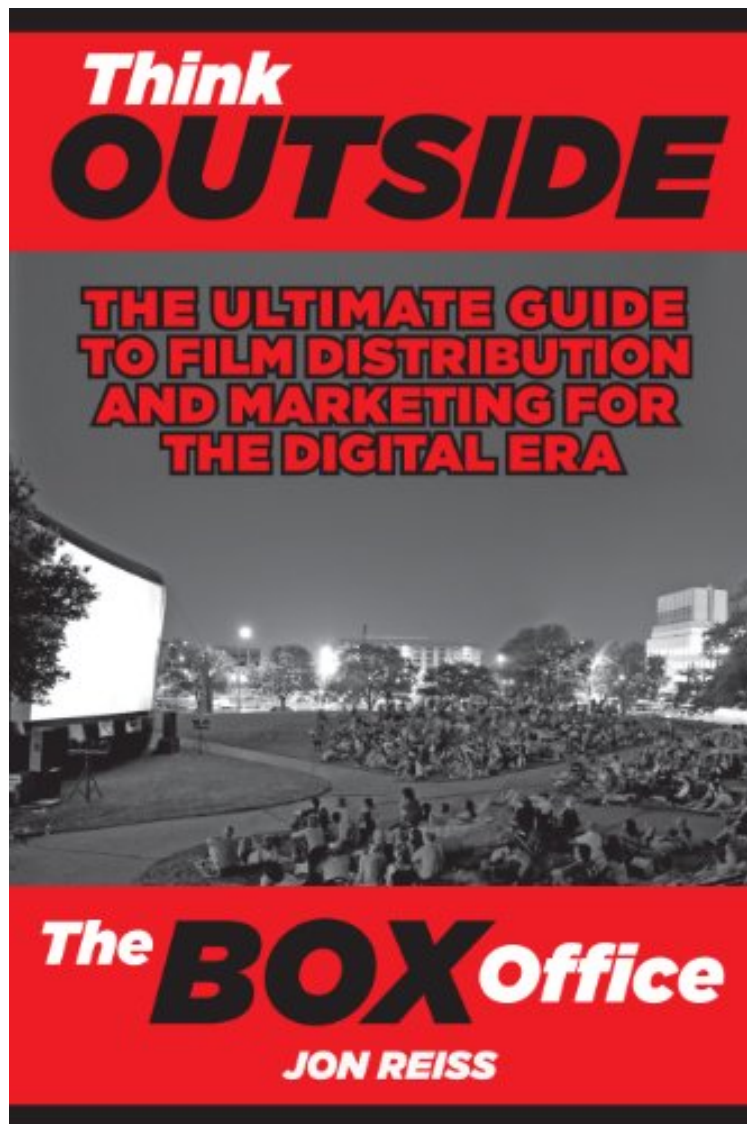


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## Think Outside the Box Office: The Ultimate Guide to Film Distribution and Marketing for the Digital Era

*Jon Reiss*

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**Jon Reiss : Think Outside the Box Office: The Ultimate Guide to Film Distribution and Marketing for the Digital Era** before purchasing it in order to gage whether or not it would be worth my time, and all praised Think Outside the Box Office: The Ultimate Guide to Film Distribution and Marketing for the Digital Era:

2 of 2 people found the following review helpful. Keep this a secretBy JeffIf you are an indie filmmaker or producer, don't get this book. It's so full of amazing information that I don't want you to have it, too. It contains everything you

should know about film distribution RIGHT NOW. Everything. It's an easy and quick read, but very dense with valuable facts and statistics that will give you the advantage over the sea of other struggling filmmakers. Marketing has always been hand in hand with filmmaking, but this book proves that marketing is potentially more important than the film itself, if you want to see success. The best thing about the book is that it defines different kinds of success. Success doesn't just mean money. There are more significant measurements of success for the indie filmmaker depending on what level you are at and what your goals are. Okay, I've said enough. Please don't buy this book. It will unlock too many secrets of film distribution and put you ahead of the game. 0 of 0 people found the following review helpful. Does Not Meet Expectations By Customer Some of the advice is sound. However, as a filmmaker myself, I found a lot of the information outdated and some methods not current for our advanced technology. 1 of 1 people found the following review helpful. Great book. I heard Jon speak at a seminar ... By Alr Great book. I heard Jon speak at a seminar and this book is the next best thing AND goes into tons more you'll want to read and reread. Really a good book about marketing in the modern world regardless of what you're selling or what your brand is.

Think Outside the Box Office is a primer for filmmaking in the digital era covering distribution of all types of media content - feature films, shorts, webisodes, transmedia, vblogs, etc., and is the first to address the new distribution and marketing landscape facing filmmakers today. The book is a step-by-step, nuts and bolts guide to distributing and marketing a film. Each chapter addresses an essential aspect of a filmmaker's release and offers specific techniques so filmmakers can take control of their distribution and marketing destiny. Jon Reiss, an award-winning filmmaker himself, spoke with countless filmmakers, distributors, publicists, web programmers, festival programmers and marketing experts to create this ultimate resource of up to the minute information. Throughout the book, Reiss redefines the process from a filmmaker's point of view empowering the reader to create unique strategies for their individual films.

It's no secret that indie film has gone through an amazing period of growth for any number of reasons, not least access to cheap but high quality cameras and computers/editing systems. The way we watch indie film has changed drastically too, from art house cinemas to DVDs that arrive in the mail or from a kiosk in a supermarket, on demand via your cable or satellite TV provider, or online via iTunes, Netflix, .com or, gasp, Bit Torrent. . . Now that the retail DVD market is dying we're finding new ways to bring our films to their intended niche audiences, and that's exactly what Jon's book is all about. What worked yesterday is failing today and won't work at all tomorrow. The only hesitation I have in recommending this book to every single independent filmmaker today is that armed with the information in this book, a filmmaker is potentially equipped to bypass distributors like Disinformation completely! But, in the spirit of information should be free, buy a copy today [disinformation.com](http://disinformation.com) --disinformation.com Filmmaker-turned-author Jon Reiss has just released his new book, *Think Outside the Box Office: The Ultimate Guide to Film Distributing and Marketing in the Digital Era*, which aims to put the current independent film distribution crisis in better perspective. Having been through the wringer with his own documentary *Bomb It*, Reiss has done a lot of work to study the situation from many different angles and come up with ways for filmmakers to think creatively and proactively about getting their work seen. I was just in Copenhagen at CPH:DOX, where Reiss presented his latest 10-point manifesto. You can buy *Think Outside the Box Office* right now at the book's official website, which includes many bonus gifts if you buy it there. I look forward to reading it myself, because my natural instincts are to run flailing from anything involving self-promotion, outreach, marketing, and distribution. But to shun those concepts these days isn't just silly. It's suicidal. The main revelation I had while listening to Reiss talk in Copenhagen is that these post-film duties, which have always felt like brutal chores to someone like myself, should in fact be considered part of the fun, as creative a task as writing the screenplay itself. It will be fascinating to look back on 2009 in five or so years to see what happens. For now, all we've got is our instincts and Reiss' book to help guide us along. ---Michael Tully Hammer to Nail Written in a light conversational tone and beautifully organized over 354 pages, Jon, a noted filmmaker (*Bomb It*, *Better Living Through Circuitry*) and CalArts teacher, passionate about connecting filmmakers to their audiences, arms filmmakers with the arsenal needed for a killer DIY direct to fan film marketing campaign. This book drills down to specifics that allows the reader to form an actionable strategy, and is destined to become required reading for all filmmakers. The book also includes steps to create better engagement on WordPress, Facebook, Twitter, MySpace and YouTube, and then in the next breath puts a call out to festival directors to see themselves as distributors, aggregators of quality indie content for traditional and new media. It seems so complete I'm still reading on hoping he addresses ways not to trip up Oscar qualification with day and date online screenings. An incredibly valuable resource. --Content NOW About the Author Jon Reiss is a critically acclaimed filmmaker who has produced and directed feature films, documentaries, shorts and music videos in a career that spans nearly 30 years. Named one of the 10 Digital Directors to Watch by *Daily Variety*, Reiss also teaches in the Film Directing Program at the California Institute for the Arts.