

## **The Backlot Films Announces Film Distribution Model for Local Filmmakers**

The Backlot Films today proudly announced film distribution representation across Australia.

This distribution division of parent company The Backlot Studios, The Backlot Films was formed with the specific aim of providing filmmakers with an alternative to the traditional model when securing a commercial cinema release.

The Backlot Films boasts an array of non-traditional distribution strategies, all designed to realise a commitment to the release of Australian content on the big screen, following through to the subsequent release platforms, including VOD. A variety of distribution opportunities will be on offer such as producers retaining rights to content, P & A /equity investment and a dedicated marketing team on hand.

This announcement follows from The Backlot Films' recently formed post-production and logistics alliance with DDP Studios / Deluxe Australia. This strategic teaming gives the Australian film and television industry a one-stop shop for seamless post-production, distribution and logistical services.

The Backlot Films founder Tony Ianiro said that the current distribution landscape in Australia does not need another player bringing in international content.

"There are already enough distributors doing this - many with great success", Ianiro said.

"However, the sheer volume of international content vying for cinema screen representation in our marketplace has reached saturation point. Our focus has always been on connecting, engaging and collaborating with local and emerging talent. How exactly does the next Greg McClean, Robert Connelly or Robyn Kershaw for example secure, an attainable post production service at the highest standard possible with no track record and limited Government funding available?"

The model now offered by The Backlot Films will give filmmakers an attainable path for the post-production and distribution of their projects.

The Backlot Films has recently appointed Ian Hale to head up the film distribution and post production divisions within Western Australia. Ian brings a wealth of experience to The Backlot Films with over 20 years' experience in the motion picture industry as Sales Manager for Paramount Pictures in both WA and South Australia.

"I'm not only looking forward to working with the many talented filmmakers, current and upcoming, but also the exhibitors and seeing more Australian films made and distributed onto the big screen."

Prior to his time with Paramount Pictures, Ian was State Sales Manager for United International Pictures. From quality arthouse limited releases like Samson and Delilah across to tent-pole blockbusters such the Transformers series, Ian has a deep understanding of all facets of the film industry.

The Backlot Films (Sales) will be represented by Tony Ianiro, Mark D'Angelo and Ian Hale nationally.

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