

**Promotion:** choice of the release date, organisation of advertising, partnerships, public relations, material sent to the exhibitors (trailers, posters), adaptation (translation, subtitling, dubbing, artwork)

B2B



**Finance:** selection of films, acquisition of rights or participation in film pre-financing



Promotion & Sales Licensing



**Negotiation** with the following markets: cinemas, physical video, video on demand, television (free or pay television) and internet (streaming).

B2C



### Glossary

**PRODUCTION:** Producers are the ones that initiate the film project and are responsible for the financing of their respective film.

**INTERNATIONAL SALES:** they have the responsibility to create international promoting material to pitch a film through their network of distributors, to obtain visibility and additional financing.

**EXHIBITION:** There are several, and ever-increasing media, through which movies can reach their audiences. Cinema theatres, DVD and Blue-Ray, pay and free TV, transaction video-on-demand (TVoD), Subscription Video on Demand (SVoD) are recognized as the main channels.

**AUDIENCE:** It can be of two kinds: the paying audience, which legally access the film wherever it is distributed, be it a cinema theatre or a streaming platform; and the illegal audience, which consumes pirated versions, both online and in hard copies.