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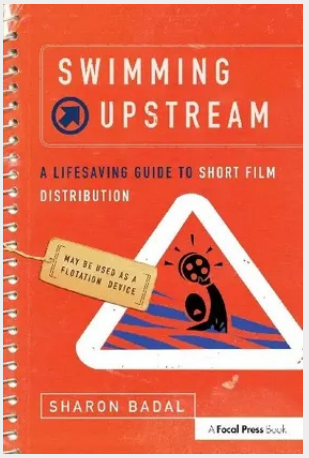
Swimming Upstream

A Lifesaving Guide to Short Film Distribution

Short films have come into their own, not least in part due to the incredible new ways to distribute them, including the Web, cell phones, new festivals devoted to shorts--even television and theatres. This is the ultimate guide for anyone who's made a short film and wonders what to do next. Whether your short film is meant to be a calling card, a segue to a feature film, or you just want to recoup some of the costs, this book describes the potential paths for distribution. Written by the short film programmer of the Tribeca Film Festival and featuring contributions from top film festival directors, as well as studio, marketing, and technology executives, this book shows you what's important to the decision makers and gatekeepers. This is the definitive handbook filled with insider information available nowhere else.

Featuring insider information direct from the gatekeepers at Focus Features, AtomFilms, Verizon, Shorts International, Sundance, and more!



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