

INDIE RENTAL FIGHT BACK

Indie Rental Fight Back is a campaign to get the public renting DVDs from independent DVD rental stores and offering independent filmmakers a chance to get their work seen by a wider audience.

I believe that together, indie rental stores and indie filmmakers can develop a profitable business model to introduce the public to a wider range of films and make the local indie rental store the centre of a local film community.

What's indie? Those cool owner-run stores that carry the unusual, the interesting and the art-house titles.

This is a fight back against NetFlix and Hollywood domination, it's a fight back against mediocrity, and it's a fight back for the local store.

Goals

- (a) Help independent rental stores stay in business by encouraging local people to check them out and discover what they're missing out on
- (b) Help independent filmmakers get their work seen by a wider audience.

Here's how it works:

- (c) The indie rental store buys a full price copy of the DVD from the filmmaker's website.
- (d) The store then tells the filmmaker that the title is available in his/her store and provides the address and a link to the store website.
- (e) The indie filmmaker adds the store details and link to his website on a page titled IndieRental.
- (f) The store is free to rent the DVD as many times as possible and keep all the rental payments. Once the title isn't renting any more, the store is free to sell it but must inform the filmmaker that the title is no longer available. The filmmaker will then remove the link.
- (g) Audiences that visit the filmmaker's website have the option to buy the film or rent it. If they decide to rent, they go to the IndieRental page to find a store near them that has the title.
- (h) If there isn't an indie rental store in the neighbourhood, the filmmaker will allow download of this form letter that can be printed and taken into the store explaining how this scheme works.

Please check out the film **MindFlesh**

and buy a DVD from the filmmaker's website at: <http://www.mind-flesh.com>



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