Juice Worldwide unveils new tool to launch indie films

The Canadian company is one of only four vendors to provide a iTunes Store package delivery service for Compressor users.

By Etan Vlessing   3 hours ago

It's no secret Canadian film is increasingly difficult to finance.

But once determined producers get their movies made, commercially launching them is easier and cheaper than ever.

Paul Zimic's Juice Worldwide has unveiled a self-distribution model for filmmakers that allows movies to launch on iTunes everywhere.

"It's becoming more and more difficult for people to get distribution," Zimic noted in an interview with *Playback Daily*.

But Juice, one of only four Apple-certified iTunes delivery partners, aims to change that by allowing filmmakers to assemble their film assets using Compressor 4.2. Other vendors certified to deliver projects to iTunes via Compressor include Zoo Digital, Quiver and Walla.

Filmmakers then pay Juice a flat $850 up-front fee if they submit content to Juice via Compressor. They will pay a $945 fee if they submit content via Juice's standard methods to create a package for submission of the film to the iTunes Store.

Additional fees may apply for film certification, closed captioning and other assets. After upfront costs, Juice will encode and deliver the package to the Apple retail platform for commercial sale.

In turn, the filmmaker retains 100% of the rights to their title and collects all revenues.

"Juice can provide business terms to give you that passage way [to iTunes], without the trappings of traditional distribution. We don't acquire the content. You keep it. We pass it along," Zimic explained.

"We're not the answer to all your dreams, but we certainly keep the nightmares away," he added.

UPDATED to clarify upfront fees for submission of content via Compressor or standards methods.

TAGS:

Apple, **Compressor**, **Filmmakers**, **iTunes Store**, **Juice Worldwide**, **Paul Zimic**, **Self-Distribution**