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Building a Home Movie Studio and Getting Your Films Online: An Indispensable Guide to Producing Your Own Films and Exhibiting Them on Today's Hottest Source - The Internet

Kurt Lancaster, Cynthia Conti

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Building a Home Movie Studio & Getting Your Films Online is the first authoritative handbook for aspiring independent filmmakers and weekend hobbyists interested in learning how to build their own movie studio and get their films presented online.

As heralded in numerous articles in the New York Times and other publications, cinema's newest revolution is the Internet indies--films created by independent filmmakers in their own home movie studios and exhibited on the Internet. With new tools available via the latest digital technology, such as Flash animation software, Web features can be produced easily and inexpensively. Thanks to easy access to the Internet, these features can now be exhibited worldwide without benefit of a distribution contract movie deal. According to Robert Algeri, Web entrepreneur and founder of Shortbuzz.com, "Filmmakers have never had such opportunities. They can get more exposure from one day on the Web than in an entire year on the festival circuit."

"After years of puttering attempts to prove itself as a medium for mass entertainment, the Internet is morphing into a more offbeat version of television that is often more profane and always less formulaic than its broadcast and cable counterparts. And just as millions of people now get information and buy products from previously unheard of sources on the Internet, some--including a few television producers--have begun to turn to it for entertainment produced outside the traditional entertainment industry." (New York Times, 10/30/00)

Today there are dozens of web sites listing thousands of films, from feature length indies to avant-garde shorts, available to anyone with a computer and an Internet connection. Among the most popular sites are Atomfilms, Ifilm, and Pop.com. The most widely heralded Internet film to date, George Lucas in Love, became such an underground hit in Hollywood that private videotapes were passed around. In October, 1999 the film became the first attraction on the streaming-video web site Mediatrip.com. In April 2000 the nine-minute film was released as a video and has sold nearly 50,00 copies. (There are over 250 Star Wars films alone made by fans that can be viewed and downloaded over the Internet.)

Building a Home Movie Studio and Getting Your Films Online shows aspiring filmmakers and other interested individuals how to build their own home movie studio, as well as offering a "real world" step-by-step example illustrating how a film gets transferred from a home computer to a web site for exhibition. Included is a brief history of independent film and its place on the web; a step-to-step "how-to" guide to building a home movie studio and using current technology to get a film distributed online, from video streaming to downloadable films--including live internet Webcasts and recordable CD-ROMS; several case studies, describing how amateurs have gotten their material online and viewed by an audience; an appendix, detailing online film festivals and distributors; and a glossary of simple definitions to technical vocabulary.

Whether building a video streaming web site or submitting work to Internet film festivals and online distributors, this book meets the needs of anyone who wants to get their projects out to a worldwide audience.

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