New Frontier ON MAIN

Going It Alone: Digital Distribution for Indie Filmmakers

Wednesday, January 23; 12:30 p.m.
Microcinema, New Frontier on Main

The myriad distribution opportunities facing today's filmmakers make for a landscape of both opportunity and confusion. How can you maximize your digital rights potential? Where are the best revenue opportunities? Join buyers, sellers, and filmmakers to discuss rights, royalties, and windows in the wild world of digital distribution today. Moderated by Meyer Shwarzstein, CEO of Brainstorm Media.

Collision Course: Content Providers and the Creative Community Chart a Course for the Future

Friday, January 25; 12:30 p.m.
Microcinema, New Frontier on Main

In 2007, Hollywood chose to stop productio over unresolved new-media revenue issues. Instead, we at the 2008 Sundance Film Festival look forward to dealing with this new challenge. How do we quantify the distribution models? How do we share? Join industry and indie prognosticators as we examine subscription models, targeted advertising, revenue sharing, and other emerging business strategies. Moderated by Scott Kirsner of *Variety*.

Social Cyborg: How Technology Is Changing Us

Thursday, January 24; 12:30 p.m.
Microcinema, New Frontier on Main

Beyond the way we act, the Internet affects the way we think, raising questions of who we are as individuals and a community. Social networking, user-generated content, multiplayer gaming, file sharing—we are joined in previously unimagined ways. Join leading innovators as we explore the ramifications of a wired populous. Moderated by Katie Hafner, technology reporter for *The New York Times*.

Panavision Presentations

Outerspace Cinema, New Frontier on Main

Saturday, January 19; Sunday, January 20; and Wednesday, January 23; 12:30 p.m.

How to Talk to the Big Guys When You're a Little Guy

Join representatives from Panavision,Kodak, Laser Pacific, FotoKem, efilm, Mole-Richardson, and Deluxe to find out how small independent films and student productions without large budgets can obtain products and services from leaders in the field. Topics include low-cost camera rentals, film processing, electronic workflow, and postproduction services such as digital intermediates and film-outs.

Avid Presentations

Outerspace Cinema, New Frontier on Main

Friday, January 18; 4:30 p.m.

Creating a Low-Budget Film with High Production Value

In this session, Michael Phillips (an Avid film editor) and Norm Hollyn (from USC) explore the way filmmakers can add high production value to their low-budget project. The pair walk through their personal experiences on the short film *Jack in the Box* and how using tools like Avid Media Composer allowed them to create a high-quality product very economically.

Saturday, January 19; 4:30 p.m.

Doug Liman: "Sharing a Vision" and the Importance of Finding the Right Editor

In this session, award-winning director/producer Doug Liman *(Swingers, Mr. and Mrs. Smith, The Bourne Ultimatum)* talks about his current and past projects and the way he approaches storytelling—from shooting to the editing room.

Sunday, January 20; 4:30 p.m.

From Production to Post to Distribution: What You Should Know

This open discussion with experts across the film industry discusses trends, tips, and tricks in filmmaking. Featuring editor Kevin Tent *(Sideways, The Golden Compass, Blow)* and film-distribution consultant Stacy Parks.

Imagining a Market for Short Films

Thursday, January 24; 4:30 p.m.
Outerspace Cinema, New Frontiter on Main

As the zone between making short films and reaching an audience gets more explosive, new companies and technologies are changing the landscape daily. Sundance has stepped into the void to help get the power and profit into the hands of the filmmakers. Come meet the folks and filmmakers who manage the Sundance shorts deal (iTunes/Netflix/Xbox). Moderated by a surprise guest.

Sony Presentations

Outerspace Cinema, New Frontier on Main

Monday, January 21; 12:30 p.m. and 4:30 p.m.
Tuesday, January 22; 12:30 p.m. and 4:30 p.m.

Creative Shooting Techniques—XD-CAM Ex-Camcorder

From one-half-inch full 1920 by 1080 imagers to native 24p capturing, variable frame rates, selectable gamma curves, and solid-state memory recording—come and see how cinematographer Jody Eldred wove these latest technologies into breathtaking art.