



BOOTJAK PRODUCTION GLOSSARY

EMPOWERING INDEPENDENT FILMMAKERS,
ONE DEFINITION AT A TIME

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INTRODUCTION

Navigating the film distribution landscape can be a complex challenge for indie filmmakers. Understanding key industry terms is crucial to effectively manage and promote your projects. Our glossary offers a comprehensive overview of essential concepts from A/B Testing to Wide Release, helping you grasp the intricacies of digital distribution, marketing strategies, and revenue models.

Bootjak Productions stands at the intersection of innovation and practical expertise in the film distribution arena. We provide tailored support to elevate your projects, ensuring they reach the right audience through optimal channels. Additionally, our training courses are designed to empower filmmakers by deepening their understanding of the market dynamics and enhancing their skills in leveraging digital platforms for maximum impact.

Join us at Bootjak Productions to transform your filmmaking journey with knowledge that can propel your projects to new heights.

GLOSSARY

A/B Testing - A method for comparing two versions of a webpage or app to see which one performs better.

Affiliate Marketing - A performance-based marketing tactic where a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.

Aggregators - Companies that assist independent filmmakers in distributing their films across various online platforms and streaming services.

Amazon Video Direct - Allows filmmakers to upload and distribute their films directly to Amazon's audience on a transactional or subscription basis.

Analytics Dashboard - Tools that provide insights into the performance of a film through data on audience demographics, viewing behavior, and other metrics.

Audience Score - A metric, often seen on review aggregation sites, reflecting the percentage of users who have rated a movie or TV show positively.

AVOD (Advertising-Supported Video on Demand) - A type of VOD service that offers content free of charge but includes advertisements.

Awards Season - The period typically spanning from November to February when most film awards ceremonies take place, including the Oscars and Golden Globes.

B-roll - Secondary footage shot apart from the main action, used for cutaways and supplementing primary footage.

Bootjak Productions - A facilitator that provides a platform for indie filmmakers to distribute and promote their films to a wider audience. They help filmmakers gain visibility and recognition in the entertainment industry through various marketing and distribution strategies. With their

network, filmmakers can reach new audiences and potentially secure distribution deals with larger companies.

Box Office - The total revenue generated by ticket sales for a film.

Call to Action (CTA) - A marketing term for a statement designed to get an immediate response from the audience.

Community Building - Activities designed to foster a sense of community and engagement among fans and viewers.

Content Delivery Network (CDN) - A system of distributed servers that deliver pages and other Web content to a user based on the geographic locations of the user.

Content ID - A technology used by digital platforms to manage copyright content by recognizing registered files used in uploaded videos.

Conversion Rate - The percentage of users who take a desired action related to online marketing.

Copyright - The legal right granted to the creator of original work, including the right to copy, distribute and adapt the work.

Crackle - A free streaming service owned by Sony that provides a variety of TV shows, movies, and original content, supported by advertisements.

Cross-Promotion - A marketing strategy where two or more parties promote each other's products or services.

Day-and-date Release - A distribution strategy where a film is released on multiple platforms (e.g., theatrical and digital) simultaneously.

Digital Distribution - The process of releasing, marketing, and selling content through digital means, such as streaming services or download platforms.

Digital Release - The release of films or other media available for digital download or streaming, bypassing traditional media such as cinema or TV.

Direct Distribution - Distributing a film directly to the audience, bypassing traditional distribution channels.

Direct-to-Video - Films released directly to DVD, Blu-ray, or digital download without a theatrical release.

Disney+ - A subscription-based streaming service offering content from Disney, Pixar, Marvel, Star Wars, and National Geographic.

Distribution Agreement - A legal contract specifying the terms under which a film is distributed, including rights, territories, and revenue sharing.

Distribution Rights - Legal permissions granted to distribute a film in particular markets or platforms.

Domestic Gross - The total box office revenue generated by a film within its country of origin.

DTG (Direct to Garment) - A method of printing on textiles using specialized inkjet technology.

Engagement Metrics - Measurements used to assess how interactively audiences engage with content.

Engagement Strategy - A plan outlining how to maintain and increase audience interaction and satisfaction.

Exclusivity - Rights or conditions where a distributor is granted exclusive distribution rights to a film for a specific period or region.

Fair Use - A legal doctrine that permits limited use of copyrighted material without acquiring permission from the rights holders.

Film Festival - An organized, extended presentation of films in one or more cinemas or screening venues.

Film Festival Circuit - A distribution strategy involving showing a film at multiple film festivals to gain exposure and potential distribution deals.

FilmHub - A platform that assists filmmakers in monetizing and distributing their films to various digital platforms.

Fiscal Sponsorship - An arrangement with a nonprofit organization that allows a film project to qualify for funding and other resources typically available only to nonprofits.

Geoblocking - The use of technology to restrict access to Internet content based upon the user's geographical location.

Google Play Movies & TV - Allows users to purchase or rent movies and TV shows, which can be watched on the Google Play platform.

Guilds - Professional associations that represent the interests of people working in the industry.

HBO Max - A streaming service that offers a wide range of premium television shows, films, and other content from WarnerMedia.

Hulu - Provides a mix of streaming services, offering current and past TV shows, movies, and original content with various subscription or ad-supported plans.

IMDb - An online database of information related to films, television programs, and video games, including cast, production crew, and personal biographies.

Indie Rights - A distribution company specializing in the online distribution of independent films.

International Gross - The total revenue a film earns in box office outside of its country of origin.

iTunes - A digital media service by Apple that allows users to rent or purchase movies, television shows, and more.

Key Art - Primary visual art used for promotional materials.

Licensing Agreement - A legal contract permitting one party to use another's property under certain conditions.

Limited Release - The distribution strategy of releasing a film in fewer theaters with the potential for expansion based on performance.

Liquidated Damages - Predetermined damages agreed upon in a contract, payable if one party breaches the agreement.

Market Screening - Exclusive showings of films to potential buyers at festivals or similar venues.

Metadata - Data that provides information about other data, such as the title, director, and cast of a film, used for organization and discovery.

Metacritic - A website that aggregates reviews of films, TV shows, music albums, video games, and formerly, books.

Minimum Guarantee - A guaranteed amount paid upfront to a filmmaker by a distributor, regardless of the film's later performance.

Monetization - The process of earning revenue from a product or content.

NDA (Non-Disclosure Agreement) - A legal contract between at least two parties that outlines confidential material, knowledge, or information that the parties wish to share with one another.

Netflix - A streaming service offering a wide variety of television shows, movies, anime, documentaries, and more on thousands of internet-connected devices.

Opening Weekend - The total box office revenue generated by a film during its first weekend of release.

P&A (Print and Advertising) - The budget for printing and advertising materials in the distribution phase of a film.

Paramount+ - Offers a combination of live TV, on-demand content, and exclusive originals as part of ViacomCBS's digital streaming service.

Peacock - NBCUniversal's streaming service that offers a range of content with ad-supported and premium subscription options.

Physical Distribution - The distribution of films on physical media, such as DVDs and Blu-ray discs.

Pitch Deck - A presentation used to introduce a film project to potential investors, partners, or distributors.

Pitch Meeting - A discussion in which a filmmaker presents their project to potential backers.

Platform - The medium or service through which films are distributed, such as theatrical, streaming, or cable TV.

Platform Release - A method of releasing a film in a few theaters initially, then expanding based on performance.

Pluto TV - A streaming service that provides a unique blend of traditional linear television and on-demand content, free of charge with advertisements.

Press Kit - Promotional material created for marketing a film, including high-quality photos, biographies of cast and crew, and other relevant production details.

Press Release - An official statement issued to newspapers giving information on a particular matter.

Public Domain - Content that is not owned by any individual and is available for public use.

Publicity - Efforts to publicize a film or project through various media outlets.

Quiver Digital - A company that provides distribution services for filmmakers to release their films on various VOD platforms.

Recoupment - The process through which a distributor recovers the investment on a film before sharing profits.

Retention Rate - The measure of how well a service keeps its customers over a period.

Revenue Forecasting - Estimating future revenue from different sources like ticket sales and licensing.

Revenue Share - A model where profits are divided between the content creator and the distributor based on agreed terms.

Rights - Legal entitlements regarding the distribution and exploitation of a film, including theatrical, broadcast, digital, and merchandising.

Rights Management - Handling the rights associated with a film, including legal and licensing issues.

RightsTrade - An online platform facilitating the sale and licensing of film and television content.

ROI (Return on Investment) - The calculation used to assess the efficiency of an investment.

Roku - A digital media player that allows users to stream audio and video content from a wide range of services.

Rotten Tomatoes - A review-aggregation website for film and television, showing percentage scores of critics' and audience reviews.

RT Score - The percentage of positive reviews that a film or TV show receives on Rotten Tomatoes.

SAG-AFTRA - The Screen Actors Guild-American Federation of Television and Radio Artists, a labor union representing film and television performers.

Screening Events - Public or private events where a film is shown, often followed by discussions or Q&A sessions.

Screening Fee - A fee paid to filmmakers for showing their film at a festival or other event.

Seed&Spark - A crowdfunding platform tailored specifically to support independent film projects.

Social Media Marketing - The use of social media platforms like Facebook, Twitter, and Instagram to market a film or project.

SVOD (Subscription Video on Demand) - A streaming media service offered to customers for a subscription fee.

Territory - A specific geographic region where a distributor has the rights to market and sell a film.

Territory Restrictions - Limitations on where a film can be distributed geographically.

Territory Rights - The rights to distribute a film in specific geographical areas.

Theatrical Exhibition - The showing of films in theaters or cinemas.

Theatrical Run - The period during which a film is available in theaters.

Theatrical Window - The period between a film's theatrical release and its availability on other platforms like DVD or streaming services.

Transactional Video on Demand (TVOD) - A digital streaming service where customers pay for each piece of video-on-demand content.

Transcoding - The direct digital-to-digital conversion of one encoding to another, such as for movie files.

Tubi - A streaming platform offering free, ad-supported access to thousands of movies and television shows.

Tugg - A platform that allows individuals to organize screenings of films at their local theaters.

TVOD (Transactional Video on Demand) - A type of VOD that allows customers to buy or rent movies on a pay-per-view basis.

VHX - A digital distribution platform that enables filmmakers to sell content directly to their fans.

Vimeo On Demand - Provides filmmakers with the tools to sell or rent their films directly to audiences worldwide.

VOD (Video on Demand) - A media distribution system that allows users to access videos without a traditional video playback device and without the constraints of a typical static broadcasting schedule.

Vudu - An online platform that allows users to buy, rent, and watch films and TV shows.

Weekend Box Office - The revenue earned by films from Friday through Sunday of each week.

Wide Release - A film released in a large number of theaters across a country or region simultaneously.