

G A L A X I E S

Feature Film Sales Projections

Comps: Variables for sales of any film are vast, but fortunately there are always “comps” in the form of feature films that have targeted similar demographics. In the case of Galaxies, we can profile the success of “**The Notebook**” as it employed two-tier generation casting to increase market penetration. More recently we can examine films such as “**Green Book**”, “**Nebraska**”, “**Still Alice**” and “**The Father**” to create a snapshot for Galaxies. With a lower budget than the above films, Galaxies may potentially enjoy a superior avenue of returns over an initial 18 month release period. The numbers given are averages based on comps and adjusted for the current market.

Exit Strategy: Using the recent Oscar & Golden Globe Nominated film “**Past Lives**” as a model, we can pursue a strategy that seeks a quick sale for national, foreign or full world rights. While this can hand back investments quickly, it should be pointed out that this can also mean a smaller return over the long haul. It’s not uncommon for a film like “**Galaxies**” to yield a larger return over a period of just a three years vs. an outright sale. With no big stars and a first-time director, Past Lives has still pulled over 30 million against a budget of less than 12 million. Playing to a far larger demographic (and with a smaller shooting cost) Galaxies should outperform Past Lives by a considerable margin. The bottom line is that there are several strong courses available regarding sales and distribution for Galaxies.

Vision: This is where the rubber hits the road. Galaxies deals with its subject matter artfully, tastefully and with emotional impactful storytelling. Another film worthy of comparison would be “**Still Alice**,” a film also dealing with a professor stricken with Alzheimer’s. Still Alice was made for under 5 million and grossed nearly 50 million while netting Julianne Moore a best-actress Oscar. Galaxies also has Oscar potential for the leads and will get traction over a wide demographic because it appeals to young & old viewers equally. Alzheimer’s and dementia, effects over 100 million people worldwide and we can expect a high level of attention that should translate into income beyond what is expected for this sub-genre. With good word-of-mouth and reasonable marketing, Galaxies can prove to be the “little film that could.” This is a prestigious project that also happens to have significant marketability. The numbers below presume casting above B level. Yet again, we can always find cases where a film can rise above a cast of relative unknowns. This has happened recently with the Oscar nominated “Past Lives” which has already surpassed 25 million with 46% of that number earned domestically.

Award Strategy: While awards/nominations for Galaxies cannot be predicted, its inherent prestigious nature and unique story lends itself to some key opportunities in various award categories. The benefits here are in the built-in publicity generated by those nominations, which essentially create free publicity while improving profits.

Numbers: For simplification we’ve combined theatrical, premiere PPV and general streaming via multiple platforms. We should observe that any projection of this type is going to be subject to everything from casting to weather conditions in a given territory. That said, good films tend to find their fans. Keep in mind that not all potential territories are shown here. We’ve left off some micro-markets that are typically below 20K for films of this genre.

DOMESTIC

USA/CANADA/PR	\$22,000,000
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EUROPE/MIDDLE EAST

UNITED KINGDOM	\$3,500,000
ITALY	\$1,000,000
SPAIN	\$2,000,000
FRANCE	\$1,000,000
ISREAL	\$1,500,000
GERMANY	\$300,000
GREECE	\$100,000
BELGIUM	\$100,000
DENMARK	\$75,000
NORWAY	\$75,000
AUSTRIA	\$50,000
SWEDEN	\$50,000

LATIN AMERICA

MEXICO	\$500,000
BRAZIL	\$300,000

ASIAN PACIFIC

AUSTRALIA	\$750,000
NEW ZEALAND	\$150,000

ADDITIONAL TERRITORIES	\$250,000
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CHINA*	\$4,000,000 - 20,000,000
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Total Est. 33,000,000 (18 months)**

**A meeting with a Chinese distribution representative, who viewed the Galaxies project, believes that it would have a strong chance of gaining a release in China. Green Book topped \$71,000,000 in China. The Father, which has some themes in common with Galaxies as well, topped \$4,000,000.*

***Since penetration of the Chinese market is not assured, we're not including it in the projection total for the time being.*

Final Thoughts: At this time we are seeking independent/private funding. A studio deal would likely introduce "too many cooks" into a highly emotional and important film that requires heart and talent above all else. Galaxies best chance of success resides in a faithful unhampered execution from the director/writer and a team of dedicated filmmakers focused on making a great film. Galaxies is more than a potentially sound monetary investment; it's also a chance to nudge the emotional and spiritual needle in ways the world could truly use right now

"Filmmaking is a chance to live many lifetimes." - Robert Altman

