



## Certificate of Achievement

# Sophie Delaye

has completed the following course:

### FILM DISTRIBUTION: CONNECTING FILMS WITH AUDIENCES FILM DISTRIBUTORS' ASSOCIATION

This online course introduced and explored the concepts and means used in the film distribution process, focusing on identifying the Who, How, When, What and Where of releasing a film and the pivotal role of film distributors as films make their way to cinemas and beyond.

4 weeks, 3 hours per week



Lord Puttnam of Queensgate CBE  
President  
Film Distributors' Association

**Film Distributors' Association**

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The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Film Distributors' Association.

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has completed the following course:

### FILM DISTRIBUTION: CONNECTING FILMS WITH AUDIENCES FILM DISTRIBUTORS' ASSOCIATION

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This online course introduced and explored the concepts and means used in the film distribution process to connect films with audiences. The course covered topics including defining Who the target audience is, the How of advertising and promotions, and budgeting, determining When to release a film, and What sets a film apart from other films. The course incorporated practical tasks with filmed interviews of industry executives, online forums and the student's own experience of film.

#### STUDY REQUIREMENT

4 weeks, 3 hours per week

#### LEARNING OUTCOMES

- Apply their own experiences of film consumption to the methods of film distribution.
- Identify the key decisions made in the distribution business process, and gain a greater understanding of how the UK film business operates.
- Compare the ways in which different types of films are distributed in the UK.
- Discuss the apparent effectiveness of different types of film campaigns.
- Reflect on the various ways in which audiences consume films and investigate the effects that the experience of consumption have on the mode of consumption.
- Explore the different ways in which films are brought to the attention of potential audiences – the differences between advertising and promotion.

#### SYLLABUS

- Who the target audience(s) for a film will be. The many considerations include comparison with recent films of a similar genre. Defining the target audience will affect the 'when' and 'how' of the marketing campaign.
- How distributors will advertise and promote the film and how much to spend on these activities.
- When the film will open in cinemas – the distributor will carefully track the competitors' release schedules, as well as all sorts of wider public/media events, aiming to ensure that they do not go head to head with similar types of film or major distractions for the target audience.
- What sets this film apart from all the other films on release at around the same time? Distributors look for a film's 'selling points' – its stars, director, genre, awards/nominations, based on a bestselling book or game, and more.