



UNDERSTANDING CONTENT DISTRIBUTION

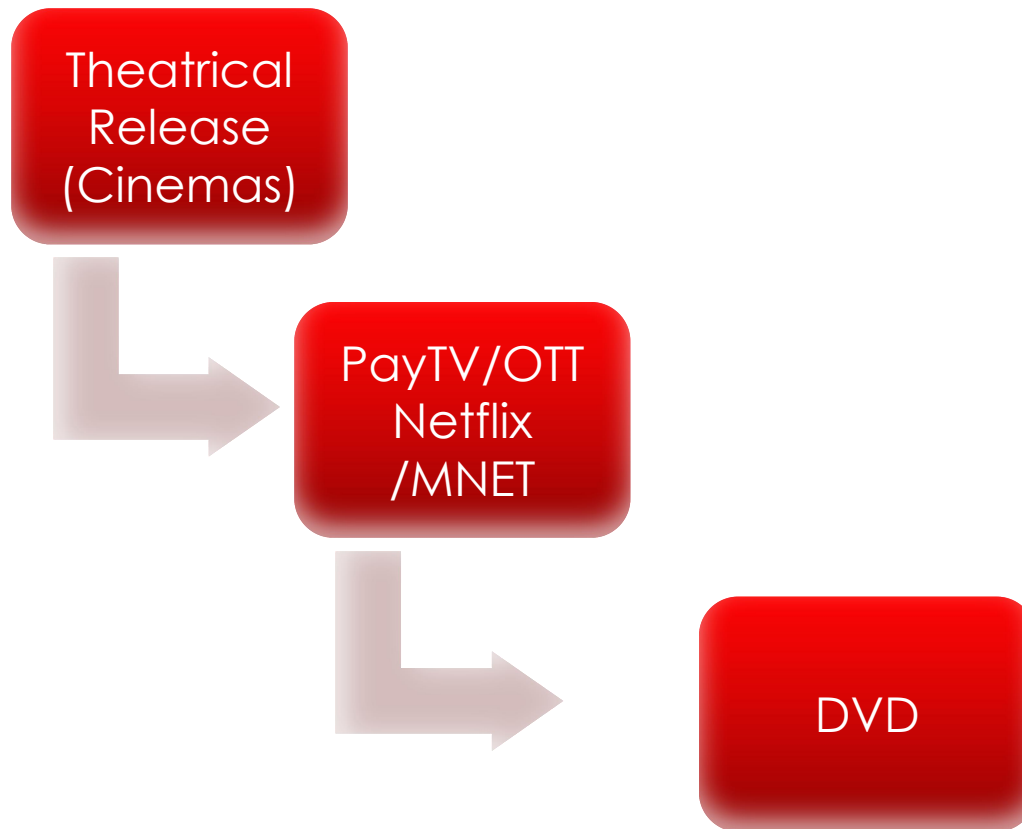
Shileola Ibiroke
MD/CEO Micromedia Marketing Limited

TARGET AUDIENCE

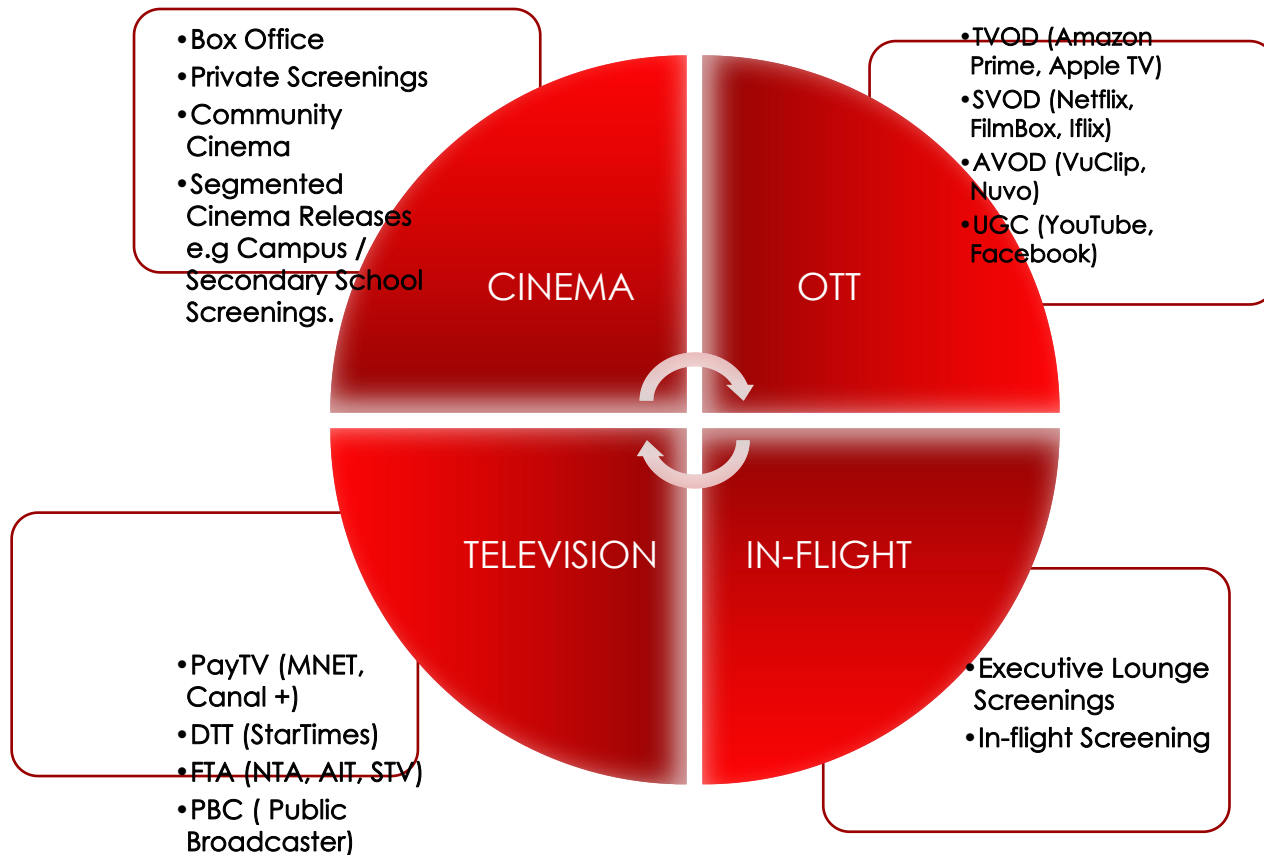
URBAN
RURAL
DIASPORA



CURRENT FILM DISTRIBUTION LANDSCAPE



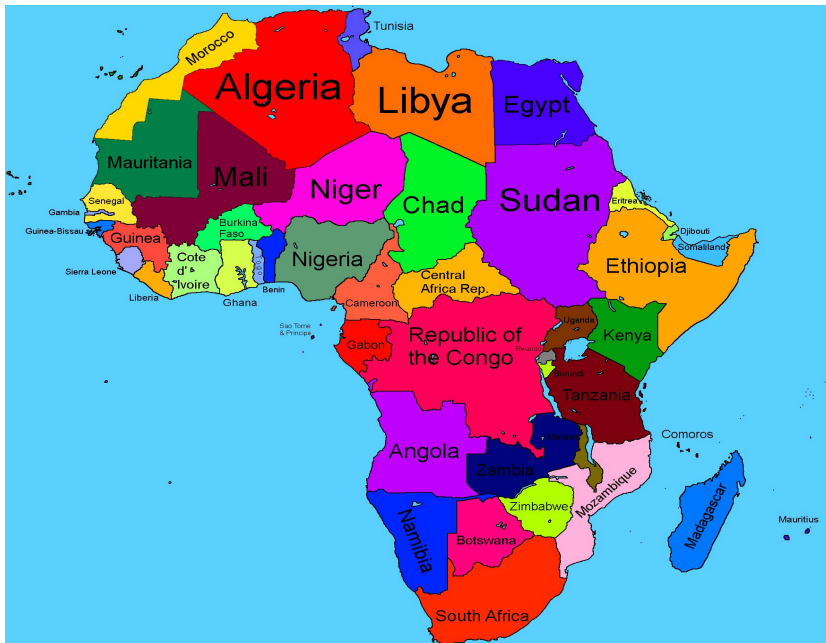
GLOBAL DISTRIBUTION LANDSCAPE



GLOBAL DISTRIBUTION LANDSCAPE



GLOBAL DISTRIBUTION FOOTPRINTS



- ◆ Anglophone – 24 Countries
- ◆ Francophone – 26 Countries
- ◆ Português – 6 Countries
- ◆ Arab Africa – 8 Countries

- ◆ North America – Caribbean Countries, USA
- ◆ Europe – African Migration to WE, CEE, Scandinavian Countries
- ◆ Middle East & Asia –

REALITIES OF ANCILLARY DISTRIBUTION



- Quality of Production.
- Box Office Records- Ratings & Sales.
- M & E.
- Technical Specification of the Licensee.
- Quality of Language Dubbing.
- Novelty of Content- in –Distribution.
- Pricing

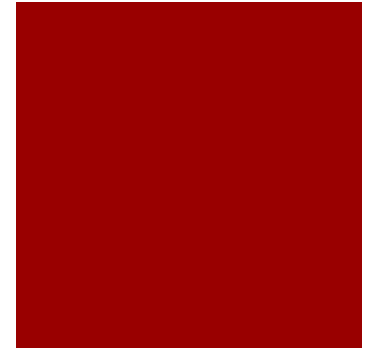
HOW TO CONNECT WITH BUYERS



- Acquisition Executive
- Pitching at Content Markets & Convention
- Direct Sales in Region
- Phone Calls
- Email Marketing
- Letter Writing (Post Office)

THE COCA-COLA CONCEPT OF DISTRIBUTION





○ VIDEO PRESENTATION



○ **THANK YOU**