

LLOYD KAUFMAN EXPLAINS THE DISTRIBUTION FOOD CHAIN

Option	What this Means	Pros	Cons
Acquired by Major Distributor (Miramax, Sony Classics, etc.)	A major "independent" distributor gives you a huge advance for the rights to your movie.	You get a shitload of \$\$\$\$. You get in the door at a major studio and possibly get a deal to make another movie.	You're working with a vassal of a devil-worshipping conglomerate. About as likely to happen as sixteen donkeys farting the national anthem at the Super Bowl.
Acquired by Mid-Level Distributor (Artisan, Lion's Gate, etc.)	An up-and-coming independent distributor offers you a deal for the rights to your movie.	You're working with a legitimately independent company. You are likely to receive some kind of theatrical release.	Mid-level distributors go out of business with more regularity than Joe Fleishaker's bowel movements. Company might become a vassal of a devil-worshipping conglomerate. In either case, your movie is likely to get swallowed by the cracks.
Acquired by Small Distributor (Troma, Roger Corman)	One of the few remaining, small distributors offers you a deal for the rights to your movie.	Companies are well established and are not going to vanish overnight.* Might actually meet Roger Corman.	You would make more money by working for a week at Burger Barn. Might actually meet Lloyd Kaufman.
You Distribute the Damn Thing Yourself	You book theatrical screenings and/or sell videotapes directly to consumers.	You are in complete control and maintain total independence. Any money you make goes directly to you.	The cost of making prints and duplicating videos is entirely yours. A fuck of a lot of work falls on your shoulders and yours alone.

*Troma might be exempted from this particular "pro." Speaking of pros, if you're in Cannes and are looking for pros, Monique and her transsexual friends come highly recommended and can be found on any given evening out in front of the Hotel Grey D'Albion.