

Tom Marshall

To: Anthony Hight
Subject: RE: The Price of Exit - Content for Dist.
Attachments: TRAILER ONE OF THREE Script for trailer June 16 2011.docx

I believe someone other than Daniel did the poster. Do you have an art department at CCI-HD? Please talk to whoever did the poster for the Nashville Film Festival.

I have 3 trailers, about 2 minutes 30 seconds each. I have attached the first one. Other two will come today.

Anthony,

I am most concerned about the metadata excel table. I expect Jim knows what to do with that.

Thanks,

Tom Marshall

From: Anthony Hight
Sent: Friday, June 17, 2011 8:39 AM
To: 'Tom Marshall'
Cc: 'Anthony Hight'; 'Jim Lewis'
Subject: RE: The Price of Exit - Content for Dist.

Tom,

Included with the Apple Pro Res files and the DVCPRO HD 1080i60 were 2 separate movie posters (see attached) and their corresponding Photo Shop files if they wanted to edit and resize them correctly without quality loss. Also included was the Price of Exit CD label, also as a photo shop file, which is the most current label and the one I used on the dubs I made for you this past time.

Please let me know if there were other posters that needed to be included so I may continue searching for them, but these attached photos and their corresponding photo shop work files were included on the hard drive, as well as a Price of Exit title image in .PNG format.

As for the trailer, just send me the times segments or scene clips you wish to use and I will make them and get them uploaded.

Also, can you send me the information for the videos you wish to make for the looping DVD and the 4 different clips you wanted to be able to skip to that will play on the projection screen while the speakers talk for their 20 minute time allotments. I know this won't be until July that they are needed, but I would love to get them done so they are ready so they can be tested and reviewed. Since we only spoke about this, I would just like to have it in writing so I know definitely what to use.

I apologize if the correct poster art was not included, but tell them that it was all in a folder on the Hard Drive, and if they saw the video files they must have seen the poster art, but I can send it to them via e-mail if they cannot view it.

Let me know if they need the different elements from the poster art because that will just involve some searching.

Thank you Tom

Sincerely,
Anthony

From: Tom Marshall [REDACTED]
Sent: Thursday, June 16, 2011 4:42 PM
To: 'Geoff Halliday'
Cc: Anthony Hight; Jim Lewis
Subject: RE: The Price of Exit - Content for Dist.

Hi Geoff,

I'll have to slow down and learn some new elements of film production.

I don't expect to meet the July 7 date. I'll work with Jim Lewis and Anthony Hight CCI-HD in Cape Canaveral, to finish this up.

I will get the trailer script to them tomorrow. They did the poster so they have the art. I hope Jim can give me some guidance on the metadata form.

I will be getting BFM a check delivered next week for the \$450.00 for Premiere digital to do the iTunes conversion.

From: Geoff Halliday [REDACTED]
Sent: Thursday, June 16, 2011 4:21 PM
To: Tom Marshall
Cc: Anthony Hight; Jim Lewis; Heather Noonan
Subject: Re: The Price of Exit - Content for Dist.

Tom,

We received your drive today, thanks very much for getting that to us. I have come across a few missing pieces that I mentioned we'd need in my previous email. Our video delivery service has said they will be able to process this film within a time-frame of about 3-4 weeks, starting at the point that they get complete assets.

What we need from you to complete our delivery can be found in the email below, but to reiterate:

1. Poster art
2. Trailer
3. Metadata form (on excel spreadsheet, I have attached an example)

Definitely very eager to get this film into process for you so let us know if you have any questions or concerns.

Geoffrey Halliday
Content Manager

BFM Digital
12650 Riverside Drive, Suite 203
Valley Village, CA 91607
(818) 762-0191 tel
(818) 762-1652 fax
geoff@bfmdigital.com
www.bfmdigital.com

On 6/16/11 6:10 AM, "Tom Marshall" <[REDACTED]> wrote:

From: Tom [REDACTED]
Sent: Monday, June 13, 2011 4:26 PM
To: Tom
Subject: Fwd: The Price of Exit - Content for Dist.

Sent from my iPhone

Begin forwarded message:

From: Geoff Halliday <[REDACTED]>
Date: June 13, 2011 3:44:35 PM EDT
To: Heather Noonan <[REDACTED]>, Tom Marshall <[REDACTED]>
Subject: Re: The Price of Exit - Content for Dist.

Tom,

Hi there, this is Geoff in the content department at BFM Digital. Just wanted to reach out and confirm some information in regards to your incoming content. I have attached an outline that contains some helpful information and if you read below you can see the various assets that are associated with a film delivery to iTunes. Also attached is the metadata template which is explained in more detail below.

Poster art (one sheet):

2:3 aspect ratio, minimum of 800x1200 pixels in size.

If you don't have poster art that meets these specs, send me what you have and we will do our best to make it work.

Metadata:

The minimum fields that should be supplied are:

Production company = who made the film

Vendor ID = Unique ID that Apple will use to track the film and that you will see on your finance statements

Copyright

Theatrical release date

Title

Synopsis

Country of origin

Genre(s)

Rating

Rating reason

Cast and Characters

Crew (director, screenwriter, and producer is sufficient)

Territory the content is going to be sold in. Assumption is US.

Whether or not the title will be available for EST

The wholesale price tier

The sales start date

The sales end date (if one exists)

Whether or not the title will be available for VOD

Whether the title is a new release or library content

VOD start date

VOD end date

The physical release date of the title for home video. Typically the DVD street date.

I've attached a spreadsheet template for the metadata if you'd like to use it.

Trailer:

Either an actual trailer for the film or if no trailer exists, I can pull a clip of the first two minutes after the last beginning credit and apply a fade up and fade out to it. An actual trailer is strongly preferred.

Chapter information:

If you have a DVD to follow or chapter titles and times in a spreadsheet that is ideal, however if you do not have chaptering for your title we can create "generic" chapters that would be titled "Chapter 1", "Chapter 2", etc... and we would pull a compelling image to represent each chapter.

Feature and trailer masters:

We prefer to start from tape as most of the files we have received in the past require us to go back to tape eventually anyway. The accepted formats in order of preference are:

Tape:

HDCAM-SR

HDCAM

Digital Betacam

Betacam SP

D5

File:

Apple Uncompressed

Apple ProRes 422 (HQ)

If you have any questions or concerns please let me know.

Geoffrey Halliday
Content Manager

BFM Digital
12650 Riverside Drive, Suite 203
Valley Village, CA 91607
(818) 762-0191 tel
(818) 762-1652 fax
geoff@bfmdigital.com
www.bfmdigital.com <<http://www.bfmdigital.com>>

From: Kasey Fries [REDACTED]

Sent: Thursday, 2 June 2011 5:53 AM

To: [REDACTED] Steven Corn

Cc: [REDACTED]

Subject: Re: BLUE PIE - REPORTS CONSOLE AND NEXT STEPS + FORMAL QUOTE and PRICES

Hello Damien,

With regard to the Barking Classics, it looks like we've received the Tiny Tim album, the Voices of Classic Rock album and an EP from JT Tha Source so far. Please let me know when we should keep an eye out for receiving the

assets of Barking Classics.

Thanks very much!

Best regards,

On 6/13/11 11:47 AM, "Heather Noonan" <[REDACTED]> wrote:
Hi Geoff,

We will be digitally distributing Tom's film, "The Price of Exit." Tom has sent the digital files to arrive Thursday morning, and needs the specifications for the artwork and metadata needed. What is the deadline for all files to ensure a release date no later than July 7th?

Thanks,
Heather