

## Fandor: Netflix for Indie-Film Lovers

March 9, 2011



Fandor, a startup that offers a Netflix-like service featuring independent films, announced today that it's out of beta and ready to meet the world. Fandor says it's been testing its subscription service for months and now offers more than 2,000 titles. Indie-film aficionados "don't care about the same things as traditional moviegoers," the company's press release says — and it's banking heavily on that assumption.

Fandor's hope, it seems, is that a highly curated catalog coupled with sharing tools will appeal to this community. In that vein, Fandor is also throwing a lot of weight behind social features. Users can choose a free film to watch, clip a scene and share it with friends on Facebook. In turn, each new person to login via Facebook gets a free movie to watch and share.

Users can sign up for a free one-month trial; subscriptions cost \$9.99 a month after that. Fandor says "a large part" of its revenue goes back to filmmakers.

This makes Fandor the newest upstart in the streaming-video market, which is getting crowded with would-be Netflix competitors. Yesterday, Warner Bros. started testing streaming movie rentals via Facebook. And last month alone, Amazon announced free streaming video for Prime customers and rental kiosk company Redbox said it is planning its own streaming service.