

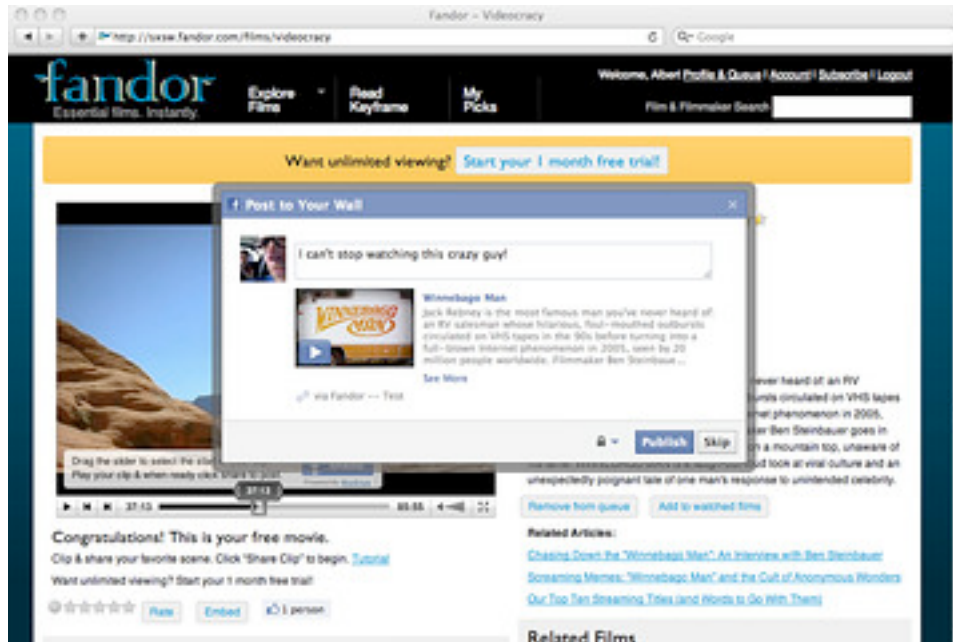
WALL STREET JOURNAL

Fandor Aims to be Netflix for Indie Films

By Michelle Kung

March 9, 2011

A new Web site that is positioning itself as the Netflix for the independent film crowd officially launched Wednesday with a library of over 2,500 films.



Known as Fandor, the film streaming service focuses solely on independent film and charges \$10 a month for unlimited viewings of movies that run the gamut from the Jack Rebney documentary “Winnebago Man” to Hong Kong director Wong Kar-Wai’s drama “Fallen Angels” to black-and-white classics like “The Cabinet of Dr. Caligari.”

Unlike rivals like Netflix, however, Fandor plans to set aside 50% of its subscription revenue for the filmmakers whose movies are featured on the site, effectively creating a new potential revenue stream for the content creators. Each film will get a “fair share” of the pot, says Fandor COO Montgomery Kosma, with additional payouts that will be tied to the specific number of minutes each film is actually streamed and engaging with users online.

“Rather than rewarding the film with the biggest marketing push, we want to celebrate the films that are getting people to connect,” said Mr. Kosma. “In the end, we don’t want to succeed at the expense of the filmmaker; it’s one of the tenets of our company.”

Aware of the eclectic nature of independent film and the importance of word of mouth to promote their product, Fandor has partnered with BlipSnips, a service that allows viewers to “clip” video segments from the movie they are currently watching and post it directly to Facebook. Users’ friends who click through and watch the recommendation will be offered a free film viewing.