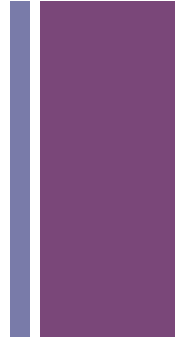


Salty Earth Pictures

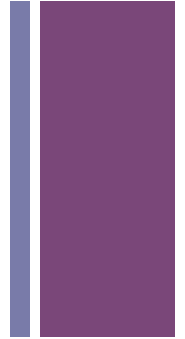
Prints & Advertising (P & A)
Independent Motion Picture Distribution

+ Premise



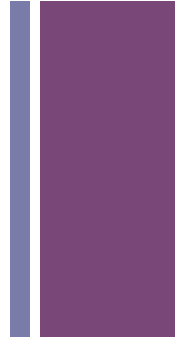
- Salty Earth Pictures is a non-profit motion picture ministry dedicated to encouraging, producing, and distributing entertainment that challenges minds, lightens hearts, and strengthens souls.
- We have been successful in distributing four movies to worldwide audiences.
- It is very difficult to make a profit as an independent producer of motion pictures, though not impossible.

+ Premise



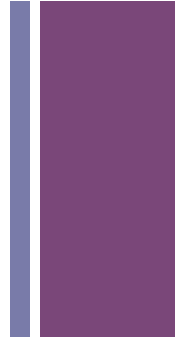
- The entertainment industry, secular and religious, is currently in flux. Question: How to best deliver programming to audiences?
- In the future Producers will be more directly involved in the P&A side of our entertainment ministry

+ The Life of a Main Stream Movie - Simon Swart, V.P. Fox



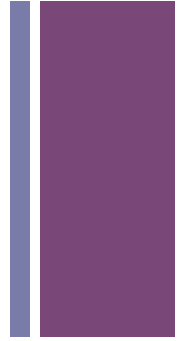
- Theatrical 1 – 3 months
- Home Entertainment 3 – 9 months
- Pay Subscription 9 – 18 months
- Free or Basic Ad Support

+ Competing for Dollars or Time?



- Netflix 37.7 million viewers a month
- Youtube 8 billion viewers a month
- Movie on Demand 45 million viewers a month
- Facebook 1.4 billion viewers a month

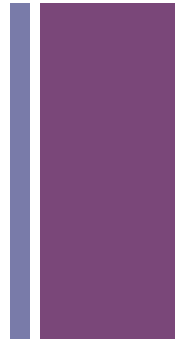
+ “Influencer” – anyone that can deliver an audience.



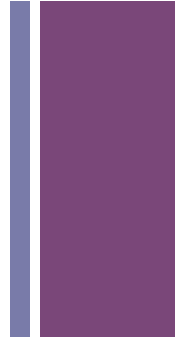
- Micro – Targeting
- Virtual Events
- Stay Engaged Until the Next Movie
- Fan Based Marketing
- 6 second trailers
- Engage Influencers
- Harnessing the Power of Families

+ “Influencer” anyone that can deliver an audience.

- Leveraging the fans of book.
- Leaning into the “fan-chise.”
- Inspiring the Faithful.
- Leveraging social media.
- Digital Bundling.

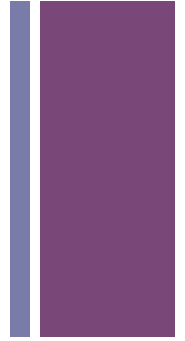


+ The Strategy – Expand Distribution



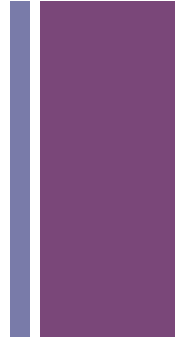
- Fewer and Less big movies.
- More small movies with target audiences.
- Content, Marketing, Promotion, Distribution all part of the plan.
- Treat audience as an annuity.
- Engage the audience consistently and authentically.
- Feed every consumption, behavior, occasion.
- Leverage every window.

+ Road Blocks & Obstacles



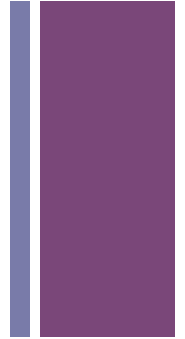
- Production Costs Up.
- Marketing Costs Up.
- Effectiveness Down.
- Media Business in Constant Transition.
- Continued Fragmentation of Market.
- More People Engaged in Media than ever before.
- Manage shift from Physical to Digital.

+ Industry Distribution Levels



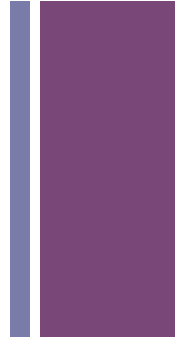
- Major Studio - Sony (Provident) Fox (Fox-spirational) Word (Warner) Capitol (Capitol Records)
- Hollywood Independent Faith Based – Mission Pictures International, WTA Group
- Independent Faith Based – Pureflixs, CMD Group, Faith Driven Entertainment
- Marketing: Parables Group
- Catalog; Bridgestone, Vision, Crown Entertainment
- Christian Television: TBN, JUCE, Independent Networks, Stations

+ Industry Distribution Platforms



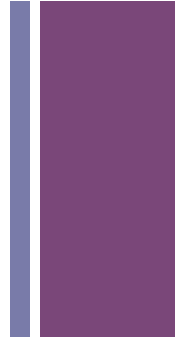
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+ Industry Distribution Level



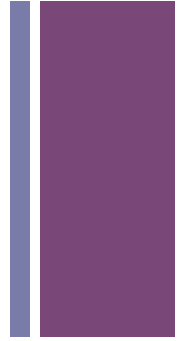
- On Demand: Parables, Netflix
- Online Retail: Christian Movies.com, Christianbook.com, Christianfilms.com, Amazon, itunes
- Physical Retail
 - 2/14 largest Chain of Christian Bookstores files for bankruptcy
- 1,400 Independent US Theaters
- Independent Consortium
- Self

+ Four Wall Distribution



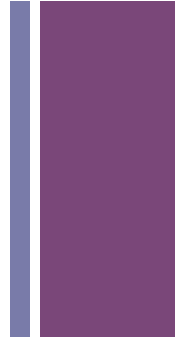
- Direct DVD Sales
- Amazon DVD, MOD
- Vimeo/iTunes
- Independent Theatrical (1,400)
- Church Event
- Television TBN, Parables
- Organization TOG
- Physical Retail

+ Distribution Partnerships



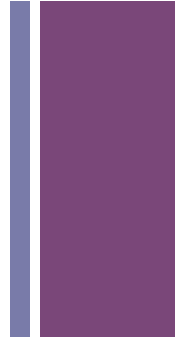
- Salty Earth Pictures?
- Christ in Media (CIM)?
- Message and Ministry Partner? (JCM)
- Others?

+ Salty Earth Pictures P&A Plan “The Return”



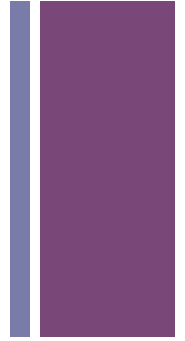
- March 1 – May 15 Finish Edit of “The Return”
- March 1 Follow-Up with Distribution Contacts
- April/May Trailer Mini-Trailers
- May 15 Screeners Available
- Plans underway for Pre-release Screening WLC (Launch of Church and Indie Theatre Distribution Strategy)
- June 1 “The Return” Packets sent to potential distribution partners.
- June 5/6 Pre-release screening WLC
- July 15 Decision – P & A

+ Expenses Ahead



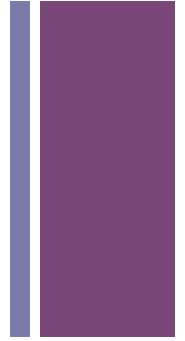
- Errors and Omission Insurance \$2,500
- Closed Captioning \$1,000
- Artwork Poster & Packaging \$1,000
- Website and On-Line Partnering \$4,500
- First Run DVD \$1.5 per unit \$3,000

+ Film Festivals



- International Family Film Festival Nov 6 -8 Hollywood, 8/15
- Other Festivals including Online

+ Potential Release



- Premiere as Marketing Event

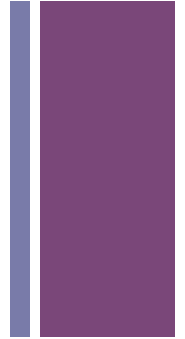
- Self or Partner

Theater

Church

- DVD and Online Sales

+ Encouragement



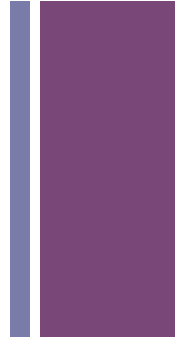
Salty Earth Pictures encourages me. There are 700 people in that room. Most of them are just talking about making movies. You are doing it!



Phil Cooke

Producer, Consultant

+ Encouragement



This really is a cost effective way to do outreach around the world.

Elizabeth Zambo

Vice President, SEP

Steven F. Zambo, President

szambo@saltyearthpictures.org

(414) 587-7615