

# re:frame

**Tribeca Film Institute launches Reframe project  
to make classic and hard-to-find content accessible to a wider audience**

**Reframe** is a program of **Tribeca Film Institute**, and is funded by **John D. & Catherine T. MacArthur Foundation** with additional support from the **Andy Warhol Foundation for the Visual Arts** and the **National Endowment for the Arts**

*Reframe* will help individual filmmakers, broadcasters, distributors, public media organizations, archives, libraries and other media owners to digitize, market and sell their work using the Internet. The *Reframe* website, [www.reframecollection.com](http://www.reframecollection.com), is intended to become the one-stop location for anyone seeking these films as well as an important resource for filmmakers and distributors.

## **The Problem**

Substantial amounts of film, video and media arts remain “stuck on the shelf,” inaccessible to large segments of the public. Sometimes this is due to rights-clearance issues, but more often it is because of the high cost to convert them to the digital formats that would allow for broad circulation. Even media that is available for distribution can be difficult to find because it is held and catalogued in many places, in less than ideal databases.

## **The Amazon/Renew Partnership**

The *Reframe* project solves these problems using the most robust features available online for connecting communities to content. In a unique partnership with *Amazon’s CreateSpace* (formerly *CustomFlix*) division, *Reframe* will convert all content to high-quality digital files. Works in video formats will be digitized for free, with film being digitized “at-cost.” Content will then be made available for non-exclusive distribution at prices set by the content owner through both the Amazon storefront and the *Reframe* website, and can be made available directly from the content owner’s website using *Amazon’s* custom shopping cart features. All content will be available as DVD on Demand, Download-to-Own and Download-for-Rental (through *Amazon’s* digital delivery platform, *UnBox*). A recently announced initiative between *Unbox* and *TiVo* will also allow consumers to order *Reframe* titles directly to their televisions.

## **A Community of Content**

*Reframe’s* website is designed to become a community hub that will collect content from numerous sources of independent and alternative media, much of it available to the public for the first time.

In its first year, *Reframe* plans to have more than 10,000 titles available, including classic public television films and videos, documentaries, independent features, shorts, foreign films and vanguard cinema.

Ultimately, *Reframe* will become a destination for scholars, artists, teachers and film enthusiasts to easily search for and locate content. Users will be encouraged to build profiles and create and share lists of favorite videos, rate and discuss the films they have

seen, and sort titles according to their popularity among users with similar interests. *Reframe* will also function as a curator of content, offering topic and theme-based film series of *Reframe* titles that have been curated by subject matter experts. The site will also feature blogs and other symposiums from noted directors, professors, critics, film societies and experts in the field – all to enrich the experience related directly to the content.

### **Future Development**

As *Reframe* grows, *TFI* will strike partnerships with additional content providers, such as *iTunes* and other platforms, enabling consumers to buy content for multiple players, devices and formats, and helping content-holders through a one-stop interface that manages rights for multiple platforms and outlets. Future *Reframe* projects include the development of new licensing alternatives, projects to research and solve copyright-related concerns, clip library capacities, and delivery of content via specialized formats such as in online courseware, as components of games, in *Second Life* environments and through mechanisms not yet invented.

### **About Tribeca Film Institute**

Robert De Niro, Jane Rosenthal, and Craig Hatkoff founded the Tribeca Film Institute in the wake of September 11th to educate, entertain, and inspire filmmakers and film lovers alike. The Institute creates innovative programs that draw on the power of film to promote understanding, tolerance and global awareness. TFI also supports the cultural and economic revitalization of New York City and Lower Manhattan through arts-based initiatives that:

- Celebrate and promote film and filmmaking to people of all ages as a medium for self-expression and social action.
- Identify and encourage diverse voices from the US and around the world to participate in creating the cultural landscape.
- Develop new opportunities and access for those interested in film and the arts.
- Educate children, youth and adults about historical and emerging themes in culture.

The Tribeca Film Institute is a 501©(3) nonprofit organization. Additional programs can be found at <http://www.tribecafilminstitute.org>