

2nd Report of distribution and promotion of the cloud forest documentary 'Mountains in the mist'

The following report mostly presents realized and future plans of distribution. Many distributors and TV-stations have been contacted in spring 2005. Due to longterm programming many TV-stations took the movie into their archive. First filmfestivals have been contacted and many screenings will take place in the coming months.

What we are still missing is the promotional support of our partners and sponsors. Many organisations would have better contacts and influence to get the movie into public than our company.

DVD's for personal use and local screenings:

By the beginning of the year, February 2005, Halsundbeinbruch Film received 300 DVDs of the movie 'Mountains in the mist'. These were sent to all sponsors and production supporters.

Sponsors: IUCN (NL), DFID, TSC/CCT, VUA,

Production supporters: Canon, Swiss Airlines, Toshiba, ZEM, Sony: 30 DVDs

Many DVDs were ordered in August 2004 at the movies premiere in Hawaii.

They were sent to persons mainly working at Universities and schools in over 20 countries, of which many have already reported regular educational screenings: 100 DVDs

All partners who helped producing the movie received DVDs as a gift: 30 DVDs

DVD-sales at the Monteverde National Park in Costa Rica:

TSC/CCT has produced 2'000 DVDs, which are being sold at the entrance of the Monteverde National Park in Costa Rica to tourists. Sales started in spring 2005, sales are reported to be good, but we have not received any numbers yet. (With about 70'000 visitors there is a good chance of getting the movie spread internationally, directly from where it was produced!)

Official screenings:

August 1st 2004: Premiere of the movie in Hawaii for the International Cloud Forest Conference 'Mountains in the mist'. (Premiere version)

November 30th 2004: Swiss Premiere in Zürich (DVD version)

December 18th 2004: Screening at the Geographical Institute Berne

Summer 2005: World Exhibition 2005 in Aichi / Japan

May 19th 2005: UNESCO-IHE Conference in Delft / Netherlands-Premiere

July 2005: World Heritage Forum 2005 in Durban / South Africa
(100 DVDs handed out as a 'joint gift' by Koninkrijk der Nederlanden and the Ambassador of Costa Rica)

(All persons and organisations involved in the project are welcome to screen the movie for non-commercial use. Halsundbeinbruch Film would like to be informed about the screenings!)

Educational distributors:

Halsundbeinbruch Film has contacted the 5 largest educational distributors in the german speaking countries Switzerland, Germany and Austria and also to the major US-American distributor SB & F. We will contact them again for def. decisions!

(All persons and organisations involved in the project are welcome to present the movie to the local educational distributors.)

TV-distribution:

Halsundbeinbruch Film has contacts to work on in german speaking countries, but not so much in the rest of the world. So we would like to kindly request all sponsors and partners to contact their countries' TV-stations and educational distributors. Thank you!

Halsundbeinbruch Film is currently in contact with the TV-stations of the german speaking countries Switzerland, Germany and Austria. First we want to sell the complete movie exclusively to one station. We have contacted 16 stations, but due to longterm programming results can only be expected in months or even in 2006.

Swiss Films (the national promotional department for swiss movieproductions) presented the movie at the international fair for TV-programmes in Cannes (MIP-TV) and we have two interested contacts and an international image-archive, that can distribute images and parts of the movie.

The german station PRO 7 ('Welt der Wunder') will show the movie on their Web-TV, but only after the movie was screened on TV.

reported plans of our partners:

Anders Malmer is presenting the movie to Swedish TV.

Enrique Ramirez (TSC/CCT) will present the movie to Costa Rican TV 'Canal 7'.

Maarten Kappelle (TSC) in San José will present the movie to US-stations 'Discovery Channel' and 'National Geographic'.

Hannah Jaenicke (DFID) offered support in presenting the movie to TV-stations in the UK.

Sampurno Bruijnzeel (Vrije Universiteit Amsterdam) presented the movie to the dutch filmmaker Joost de Haas.

Filmfestivals:

Halsundbeinbruch Film has contacted the first filmfestivals and sent them DVDs for proposal:

- Banff Int. Film Festival 2005 (Canada)
- Moscow Vertical Film Festival 2005 (Russia)
- 7. Explorers Film Festival 2005 (Poland)
- 30. Grazer Bergfilmfestival 2006 (Austria)
- Filmfestival Ladek Zdroj 2005 (Poland)
- Festival International du film Aventure et découverte Val d'Isère 2006 (France)
- Montreal International Adventure Film Festival 2006 (Canada)

This is a good additional channel to present the movie to another more personal audience. There are many more documentary- and eco-festivals all around the world, and we will contact many more for the 2006-season.

(Please inform Halsundbeinbruch Film, if you know of a suitable local filmfestival. We would like to contact them!)

050728 / AW