

re:frame

**Tribeca Film Institute launches Reframe project,
making 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.org, 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.

The Amazon/Renew Partnership

The *Reframe* project solves these problems by connecting communities to content. In a unique partnership with *Amazon's CreateSpace* division, *Reframe* will convert content to high-quality digital files. Works in video formats will be digitized for free and works delivered on DVD will be included in the system with no set up fees. 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. All content can be offered for sale as DVD-on-Demand, Digital Purchase and/or Digital Rental (through *Amazon's* Digital Video on Demand service). Digital content can be downloaded or viewed streaming (which allows Mac users to access content online), and through *Amazon's* strategic partnerships, can also be ordered directly to a consumer's television via TiVo DVR, Roku Digital Video Player, and Sony BRAVIA Internet Video Link.

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, 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. *Reframe* will also function as a curator of content, offering topic and theme-based series of *Reframe* titles that have been curated by subject matter experts. The site will also feature blogs from noted



directors, professors, critics, film societies and experts in the field – all to enrich the experience related directly to the content.

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>

