



Distribution services

4550, rue Garnier, Montréal, QC H2J 3S7 videographe.org

Vidéographe

This document details the distribution services provided by Vidéographe, as well as the responsibilities of the artist or rights-holder. This document is for information purposes only and does not replace or supplement the signed distribution contract between Vidéographe and the artist or rights-holder. The services may be subject to change without notice depending on Vidéographe's resources, and changes to technology or general distribution practices, etc. Should they be modified, a new version of this document will be issued to artists or rights-holders.

Please note that the artist or rights-holder may not use any of these services without having signed a distribution contract AND submitted all of the material required to Vidéographe; similarly, these services may not be used should a contract have expired or been annulled by either party.

*For all enquiries, please contact Karine Boulanger, Curator:
collection@videographe.org*

As part of its distribution services, Vidéographe will:

DISTRIBUTION

- Register the work in Vidéographe's internal data bases and keep all contracts, agreements, etc. relative to the work.
 - Propose a marketing plan to the artist for each title within one month of signing the contract.
 - Make the video available to audio-visual professionals for viewing on Vimeo Pro (restricted viewing with password).
 - Submit the work to festivals without registration fees.
 - On demand, submit the work to festivals with registration fees, to be paid for by the artist.
 - Actively promote the work to television, web platforms, museums, galleries, and on the educational market – depending on the nature of the work and within the limits of Vidéographe's resources.
 - Send video files, cassettes or DVDs to broadcasters and buyers.
 - Send photographs, synopses, logos, biographies, trailers, extracts, posters, and all other material to broadcasters and buyers.
- Produce DVDs for sale to consumers, institutions, and stores (copy, jacket, etc.).
- Make the work available online for on-demand viewing via Vithèque and/or Vimeo once it has completed its festival circuit (approximately one year post-acquisition).

<https://vimeo.com/videographe>

<http://www.vitheque.com/>

- Negotiate the most advantageous rates for the artist regarding sales, screenings, exhibitions, etc. based on RAAV-CARFAC and market rates.
<http://www.carcc.ca/documents/2015FreFeeSchedule.pdf>
- Using the video files provided by the artist, create and manage all other necessary formats for dissemination, screening, storage, and VOD.
- Keep the artist informed of all screenings, sales, prizes, or invitations in a timely manner.
- Respond to all queries about the work on the part of consumers, programmers, buyers, broadcasters, or the media.
- Respond to all queries on the part of the artist and make all changes or corrections requested by the artist within a reasonable timeframe.
- Advise the artist on all matters pertaining to distribution, purchasing, or dissemination, etc.
- Consult the artist about all co-distribution deals abroad.
- For the first two years of the distribution contract, provide the artist with a biannual report of services rendered (submissions to festivals, sales, etc.).
- As indicated in the contract, royalties will be paid to the artist on the 30 November and 31 May each year, and a detailed statement of sales and rental of the work will be provided. The minimum amount required for the payment of royalties to Canadian artists is \$25.00 (CAD) and to foreign artists is \$50.00 (CAD).

PROMOTION

- Announce the acquisition of the work in the monthly newsletter following the signing of the contract.
- Make the trailer or promotional clip of the work available online via Vidéographe's Vimeo Pro and YouTube accounts.
- Ensure the French/English translation and revision of synopses and biographies as necessary.
- Create files for the artist and their work on Vithèque and post the trailer.
- Include the work in the "New Acquisitions" section of Vithèque.
- Produce the following promotional material: poster (11' x 17'), press package, and/or specs sheet. Any other format or request must be specified in the agreement.
- Announce all screenings and awards, whether in Canada or abroad, and all other news on social media (Twitter, Facebook) and in Vidéographe's newsletter.
- Produce three promotional newsletters per year aimed at schools, general and vocational colleges (CEGEPs), and universities, to promote the collection and/or recent titles.

EVENTS

- Provide technical and logistical support for all screenings, exhibitions, or installations presented or co-presented by Vidéographe.
- Be responsible for the organization, invitations, and costs, within limits established by Vidéographe, relating to all opening receptions, cocktail parties, or premiers initiated or endorsed by Vidéographe.

STORAGE

- Ensure, within the scope of Vidéographe's resources, that video files and/or other formats provided by the artist are kept in the best possible condition for the duration of the distribution contract. In the case of installations, Vidéographe will also store the plans, list of materials, photographs, and instructions necessary for its presentation.
- Promote the collections of Vidéographe and Vithèque in their entirety to the public, audio-visual professionals, and educational institutions and museums.

Vidéographe will not:

- Provide sub-titles for the work.
- Undertake negotiations regarding copyright clearance for any music, images, archives, photographs, etc. contained in the work.
- Produce a DCP or any other dissemination format desired by the artist (16 mm, 35 mm, etc.)
- In the case of installations: preserve presentation materials other than plans and video contents.
- Produce DVD box sets or special edition DVDs, unless specified in the agreement.
- Carry out a legal deposit of the work.
http://www.banq.qc.ca/services/depot_legal/index.html?language_id=1
- Preserve the artist's original material (masters) on all formats and/or all versions of the work, including those made at Vidéographe. Vidéographe will only keep sub-master copies with a view to disseminating the work but is not responsible for master copies and the management of the artist's original material.
- Produce large-format posters, banners, media or other advertisements, unless specified in the agreement.
- Assume the artist's travel and accommodation costs for festivals or any other event or invitation.

In return, Vidéographe asks that the artist:

- Become a member of Vidéographe.

<http://www.videographe.org/become-a-member/?lang=en>

- Inform Vidéographe of all other distribution contracts, sales, offers, or screenings of the work negotiated or agreed by the artist and coordinate with them accordingly.
- Inform Vidéographe of all changes of address, email, telephone number, etc. It is the artist's responsibility to ensure they are reachable and able to receive royalties.
- Add Vidéographe's animated logo at the beginning of the work taken for distribution (except in the case of installations).
- Name Vidéographe as distributor in all communication material pertaining to the work generated by the artist (website, posters, etc.) and on social networks.
- Ensure that the artist's biography, filmography and photographs for Vithèque, press packages, and all other documents be up-to-date and keep Vidéographe abreast of any additions and changes to be made.

Version 1, November 2015.