

January 16, 2019

**LONG TIME COMING: A 1955 BASEBALL STORY**  
**Launch Date: February 5, 2019**

**RE: DISTRIBUTION CARRIAGE LETTER**

Congratulations and thank you for choosing Gravitas Ventures for the distribution of **LONG TIME COMING: A 1955 BASBALL STORY**. This document is your “Carriage Letter.” It details the many platforms through which Gravitas Ventures has arranged for your film to be available to consumers.

The details contained within this Carriage Letter are designed to help you craft an effective awareness campaign and to provide accurate guidance for how to locate your film within the rapidly evolving video-on-demand landscape.

As you review the details herein, it is important to keep in mind that Gravitas Ventures is constantly expanding its distribution reach and will continue to do so for years to come. Our goal is to maximize your revenue-generating potential, smartly and strategically, and assist you in making the biggest splash possible in the VOD space and beyond!

Sincerely,

***The Gravitas Ventures Team***

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\*Distribution reflected on this carriage letter is dependent on successful delivery of properly encoded elements. This carriage letter does not constitute a guarantee of distribution or distribution on the projected date, as unforeseeable events may prohibit successful deployment on any individual platforms.

**Primary VOD Distribution Platforms**

VOD Premiere Date: February 5, 2019

VOD Platform	Type & Location
	Cable (USA)
	Cable (USA)
	Satellite (USA)
	Cable (USA)
	Cable (USA)
	Satellite (USA)
	Telco (USA)
	Telco (USA)
	Cable (USA)
	Cable (USA)
	Cable (Canada)
	Cable (Canada)
	Cable (Canada)
	Cable (Canada)

**Primary Transactional iVOD Distribution Platforms**  
Transactional iVOD Premiere Date: February 5, 2019

iVoD Platform	Location	Direct Links (Provided at Launch)
	iTunes Store, iPhone, iPad, Apple TV	<a href="https://apple.co/2VYbWVI">https://apple.co/2VYbWVI</a>
	Internet, Android Devices, Chromebook, Smart TVs, Roku, Chromecast	Delivered on Launch Date
	Internet, Tablets, Smart Phones, Smart TVs, Game Consoles, Roku, Chromecast, Apple TV	Delivered on Launch Date
	Internet, Tablets, Smart Phones, Game Consoles, Roku, Chromecast	Delivered on Launch Date
	Internet, Tablets, Smart Phones, Smart TVs, Fire TV Stick, Apple TV, Game Consoles, Roku	Delivered on Launch Date
	Internet, Xbox, Microsoft Devices, Windows Tablets, Windows Phones	Delivered on Launch Date
	Internet, Tablets, Smart Phones, Smart TVs, Apple TV, Chromecast	Delivered on Launch Date
	Internet, Tablet, Smart Phone, Smart TVs, Android Devices	Delivered on Launch Date
	Internet, Tablets, Smart Phones, PlayStation	No Link Available

## Home Video Distribution Platforms

Premiere Date: February 5, 2019  
(DVD & Blu-ray Release)

Home Entertainment Platform	Type & Location	Direct Links (Provided at Launch)
	The world's largest internet retailer.	DVD: <a href="https://amzn.to/2CoNlzX">https://amzn.to/2CoNlzX</a> BD: <a href="https://amzn.to/2Fv5kZu">https://amzn.to/2Fv5kZu</a>
	The largest retail bookseller in the US.	DVD: <a href="http://bit.ly/2QUgGk4">http://bit.ly/2QUgGk4</a> BD: <a href="http://bit.ly/2FDz3yD">http://bit.ly/2FDz3yD</a>
	The largest consumer electronics retail store.	DVD: <a href="http://bit.ly/2SYx3F3">http://bit.ly/2SYx3F3</a> BD: <a href="http://bit.ly/2Hed0kj">http://bit.ly/2Hed0kj</a>
	The second largest department store retailer in the US.	DVD: <a href="http://bit.ly/2DeYRQa">http://bit.ly/2DeYRQa</a> BD: <a href="http://bit.ly/2SYYNth">http://bit.ly/2SYYNth</a>
	The largest retailer with over 4,000 stores in the United States.	DVD: <a href="http://bit.ly/2W0OHtR">http://bit.ly/2W0OHtR</a> BD: <a href="http://bit.ly/2TT1QTC">http://bit.ly/2TT1QTC</a>
	Distributes to library, brick-and-mortar and internet retailers.	No Link Available
	Services retailers such as BestBuy.com, BarnesandNoble.com and Walmart.com	No Link Available
	Services libraries across the US and Canada.	Will be available at Public Library websites

**GET THE WORD OUT & BE YOUR OWN BEST ADVOCATE!**

Gravitas Ventures will monitor the deployment of your film to ensure that it is successfully deployed. However, one of the most important aspects of a successful distribution strategy is **getting the word out** that your film is available!

The best way to ensure that your film excels in the VOD space is to get the word out via social media platforms such as Facebook, Twitter, Instagram, Google Plus and, of course, via email to your fan-base and followers. Creating a successful awareness campaign can be as simple as tweeting that your film, **LONG TIME COMING: A 1955 BASEBALL STORY**, will be available nation-wide On Demand as of February 5, 2019.

Tip: Keep an eye on what hashtags are trending and when possible, make your posts a part of the conversation. (i.e. #indiefilm). Also, keep an eye out for tweets about your film – be sure to favorite and retweet! It’s “social media” for “thank you.”

**SOCIAL MEDIA EXAMPLES FROM PREVIOUSLY DISTRIBUTED GRAVITAS VENTURES FILMS**

Here are examples of Twitter and Facebook postings from some of our previous releases... If you know of influencers with a large following, then by all means ask them to help get the word out about your film!



## GRASSROOTS OUTREACH

In starting on the somewhat daunting task of "grassroots" marketing, here are a few helpful places to begin:

- Did your film play at any film festivals? Festivals love when their films get distribution, ask them to tweet that the film is available!

- Did you feature any songs on your soundtrack? Ask the bands to tweet! It's impressive that their song was featured in a movie.

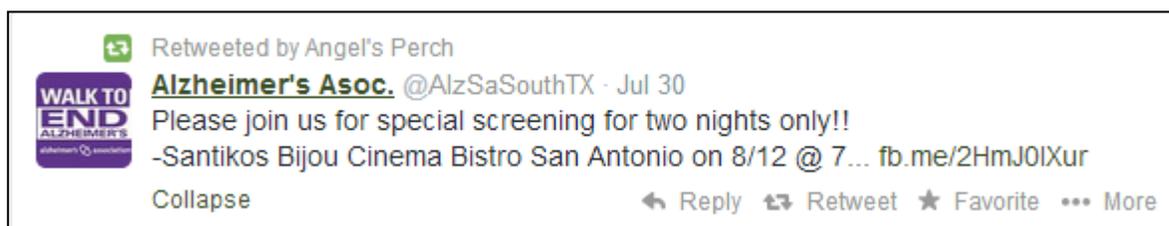
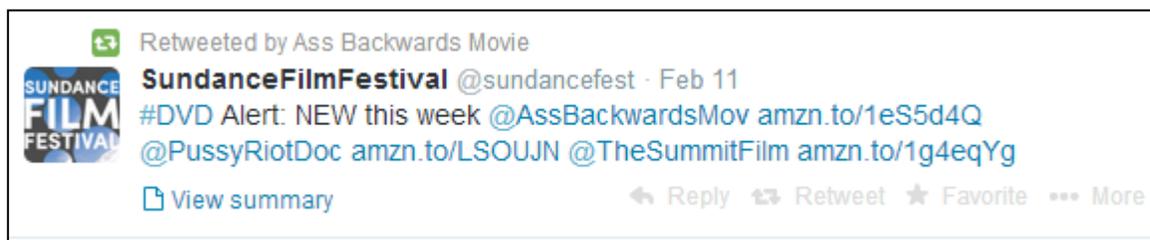
- Ask your cast to reach out to their famous actor friends for a Twitter shout-out—it happens all the time.

- Did you do a Kickstarter or other crowdfunding? Send an update to all of your backers letting them know the film is available and asking them to spread the word.

- Reach out to everyone on the crew. PA's are excited to announce that a film they worked on is coming out.

- Did you hire local businesses for crafts, props, locations, etc? Most small businesses have Facebook pages these days, ask them to post your trailer. "They shot a scene of this movie at our store!"

- Are there partner organizations that share a similar message or theme to your film? Reach out to institutions that seem pertinent to the film to see if they will support as well.



## **YOUR WEBSITE & FACEBOOK PAGES SHOULD REFLECT YOUR DISTRIBUTION**

To include logos on your website and Facebook page to bring awareness to the cable operators and internet providers who will have your film available, please see below.

Main logos that have rules of usage with them are attached here, the rest you can simply google online.

### **Rules of Usage:**

**iTunes:** <https://www.apple.com/itunes/marketing-on-itunes/identity-guidelines.html>

**Amazon:** rules in Dropbox Folder Below

**Google Play:** [https://play.google.com/intl/en\\_us/badges/](https://play.google.com/intl/en_us/badges/)

**Vudu:** no rules received

**Logos from above can be grabbed from this location:**

[https://www.dropbox.com/sh/6hjsn0vifstly7w/AABtriRbvQknN0zq\\_20Ay6ija?dl=0](https://www.dropbox.com/sh/6hjsn0vifstly7w/AABtriRbvQknN0zq_20Ay6ija?dl=0)

Some examples of effective promotional efforts for our past films are provided on the last pages.

Best wishes to you and your team on a successful VOD launch!

**SOUND CITY** – Example of website with logos illustrating distribution availability.

The screenshot displays a promotional banner for the film "Sound City". On the left is a green neon sign with "SOUND CITY" in yellow. To the right is a black and white photo of Dave Grohl playing drums. Below the photo is a play button icon. Text includes "DIRECTED BY DAVE GROHL" and a quote: "Infectiously enthusiastic" — Variety. A central button says "WATCH NOW! \$9.99". Below it are buttons for "GIFT IT TO A FRIEND", "WATCH TRAILER", and "Download on iTunes". At the bottom, a row of logos lists distribution partners: Amazon, iTunes, Cinemax Now, Google Play, Hulu, PS3, vudu, Xbox Live, Zune, Comcast, Time Warner Cable, Cox, Charter, Cablevision, Verizon, Bright House Networks, AT&T U-verse, Suddenlink, Mediacom, Insight, and BRESNAN xfinity.

**ANGELS PERCH** – Example of website with logos illustrating distribution availability.

The screenshot shows a website header with navigation links: HOME, ABOUT THE FILM, PEOPLE, SEE THE FILM, NEWS, SHOP, and JOIN THE MAILING LIST. There are social media icons for Twitter (Follow), Facebook (Like), and a price tag (\$3.99). The main content area features the text "WATCH IT NOW!" and "ANGEL'S PERCH IS CURRENTLY AVAILABLE ON THE FOLLOWING DIGITAL/STREAMING SERVICES:". Below this text are logos for iTunes, Amazon video on demand, Google play, PlayStation Network, XBOX 360 LIVE, and vudu.

FRACTURED – Example of website with logos illustrating distribution availability.

**Released February 3, 2015**  
**Join our Facebook release event**

**pre-order iTunes**  
**pre-order dvd**  
**pre-order stream and download from this website**

**PLAYSTATION**