



FILMMAKER BENEFITS

STEEP EDGE ▶
ONLINE ADVENTURE FILMS

What is SteepEdge and why does it exist?

'Where can we buy all those great films we saw at the festival?'

The idea of SteepEdge was born at the Kendal Mountain Film Festival to showcase adventure sports films and make them available 24/7 to a worldwide outdoor community.

Featuring the latest festival award-winners alongside cult classics, SteepEdge's hand-picked collection of the very best adventure, travel and mountain films from around the world celebrates critically acclaimed, established filmmakers as well as promoting up and coming talent.

The increasing number of film festivals and tours has created an audience whose appetite is fuelling the rapid growth of the multi-billion pound, global outdoor recreation market*. At the same time YouTube, Vimeo and the ease of access to filming technology means there has been an explosion in the number of films available.

SteepEdge offers the audience great value, convenience, the guarantee of a genuine copy of a great viewing experience and the knowledge they are supporting filmmakers and adventurers.

In turn we offer filmmakers a sustainable profit share that allows us to provide flexible distribution, specialist marketing support with no upfront costs and no demands for exclusivity.

Why host your film on Steepedge?

- No up-front costs and prompt payment of revenue share.
- We actively promote your film to a worldwide community.
- Cost-effective distribution of HD films without the expense of producing Blu-ray discs.

- Flexible distribution – we can restrict downloads/rentals by geographic region, if other rights have already been given.
- A convenient one-stop platform for your target audience of adventure sports enthusiasts.
- Round the clock availability for customers without the hassle and costs of stock storage, packaging or shipping for you.
- Adaptive streaming automatically gives the best streaming quality available for the customer's internet speed.
- Reliable technology. Our film distribution partner is a highly regarded, international company with clients such as Sky, Virgin, New York Times and the Discovery Channel.
- A team passionately committed to promoting adventure sports and supporting independent filmmakers who understand your needs. SteepEdge is owned by the successful, independent, adventure sports specialist Vertebrate Publishing.
- We'll help you stand out from the crowd. We actively promote our films to relevant specialist audiences with a tailored service from an experienced adventure festival PR.
- Pre-release bespoke service for independent adventure filmmaker. Looking to generate festival interest and PR coverage during the filming process or ahead of release? We can offer press and festival organisers secure streaming access to rough cuts, clips or final versions of your film for festival submission consideration and media reviews ahead of release.

How does it work?

- Negotiated terms with options depending on preferences.
- 3-year contracts followed by an automatic rolling 1-year contract. (Option for 6-month initial trial contract.)
- Quarterly payments paid promptly and directly to you.

What next?

Email us to let us know that you are interested in hosting your film on SteepEdge:

henry@steepedge.com

Why not on another platform?

- SteepEdge is non-exclusive. You can sign up with other distributors and continue to sell your film direct from your own website, allowing you to judge for yourself which is the most effective route to market.
- We believe in the long-term and offer the most sustainable, realistic hosting package, and provide more active promotion of your films.
- Don't be a small fish in a big pond on a non-specialist platform. Our films are professionally curated by an experienced film festival director.
- Honest feedback. We won't host you if we don't rate you. We can also offer advice on suitability for festival submission.



(*The outdoor recreation specialist retail market is worth £1.4bn in the UK alone (Profile Outdoors). The Europe-wide outdoor industry annual turnover is conservatively estimated at €10bn (European Outdoor Group). In the US, the Outdoor Industry Association calculates that outdoor recreation product sales alone are worth \$120bn, with outdoor recreation industry contributing \$646bn a year in total to the economy.)