

# What happens after a film's rights get sold?

Cannes is a special occasion for many reasons. For a little bit more than a week, it became the capital of the art world. Not only do films around the world have a chance to earn fame and glory, but future films can start gaining traction too! Cannes is also a part of one of the biggest film markets in the world, Marche de films! While the competition for the Palme d'Or is what the festival is known for, like the film business in general, sales are the biggest draw of the show. The festival makes millions of dollars from the sales of multiple distribution rights of the films that are on sale.



But what does that mean?

Well, a film's distribution rights are the rights to show the film publicly. If a company buys the distribution rights, it will have control over who gets to see the movie if and when it's completed. If one company were able to purchase the rights from the filmmaker or producer, they will then organize a release date, and locations where the movie can be sold. If the distribution company has connections to big movie theater chains like AMC, or Regal they can show the movies there and make a collection off of the box office earnings. Granted that will be true if they bought the distribution rights in that area.



A lot of the time, a film can have multiple distribution rights, but for different areas that are bought up by different companies. A film's international distribution rights can be bought up by distribution companies that are in different parts of the world. That way a Chinese-based company would be able to show the films in their country and an EU-based company would be able to show the movie in their countries all at the same time. However, with the rise of streaming services like Netflix and Hulu is the global distribution rights. Where one company alone has the right to screen the film in question. This kind of acquisition is very popular with Netflix, which has users stationed all over the world get unfettered access to the films they acquire.



So deals like these are important for people in the filmmaking industry, as the whole point of making a film is for it to get seen. It's time to realize that the Dealmaking and bidding part of Cannes are just as important as the golden palm one lucky filmmaker gets every year.