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Global Film pumps up its distribution

Set to launch DVD arm with two July releases

By [GORDON COX](#)

The U.S.-based nonprofit Global Film Initiative is broadening its distribution business, launching a DVD arm with two July releases.

The org, which operates the traveling film fest of international narrative pics Global Lens, is bringing its distribution operations in-house for all markets, including VOD licensing, educational sales and theatrical and non-theatrical sales.

DVD releases will concentrate on alums of Global Lens, with "Getting Home" from Chinese director Zhang Yang and "Song from the Southern Seas" by Kazakh writer-director Marat Sarulu to be released July 27.

Four or five DVD offerings will be put out per quarter on a bi-monthly sked, with a total of 10 releases planned for 2010.

GFI also has initiated an educational affiliates program that gives libraries a pricing discount and offers access to Global Lens titles -- including lending and multi-use performance rights -- prior to commercial release.

Touring Global Lens fest preems every year at MoMA and also screens films in partnership with a number of North American orgs, many of them film fests, as well as in six cities internationally. GFI also has distribution partnerships with companies including Virgin America and Link TV.

San Francisco-based GFI, established to promote cross-cultural understanding through film, also awards filmmaker grants.

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