

In the News

Sundance Institute Cites O'Melveny's Pro Bono Work in Latest News About Its Artist Services Program



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Sundance Institute recently **announced** the launch of a free app that will help support and market films as they become available to the public, including through the self-distribution component of Artist Services. The release notes that O'Melveny & Myers provided pro bono legal services for the Artist Services program, which provides Sundance Institute artists with opportunities for creative self-distribution, marketing and financing solutions for filmmakers supported by the Institute, while allowing them to maintain ownership of their rights. According to the release, 13 independent films have made their digital premieres on iTunes, Amazon Instant Video, Hulu, Netflix, SundanceNOW and YouTube through Artist Services since January 2012.

An O'Melveny team led by Entertainment, Sports and Media Practice partner Christopher Brearton advised the Sundance Institute on all aspects of the initiative, including negotiating and drafting trademark and marketing agreements with the distribution platforms; assisting in securing the services of a content aggregator to facilitate the digital delivery to each of the platforms and creating a master services agreement to govern the overall relationship; and preparing licensing agreements for Sundance Institute-affiliated artists to use to access the platforms.