

PLAYBACK

Avi Federgreen launches indie film distribution company



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Veteran Canadian film producer Avi Federgreen is getting into indie distribution.

The producer of *Score: A Hockey Musical*, *Hungry Hills* and *Moon Point* is launching Indiecan Entertainment to bring to market low-budget Canadian movies that bigger players would ignore.

"We make many independent films in Canada every year and not even 10% of these films get distribution," Federgreen said.

Indiecan enters a Canadian distribution market dominated by indies Alliance Films, Entertainment One and Mongrel Films at the top end, and a number of boutique players like D Films and Kinosmith and Filmswelike further down the food chain.

Federgreen said films by debut directors or made on shoe-string budgets may get a festival berth, but little commercial play.

"It's here where they end up hitting a wall, and this is the situation I would like to change," Federgreen said.

Indiecan will target films made for under \$1.25 million, movies that could mean the difference between a new director ever getting to make a second or third feature.

"Seeing Canadian films should become a regular occurrence and not a one-time event," Federgreen insisted.

Photo: Avi Federgreen / Telefilm Canada

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