As a full-service sales agent, we create and implement a customized marketing plan for each property we acquire or represent. Our strategy is to focus on establishing long-term producer-supplier relationships and combine that focus with forging on-going distribution relationships in all territories.

We attend major film and television markets and also make regular trips overseas to meet our buyers on their own turf to discuss current projects and to keep on top of territory-specific tastes and trends.

We are continuing to expand our worldwide distribution network, on many levels, in order to ensure maximum exposure and revenue for our “Fantastic” product. We enable our titles to stand out by presenting each film in a unique, professional and innovative manner.

We will consult and assist producers with the creation or improvement of artwork and trailers if necessary, while minimizing costs. To keep our overhead low, we will at times out-source specific services connected with our business. We have expanded into Executive Producing and Production in order to bring our expertise and resources to better improve the product by getting involved at the early stage. We also seek out like-minded professional, trend setting, innovative producer partners with an ability to overachieve.

Fantastic Films International is one of the most famous distribution and sales companies, what are its values and goals?

We firmly believe in the power of the movies and in their ability to make the world a better place. As such, our focus continues to narrow toward family and animated films as well as innovative and thought provoking films. Our goal has been to make FFI a brand that ensures independent excellence and maximum return to our international buyers. We accomplish this by acquiring only a few new films each year that are worthy of the “Fantastic” label. This standard also gives each new “fantastic” film the time and attention they deserve. We also get actively involved with most of our projects at an early stage to utilize our knowledge, experience and connections to help the producer to maximize the quality and marketability of the film.

In the catalogue there is much attention to the young audience, why this choice?
Children and youth are the future. If we can make a difference in the world one person at a time, our goal would be accomplished. We have also seen that titles geared towards the young audience are in more demand on a global basis. Most of our animated titles will be dubbed in the local language which helps the buyer to localize the product and increase their sales.

The Company promotes films and TV series. Depending on your point of view, is there a substantial difference or not?
Features tend to have more buyer outlets globally and can be a quicker, less expensive start for a production (since a TV series generally requires more total minutes produced versus a feature). Then as the brand interest builds, it can expand into a TV series. We are also seeing a growing demand in the marketplace for series content as the distribution platforms are changing. There are also certain stories that are better told in one format over the other.

How do you select your products? Is there a process that you usually respect?
We screen all new submissions carefully with content and value being of utmost importance. We are also mindful that we are entering into a “marriage” with the creative and production team so we have meetings and phone calls to ensure that they are like minded business partners. We often prefer to get involved in a project as it is starting the production.

Animation industry is one of the fastest growing industries today, not only in United States but also across the globe and the Iranian boom is a proof. Your line-up includes several Iranian animated movies, can you tell something more about their technical aspects? What is the feedback from the markets about this kind of products?
Our background in handling international animation started in 2004, as executive producers and sales arm of one of the first 3D animated titles out of Hong Kong. During this time, we have handled animation produced in the UK, Spain, Hungary, Mexico, India, Canada, China, Australia, Lithuania, US, etc. Iran is just the latest entrant in the international animation arena and their creative people are extraordinary.