

THE FILM

CROWD



Light Years:  
What happens now you've crowdfunded?



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# Q&A

## with Samm Hailay, Light Years producer

Q: Did the plan change of how you were going to use your crowdfunding monies since you originally planned it?

A: A little but no not much really.

Q: Is there anything you wished you'd funded for and didn't?

A: Its tough as I'm not sure that folk really backed the mechanics of it, rather the film its self. We could have put this money will pay for X and Y as opposed to A and B and I think people would have still pledged as they did. I do wish that our partner cinemas all responded in the same way however as some gave us dates before we launched and others didn't. It made it incredibly hard to sell these tickets in advance.

Q: Have you found using Crowdfunder means you have also sourced an audience for the film too, if so how?

A: A little but most of the folks who donated were already known to either myself or the director. It never actually took off outside of our circle.

Q: How has the film been received on release? Do you advocate the touring distribution model?

A: The film has been recieved very well by the audience. Numbers aren't huge but they are very appreciative. It is brilliant to be there with an audience while watching and chat to them afterwards.

Q: What are you up to next?

A: Esther is looking to write a story set in the future that uses the structure of a western but flips the conventions of sci-fi...watch this space.