

MEDIA RELEASE

ScreenLaunch announces crowd cast film at the American Film Market

1 November 2012: ScreenLaunch reveals two new audience focused film projects at the American Film Market (AFM) in Santa Monica this week: **The Dream Channel** and **Survival Tactics**.

ScreenLaunch, Australian film sales and distribution company, is launching **The Dream Channel** film project at AFM. Combining a narrative with social media, **The Dream Channel** engages the audience in the crowd casting of the film.

The film is the latest brainchild of AFTRS trained director and serial entrepreneur, Jonny Peters, taking the audience on a journey where they are involved literally from the start to the end. The film project builds on the transmedia world of Lucydia, a futuristic city where every dream has its price. The story begins when a young, vivacious girl's dreams are sold to The Dream Channel by her boyfriend. Embroiled in a dangerous game she must realise her femme fatal in order to escape.

Mr Peters says, "Audiences are no longer satisfied with passive involvement – this is Hunger Games for real. Eight rival tribes online will battle for control of the futuristic social network. The audience decides who lives and who dies."

Developed with the assistance of ScreenNSW, the interactive feature film will initially begin with an online talent show and social network to allow fans to help cast the lead and supporting roles in a narrative story.

Dr Ross Howden, ScreenLaunch CEO and Producer says **ScreenLaunch** is focused on expanding the way audiences interact with films.

"It's all about audience participation and we don't mean after the film is made. Social media and the Internet have changed the way we interact with screens. Audiences are no longer happy to simply watch a film. They have the power to fund production, engage in marketing campaigns directly and now can actually participate in creation of the film itself. Like any other business it's not a matter of building a fancy website or a Facebook presence and hoping the audience will visit. Filmmakers need to think beyond the traditional and if the audience engages, it's not about being a passive observer, but they want to be right in there," he said.

Screen Launch will also screen *Survival Tactics* a new Australian feature film for the first time at the American Film Market (AFM). Born from the imagination of the multi-talented spoken word performer and award winning Hip Hop artist Morgan ‘Morganics’ Lewis, the film focuses on urban Sydney where with little money, people try to survive through their music, their art and their love. Jet, a street musician, battles for change while his world crumbles around him.

“This film exists purely due to the filmmaker’s enthusiasm and the way Morganics engaged the Australian Hip Hop community. Crowd and privately financed, with all the actors actual hip hop and street artists, who show a remarkable ability to extend into a fictional dramatic journey depicting the struggles of the urban metropolis that is Sydney. Based on the critically acclaimed original Hip Hop Theatre production it features Australia’s Bboys, Bgirls, free runners, DJs, MCs, spoken word, graffiti and street artists,” says Dr Howden.

“These film projects are the beginning of a new direction with ScreenLaunch. We have an exciting 3D feature film planned for next year, which completely engages the audiences in the filmmaking and financing process. The technology is pretty much there to allow a lower budget 3D film and we hope to take crowd engagement one step further so stay tuned,” says Dr Howden.

-Ends-

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About [Survival Tactics](#)

Written and directed by Morgan “Morganics” Lewis, produced by Morgan Lewis, Paul Brenner and Ross Howden. Based on the critically acclaimed original Hip Hop Theatre production, *Survival Tactics* that played around Australia including the Sydney Opera House. Shot around Sydney CBD and Northern NSW over 2011-2012.

About [The Dream Channel](#)

The feature film is based in a dystopian city and revolves around a futuristic talent show. The producing team consists of Jonny Peters, Brian Cobb and Ross Howden, who all met at AFTRS. In a world’s first in feature films, the producers will use an on-line talent show and social network to allow fans to help cast roles in the film and adapt the narrative of the story.

About [ScreenLaunch](#)

ScreenLaunch is an innovative sales and distribution company who partner with filmmakers to identify and reach worldwide film audiences using new and traditional channels. Not a traditional sales agent or local distributor, ScreenLaunch thinks globally, with international sales, global distribution and strategic marketing and production.



THE DREAM CHANNEL

EVERY DREAM HAS ITS PRICE

AUDITION NOW

BACK STORY

THE FORMAT

PLAY TRAILER

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WHERE THE AUDIENCE DECIDES YOUR DESTINY

A STORY WORLD BY JONNY PETERS

WHEN A GROUP OF TALENTED PEOPLE AUDITION FOR AN ONLINE
TALENT SHOW THEY ARE DRAWN INTO A DEADLY DRAMA HOSTED
BY A MYSTERIOUS SOCIAL NETWORK... THE DREAM CHANNEL



UPLOAD 3 VIDEO CHALLENGES * GET YOUR FRIENDS TO VOTE FOR YOU * SURVIVE THE DEATH MATCH * KNOCK OUTS * STAR IN THE SERIES

AUDITION NOW



THE DREAM CHANNEL

AUDITION NOW

MAKE THE FINAL 64 > SURVIVE THE DEATH MATCH WEBSISODES > STAR IN THE FEATURE

LUCIOUS LUCI



RIOT KITTEN



VS



ZOMBIE RASTA

SNOWBIRDS 

VOTE NOW

VOTE NOW

72% **BATTLE FINISHED** 28%

WHERE THE AUDIENCE DECIDES YOUR DESTINY



THE DREAM CHANNEL

EVERY DREAM HAS ITS PRICE

AUDITION NOW

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AUDITIONS

BATTLES

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TRIBES

MY PROFILE

MY LIKES

UPLOADS

LOG OUT



SNOWBOARD

EIGHT RIVAL TRIBES BATTLE FOR CONTROL
OF A FUTURISTIC SOCIAL NETWORK

YOU DECIDE WHO LIVES AND WHO DIES!

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IMPROV #1

IMPROV #2

IMPROV #3

SEMI FINALS

DEATH MATCH

FEATURE FILM

K GRIND

TOY BOYS

GLAMOUR GIRLS

INARIANS

SUICIDE GIRLS

JIGGY



POPS

POP DIVA

PUNK ROCKERS

MOTEL

ROCK STARS

THE SUITS

BOOIT



SECTOR

HIP HOP CREW



JUDE SWEET

SURFERS

PICK YOUR OWN DREAM TEAM * CREATE YOUR OWN DREAM CHANNEL