



## Former Head of 20th Century Fox Film Distribution in Australia launches Maslow Entertainment

**Maslow will offer the industry the experience of a studio with the mindset of a start-up**

**Sydney, Australia, Thursday 22 October** - Marc Wooldridge, the former Head of 20th Century Fox Film Distribution in Australia, today announced the launch of Maslow Entertainment, an integrated film distribution and production development company based in Sydney.

As Founder and Managing Director, Marc brings with him over twenty-eight years of entertainment knowledge, trusted relationships and a reputation for being a progressive leader within the industry. Focusing on Australia and New Zealand, Maslow offers international companies and local producers the experience of a major distribution partner with the mindset of a start-up.

In explaining the thinking and timing behind Maslow's launch, Marc comments "The pace of change within the industry has clearly been accelerated by recent events. While the appetite for entertainment continues to grow, technology's influence on production, promotion and distribution means it makes sense to consider different ways of doing things and Maslow is definitely up for the challenge.

"With Australia and New Zealand being such attractive production locations, Maslow is looking forward to establishing great partnerships and finding new opportunities together in this dynamic and evolving marketplace."

**Maslow will operate across the following areas:**

**Film Distribution.** The sales and marketing side of the business will cover all distribution channels, focusing on theatrical and rapidly growing video-on-demand platforms. Maslow is currently in the process of securing both international and local content and looks forward to announcing its upcoming slate. With an emphasis on audience insight, a flexible structure and first-rate execution, Maslow will deliver smart release strategies and novel promotional campaigns across a broad range of titles.

**Production Development.** Maslow aims to become the preferred business partner of local filmmakers, by encouraging earlier, more in-depth interaction between the commercial and creative sides of the process. This 'discovery to distribution' approach aims to identify and develop the most viable projects, promote better audience alignment and optimise release strategies in today's market.

Marc adds, "In speaking with many people across different parts of the industry, more collaboration and dialogue between production, distribution and exhibition is key to increasing the success rate of local films that can attract and entertain large audiences, both in cinemas and in the home".

In addition, Maslow will be available to provide investors, screen agencies and producers with commercial insight and advice on various aspects of the entertainment industry. For the creative community specifically, Maslow offers pitch and script feedback, financial analysis, and guidance on optimal marketing strategies and positioning.

Marc concludes, "I'm very keen to contribute to a varied and vibrant Australian film culture across all screens. Things won't happen overnight, and we are obviously in very challenging times right now, but I can't think of another venture I'd rather be involved in. Supporting others to reach their full potential is at the heart of Maslow's values, and so I'm looking forward to collaborating with other businesses and filmmakers to help them achieve their creative and commercial goals."

[www.maslowentertainment.com](http://www.maslowentertainment.com)