

In Cannes with ScreenLaunch



Ross Howden

Australian film sales and distribution company ScreenLaunch has joined forces with US film company CollabFeature to represent a first-of-its-kind global feature film, *The Owner*, at

the 2012 Cannes Film market, Marché du Film. *The Owner* was made by a record 25 filmmakers, from 13 different countries, on 5 different continents, and was written, directed and produced collaboratively online, with many of the filmmakers never officially meeting in person. ScreenLaunch CEO and founder, **Ross Howden**, said the unique storyline and high-quality production of the film is likely to draw strong demand for the film in Cannes this week. "We have already received immense interest in the film from international buyers, even though the film has not yet gone to market or premiered. **Like with the ground-breaking Australian film *The Tunnel*, which we are also selling, the market seems to be opening up to different sorts of films and business models.**"