



Guide to Distributing Classic Content for Online Streaming

From the silver screen to the home stream: now is the best time to bring your classic films or series into the homes and hearts of millions

Introduction



The global entertainment industry is adapting to a new landscape. With the world practicing social distancing, home **streaming has increased 85%** compared to the same period last year¹.

Meanwhile, new films and shows have ceased production to keep cast and crew safe. This means upcoming releases are delayed for the foreseeable future.

With demand for streaming at an all-time high and new titles on hold, a unique opportunity has been created for classic content.

Many beloved films and shows have never been distributed to streaming services. A key reason is the technical challenge in adapting older content for streaming delivery.

This guide provides a 5-step breakdown of how to prepare your classic content for streaming to realize untapped revenue potential and meet the market demand for streaming content.

1. [Source: Nielsen Annual Report via Variety](#)

Five Steps to Streaming

STEP ONE

Take Stock

STEP TWO

Determine Deliverables

STEP THREE

Update Music Licenses

STEP FOUR

Localize

STEP FIVE

Distribute

STEP ONE

Take Stock

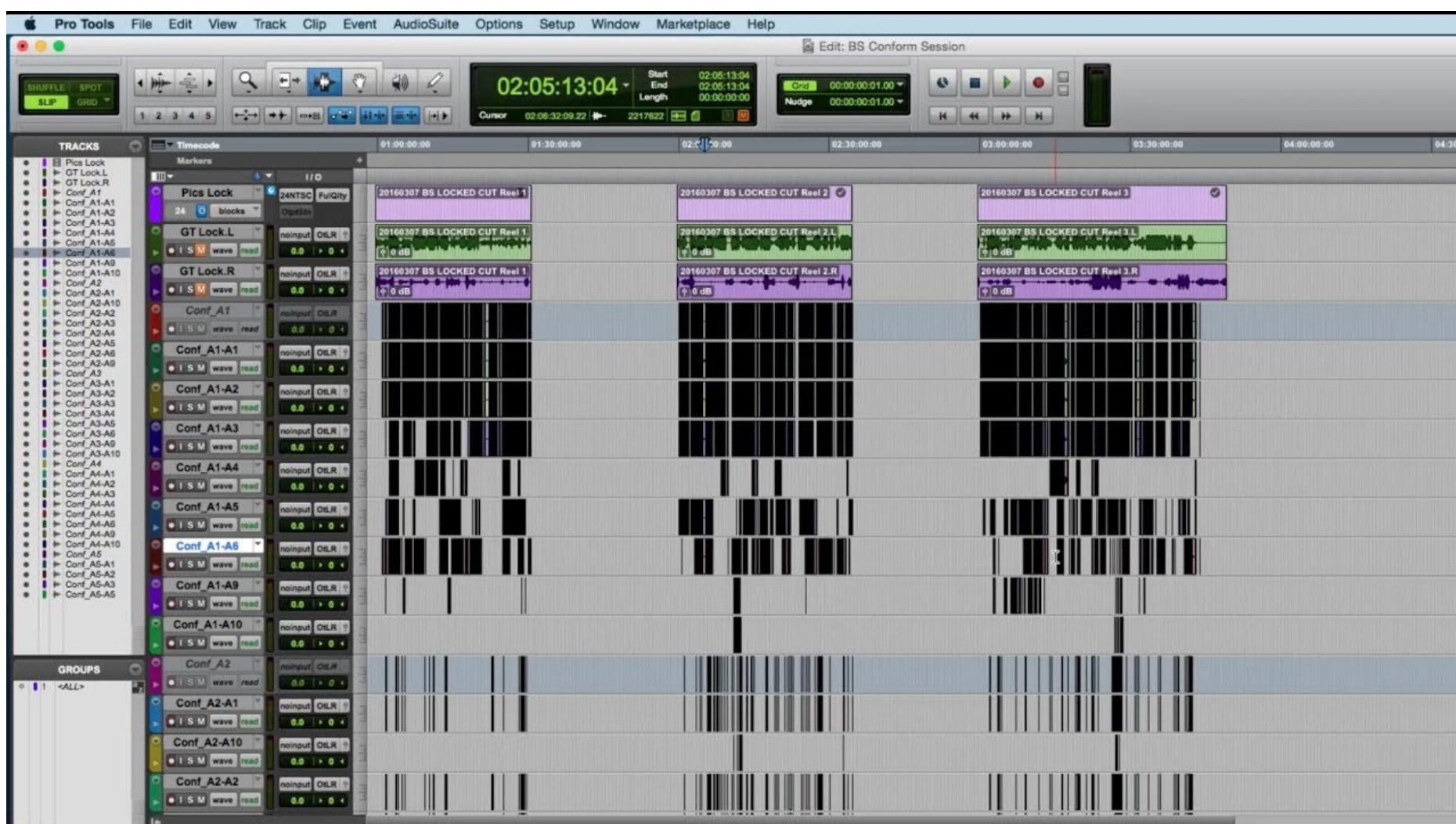
Your company may already have a relationship with the streaming industry. Start by identifying the **key members** of your team who can deliver your title to streaming platforms.

Next examine what **assets** are available for your title. You may have a session (also called a **multi-track**), which contains all of the video and audio tracks for the film or show.

If you don't have the full session, you may have **stems**, which include audio tracks for separate dialogue, music, and effects for the film or show.



No session, no problem - Many older titles have challenges due to assets that are not readily available, or have been lost or damaged over the years. If this is the case for your content, **all is not lost**. Keep a lookout for highlighted sidebars to help you navigate these extra challenges.



STEP TWO

Determine Deliverables

Next up is to determine the **specific deliverables for the platform(s)** you want to submit to.

For your convenience, here are resource links for three of the world's largest online streaming platforms:

[Netflix](#)

[Amazon](#)

[iTunes / Apple TV](#)



Update Music Licenses



When a song is used in a movie or show, a **licensing fee** has to be paid to the publisher and record company. For older shows, the licensing fee often only covered theatrical and broadcast and will not cover streaming release.

Trying to re-license songs can be time-consuming, difficult, and extremely costly. The cost of the new license may also be prohibitively expensive for your project.

An easy solution is to **replace these songs**. You can find music that is similar in tone and emotion through music libraries, or directly from songwriters and producers around the world.

APM Music is one of the best-known music libraries. Here are a few additional options worth considering:

Art List

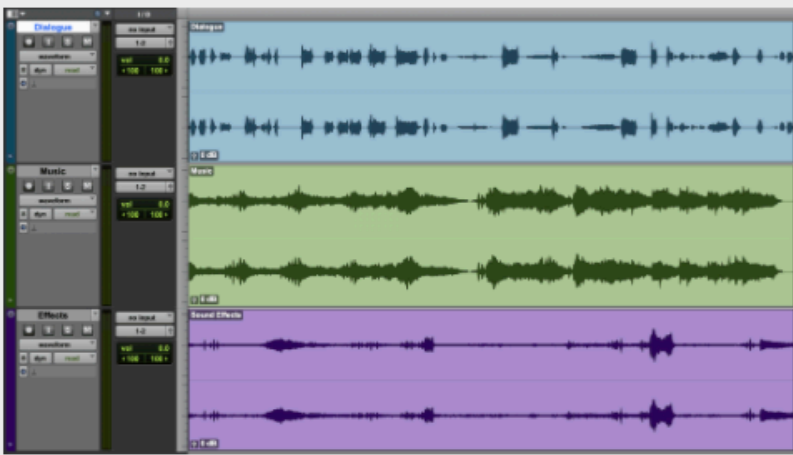
Epidemic Sound

Musicbed

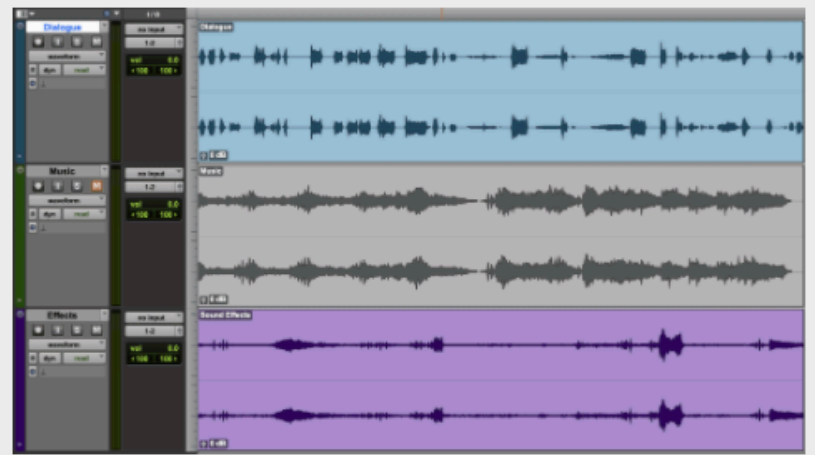
Music Vine

Update Music Licenses

In order to replace music, you either need to have a multitrack session or stems (meaning that the music is on its own track), or you'll need extra help.



Stems for dialogue, music, and effects. Each element is on its own track.



With stems available, the original music track can be muted and replaced.



If the music, dialogue, and effects are all on one single track, then music cannot be replaced without additional services. **Audionamix AI** has helped with exactly such a problem on countless titles, including the 2019 **global remastered release of Baywatch**, where stems were no longer available for many of the foreign language mixes.

STEP FOUR

Localize

Since streaming platforms have a **worldwide reach**, you don't want to miss out on the additional revenue that comes from having your content seen in as many countries as possible. For example, Netflix is currently available in over 190 countries. While subtitles can benefit foreign audiences, many viewers prefer to hear the program in their own language.



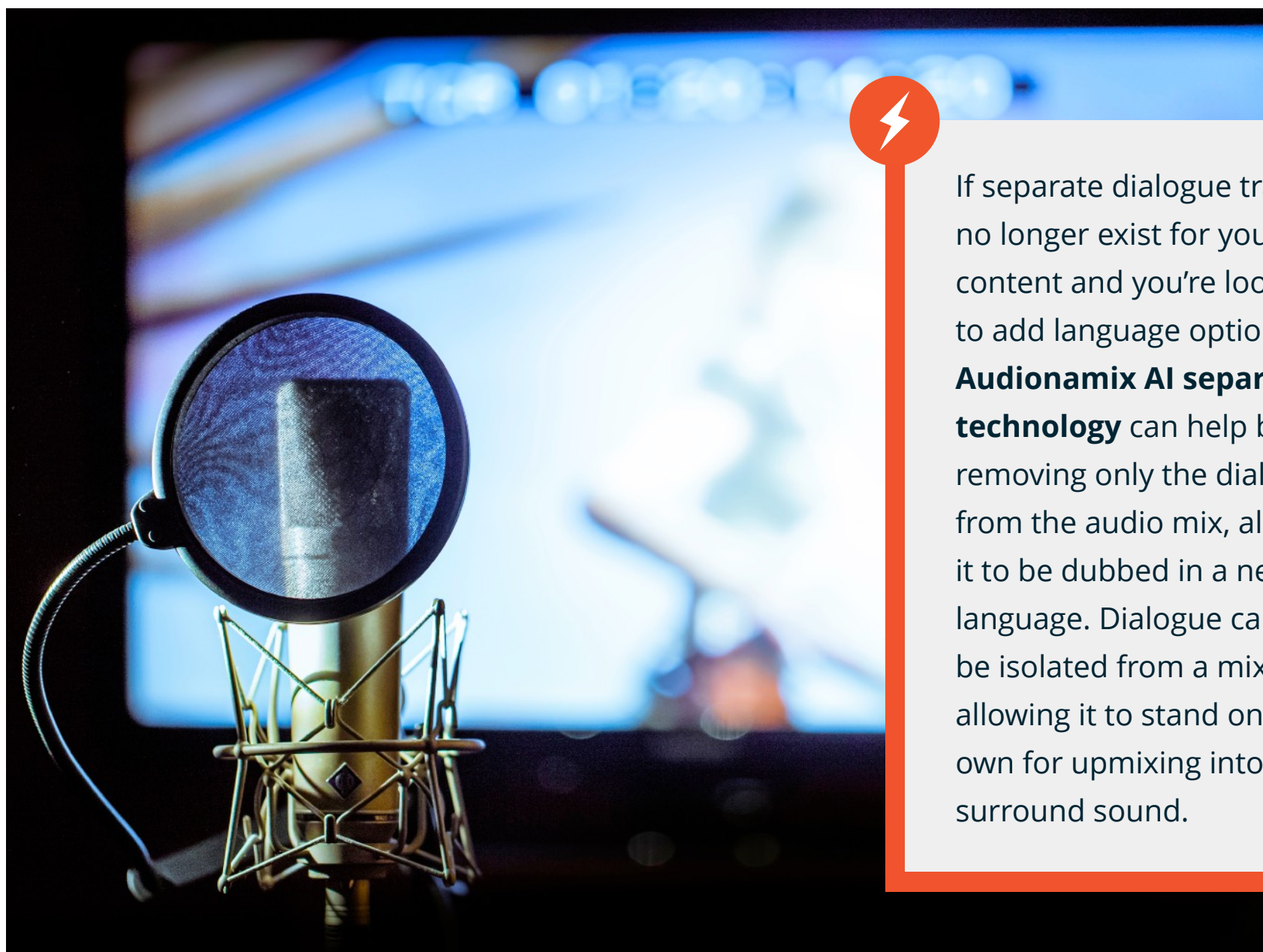
Some platforms like Amazon Prime require you to submit the dubbed audio as part of your deliverables to reach the 138 countries in which Prime is available. Others, like Netflix, have their own in-territory dubbing partners who provide this service.

Localize

If the dubbing is done through the streaming platform, you'll need to provide:

- An English script
- The final, original language mix.
- Music & Effects (M&E) audio if available

If you need help with dubbing, consider contacting a dubbing facility in [Netflix's Post Partner Program](#).



If separate dialogue tracks no longer exist for your content and you're looking to add language options, **Audionamix AI separation technology** can help by removing only the dialogue from the audio mix, allowing it to be dubbed in a new language. Dialogue can also be isolated from a mix, allowing it to stand on its own for upmixing into surround sound.

STEP FIVE

Distribute

The easiest route to get your film or show streaming in millions of homes is through a in-house distributor or company sales agent who already has a working relationship with streaming companies and deals with them regularly.

If you don't already have an established contact with the streaming platforms, we recommend using a **distributor or aggregator service**.

A distributor acquires a film and then does all the work to market and distribute the film to streaming platforms.

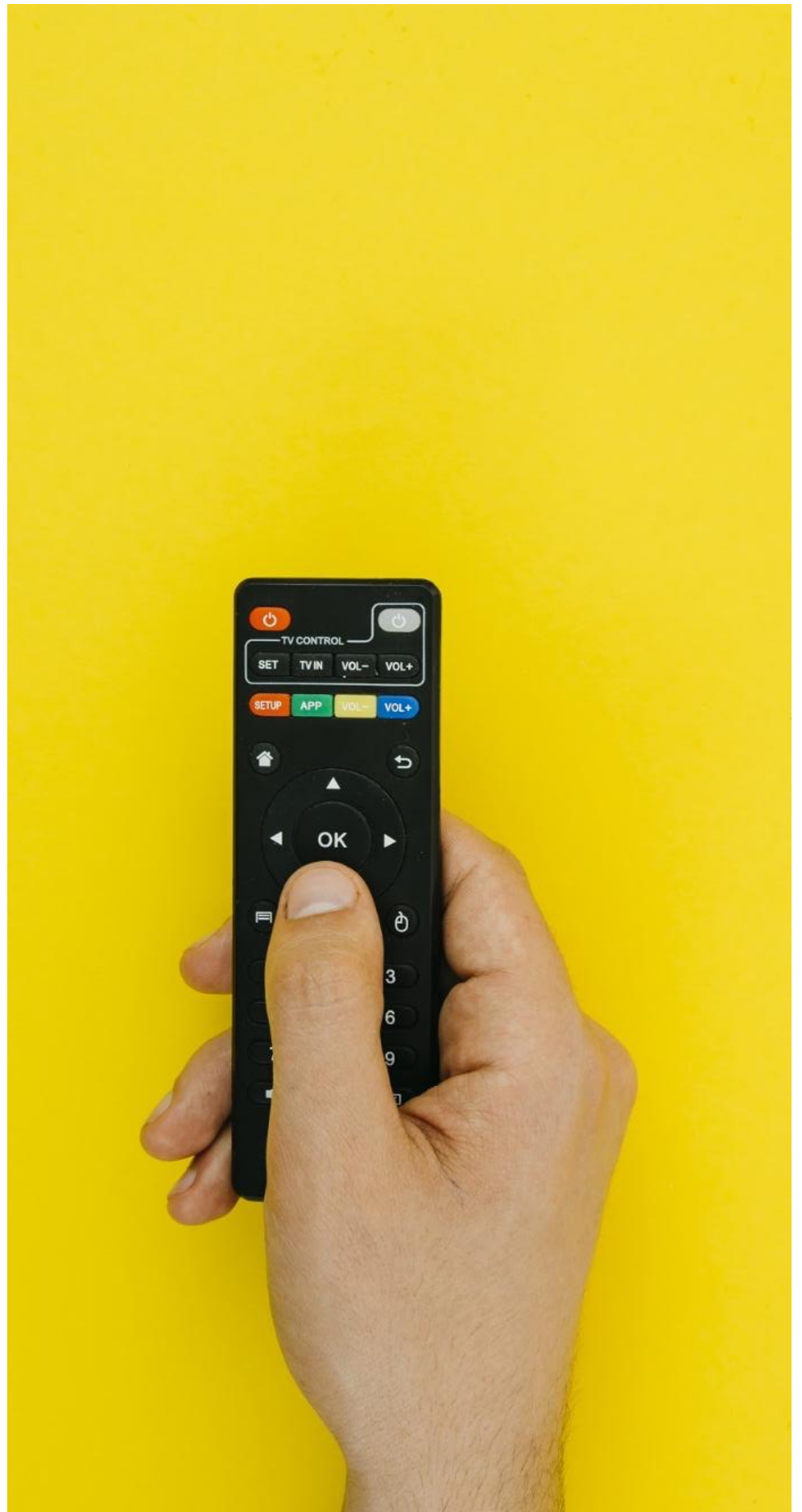
An aggregator will convert and supply your film to the platforms but does not provide marketing or any other support.

Here are a few examples of online distributors and aggregators to get you started:

Quiver

BitMAX

Filmhub



We're Here to Help

With all of these checklist items in place, you can feel confident that soon millions of people will be enjoying your content from the comfort and safety of home.

Thank you for downloading this streaming guide. If you have any questions you can reach us at services@audionamix.com or head to audionamix.com/services for more information.

Audionamix is the global leader in audio source separation. Built on advanced signal processing and artificial intelligence, Audionamix technology extracts specific elements from an audio file, including speech and music. Armed with this licensable technology, the Audionamix Professional Services team has worked on major motion pictures, GRAMMY®-nominated albums, and hit TV shows.

