

# SHORTS™ INTERNATIONAL

14 February 2013

Dear Animated Short Film Nominee,

As you know, the Oscar Nominated Shorts went into theaters on 1 Feb and were originally booked to remain there until a few weeks after the Oscar Telecast.

Unfortunately, all of the Animated Films have now been made available online and are being heavily promoted for free. This has never happened before. Predictably in the last few days, attendance at theaters for the animated short film nominees has plummeted. We are receiving a very significant, adverse reaction from the independent theaters that are playing the films, and we are now being told that if the films remain online, many theaters are starting to pull the release beginning tomorrow.

The fact that all the films were put online is perplexing as Academy voters have other and better means of viewing the films, including through the Academy-provided DVDs of all the Live Action and Animated short film nominees sent to all voting members. Making the films available online creates no competitive advantage.

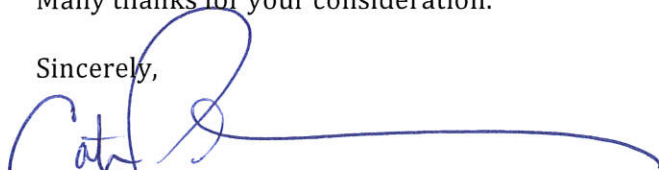
Unlike Webbies or Ani's, the Academy Award is designed to award excellence in the making of motion pictures that receive a cinematic release, not an online release. Since 2006, we have built theater audiences significantly and created widespread interest in the films themselves and their place in the movie theater. This release of the films on the Internet threatens to destroy 8 years of audience growth and the notion that these film gems are indeed movies—no feature length film would consider a free online release as a marketing tool!

I realize that there is an issue of basic fairness, and that no film wishes to be disadvantaged against its competitors. In addition, we are advised that most films plan to pull their films from the Internet after voting closes on the 19<sup>th</sup>. However, waiting until 19 Feb will do very significant, if not irreparable, damage to the Oscar Shorts Theatrical release.

Consequently, I most humbly request that all 5 animation nominees consider withdrawing their films from the Internet by COB Friday, 15 Feb, so that no film is disadvantaged and so I can assure the theaters that remain that there is a reason to maintain the films in theaters.

Many thanks for your consideration.

Sincerely,



**Carter Pilcher**  
Chief Executive