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FROM OBY

Welcome to the first edition of *The Market-Ready Brief*.

You've already invested the time, creativity, and resources to make your film. You didn't spend months or years making your film just for it to generate revenue in one market.

Now it's time to explore how that same film can create new revenue opportunities beyond where it was originally released.

Each month, I'll share practical strategies, market insights, and opportunities to help you prepare your projects for Spanish-speaking audiences and unlock new revenue opportunities across Latin America's Spanish-speaking markets.

I'm glad you're here.

Oby Obuekwe

FOUNDER, LCOM TRANSLATIONS



MARKET WATCH

Latin America Is Looking Beyond Hollywood

Across Latin America, broadcasters, streaming platforms, and FAST channels continue expanding the variety of international content they acquire.

The projects that gain traction are usually the ones that are professionally prepared for international buyers.



MARKET-READY STRATEGY

What Happens After a Distributor Says Yes?

A "yes" from a distributor is just the beginning. They will often request materials that confirm your project is ready for their audience and their platform.

Knowing what comes next helps you move faster, build confidence, and close opportunities.



INSIDE LCOM

What We're Seeing in the Market

One conversation we have regularly isn't: "Can you translate my film?" It's: "How can I increase revenue from the film I've already made?"

Localization isn't a single task. It's one piece of a much larger strategy.

OPPORTUNITY SPOTLIGHT

Why Mexico Matters



Mexico remains one of the largest Spanish-language media markets in the world.

Beyond its own audience, it often serves as a gateway into other Latin American territories because many distributors, broadcasters, and streaming companies operate regionally.

That doesn't mean every film belongs in Mexico first. It does mean understanding how the market fits into your expansion strategy.



RESOURCE OF THE MONTH

What Makes Distributors Say YES to Your Film?

Learn what distributors evaluate beyond the film itself and how strong preparation can help opportunities move forward more efficiently.

▶ WATCH ON YOUTUBE →



QUICK TIP

Before approaching Spanish-speaking buyers, make sure you have:

- ✓ A strong logline and synopsis in Spanish
- ✓ A professionally prepared subtitle file
- ✓ A clear title that works in Spanish-speaking markets
- ✓ A trailer with Spanish subtitles



QUOTE OF THE MONTH

A finished film isn't always a market-ready film.

– Oby



THIS MONTH'S ACTION

Take one marketing asset you already have—whether it's your trailer, synopsis, or poster—and ask yourself:

Would a Spanish-speaking buyer be able to evaluate my project with this? If the answer is no, that's where to begin.



Know another filmmaker looking to expand into Latin America's Spanish-speaking markets?
Forward this newsletter and invite them to download our free guide.

DOWNLOAD THE FREE GUIDE →

