



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

Buyers Are Looking Beyond Borders

Streaming has changed how audiences discover international stories.

For independent filmmakers, a film's commercial life does not necessarily end in the territory where it was produced.

But entering another market requires more than availability. Buyers need to understand the film, evaluate its potential, and see how it could work for their audience.

The opportunity begins with being prepared to cross borders.



MARKET-READY STRATEGY

Don't Chase Every Market

Expansion doesn't mean putting your film everywhere.

The stronger strategy is identifying territories where your genre, story, audience profile, and available rights create a realistic opportunity.

Then prepare the materials needed to approach that market professionally.

The goal isn't simply more exposure. It's finding the right market for your film.



INSIDE LCOM

The Question Is Changing

We're hearing a different question from filmmakers:

"Where else could my film go?"

That's an important shift.

Localization is most valuable when it supports a larger market strategy: identifying opportunities, preparing the right assets, and positioning the film for another territory.

OPPORTUNITY SPOTLIGHT

Why Colombia Matters



Colombia has an active film and television industry and strong connections to the wider Spanish-speaking region. For international filmmakers, it can be worth exploring as part of a broader Latin American expansion strategy.

That doesn't mean every film belongs in Colombia. It means filmmakers should evaluate territories strategically rather than treating Latin America as one single market.



RESOURCE OF THE MONTH

Your Next Film Buyer Could Be in Latin America

Your next opportunity may be in a market you haven't explored yet. Learn what buyers need and how to position your film for Latin America.

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 new audience gives your film viewers.
A new market can give it another commercial life.*
- Oby



THIS MONTH'S ACTION

Choose one Spanish-speaking market you haven't seriously considered for your film.

Ask: Who buys content like mine there, and what would they need from me to evaluate it?



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 →

