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'The Upsetter: The Life & Music of Lee "Scratch" Perry' Released On New Self-Distribution Platform

BY **TAMBAY A. OBENSON**

NEWS

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A critically-acclaimed musical documentary we gave lots of ink/pixel to, from Ethan Higbee and Adam Bhala Lough, on the life of Jamaican reggae pioneer and legend Lee Scratch Perry. We interviewed both directors several months ago, when the film was traveling the country in a limited theatrical release. Read that wonderful piece [HERE](#) if you missed it.

And if you never got an opportunity to see the film, and who'd embrace the opportunity to actually earn a few bucks from helping to share the film, here you go, :

The filmmakers of critically acclaimed music documentary The Upsetter: The Life & Music of Lee "Scratch" Perry to partner with Distrify for pioneering new self-distribution platform.

Digital copy of film will be made available for rent or purchase not only on the movie's website and Facebook page but anywhere videos can be embedded, including an affiliate scheme for fans who share the film to receive 10% of sale.

Directed By Celebrated Independent Filmmakers Ethan Higbee and Adam Bhala Lough and Narrated by Academy-Award Winner Benicio Del Toro

September 30, 2012 – Los Angeles, CA – Acclaimed feature documentary The Upsetter: The Life & Music of

Lee "Scratch" Perry will partner with Distrify.com for pioneering new self-distribution platform.

The film will be made available immediately for digital download or stream all across the web.

The theatrical trailer can be embedded on websites, blogs, forums and all social networks.

Users can buy the film no matter where they discover it and the film will be viewable on all video-enabled internet devices including PC's, phones, tablets and many TV's.

Keeping in line with the film's DIY aesthetic, the filmmakers are retaining full control and all rights over this entire distribution process thanks to the powerful suite of tools provided by Distrify.com.

As a bonus to the fans, a revenue sharing affiliate scheme will allow users who buy the film to receive 10% of any sales generated from sharing it with their friends, followers or anyone who stumbles upon their blog/website/social media page.

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Directed and produced by celebrated independent filmmakers Ethan Higbee (Red Apples Falling, The Anti-Fascist, Basedworld) and Adam Bhala Lough (Bomb The System, Weapons, The Carter) and narrated by Academy Award-winning actor Benicio Del Toro, The Upsetter is a captivating, unparalleled exploration charting 70 years in the life of the Godfather of Reggae and the man behind Bob Marley - Lee "Scratch" Perry.

Upon its world premiere at the 2008 SXSW Film Festival, The Upsetter received critical praise from both the independent film and music communities for its insightful look into the elusive personality and creative genius of one of the most legendary and pioneering music figures of our time.

Filmmaker/musician Ethan Higbee, who is currently directing Basedworld, a documentary on up-and-coming rapper Lil B, says of the new distribution model: "I think this is the future of Independent Cinema. You can now be your own iTunes or Netflix. Independent filmmakers can now enjoy the same distribution apparatus that independent musicians have had for years." Filmmaker Adam Bhala Lough, who most recently directed the acclaimed and controversial 2009 'Lil Wayne documentary The Carter, says, "We've always wanted to control both sides of the distribution of our film – physical and digital – and now we can. The old fashioned models will still be there should we want to utilize them, however this is the future and I recommend all filmmakers from here on out carve out the rights to distribute their own films digitally through their websites and social media pages."

"We built Distrify to make it easier for DIY filmmakers to reach their audience and work with them to promote their films. We are filmmakers ourselves and believe in the power of the audience," says Peter Gerard, CEO and co-founder of Distrify. "Distrify's approach works particularly well for music documentaries like The Upsetter where fans are connected globally via a shared passion for reggae music, and in particular, Lee Scratch Perry's unmistakable influence on modern music."

Seven years in the making, the film also features musical tracks and iconic archival footage selected from throughout Perry's extensive career. These video footage gems and extraordinary photographs taken from the vaults of music history span nearly five decades and feature the likes of Bob Marley and the Wailers, Paul McCartney, The Clash and Beastie Boys, all of whom Perry produced, and speak to the breadth of his influence as a producer, artist and icon.

The Upsetter is not only a fascinating character study of an artist who revolutionized music through the invention of dub, the predecessor to hip-hop, techno and modern electronic music, but a one-of-a-kind documentation of 30 years of Jamaican music and culture.

Academy Award winner Benicio del Toro, who narrates the film, says, "With the blessing of the legendary Lee Scratch Perry, Ethan Higbee and Adam Bhala Lough's The Upsetter opens a window into the little-known story of one of the geniuses of Reggae music and, for that matter, of any kind of music. The Upsetter is a testament to the unique career of a true snow leopard. Yah, mon."

With a storied past and an indelible imprint not only on music history but the sound of music itself, Lee "Scratch" Perry - singer, songwriter, producer, poet, painter, genius and madman – has never been portrayed more accurately, thoughtfully or powerfully than he is in The Upsetter.

For all of his enigmatic ways, this documentary might just be best described by this matter-of-fact statement from Lee "Scratch" Perry himself: "This is my movie and this is the truth."

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