



▶ *The Syrian Bride*

Koch calibrates art window

With windows between theatrical and DVD releases getting shorter for major studios, independents are looking at windows for arthouse releases as well. The trick, notes Dan Gurlitz, general manager for Koch Vision and Koch Lorber Films, is to find the optimum window to maximize sales and the right time for the

"handoff" from theaters to DVD.

Koch Lorber's *The Syrian Bride*, which arrives on DVD (\$29.98) on June 6, was booked in theaters several months ago as a platform release. By the May 9 pre-order date, it was scheduled to hit 40 markets and was expected to cross the \$300,000 mark at the box office. "Pretty substantial for an

arthouse film," Gurlitz says. The timing has allowed awareness of the film to build as the DVD street date approaches.

"The ultimate window for an arthouse film is that prior to the announcement of the DVD, the film already has begun its theatrical run and that the critical acclaim for the reviews can be used in the selling material and packaging," Gurlitz says.

And it helps for the film to be received well enough to keep running in theaters. "What we like to see is that it continues its theatrical run after solicitation begins, which is exactly what happened with *The Syrian Bride*," Gurlitz says. With a strong older film, such as Koch Lorber's *The Umbrellas of Cherbourg*, a limited theatrical rerelease before DVD can help garner critical acclaim again, just as it does for a new film.

"If the critics get underneath a film, you'll see the numbers increase dramatically for all parties, including retailers," Gurlitz says.

■ —C.S.

BEST INDIE RENTERS

Rank	Title (Label/Distributor)	DVD/VHS Rev*
1	<i>Proof</i> (BV)	\$14.92
2	<i>Broken Flowers</i> (Uni)	9.12
3	<i>Half Light</i> (First Look)	7.16
4	<i>Grizzly Man</i> (LG)	5.47
5	<i>Dirty</i> (Sony)	4.16
6	<i>Black Dawn</i> (Sony)	3.75
7	<i>The Green River Killer</i> (LG)	3.69
8	<i>Missing In America</i> (First Look)	3.58
9	<i>The Prince & Me 2</i> (First Look)	3.58
10	<i>Junebug</i> (Sony)	3.40
11	<i>The Squid and the Whale</i> (Sony)	3.27
12	<i>The Aristocrats</i> (ThinkFilm/LG)	3.16
13	<i>The River King</i> (First Look)	3.14
14	<i>Dungeons & Dragons 2</i> (WB)	2.98
15	<i>Millions</i> (Fox)	2.97
16	<i>Barely Legal</i> (Sony)	2.41
17	<i>The Visitation</i> (Fox)	2.25
18	<i>Dirty Love</i> (First Look)	2.21
19	<i>Ladies in Lavender</i> (Sony)	2.19
20	<i>Ring Around the Rosie</i> (Sony)	2.18

* \$ in millions, year-to-date through April 30; Source: Rentrak's Home Video Essentials

Coming soon

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INDIE/RYKO

We Are Dad is a documentary about two gay dads and five HIV-positive kids. Street June 27, prebook June 6; DVD \$24.95

LIONSGATE

Piaf: Her Story ... Her Songs

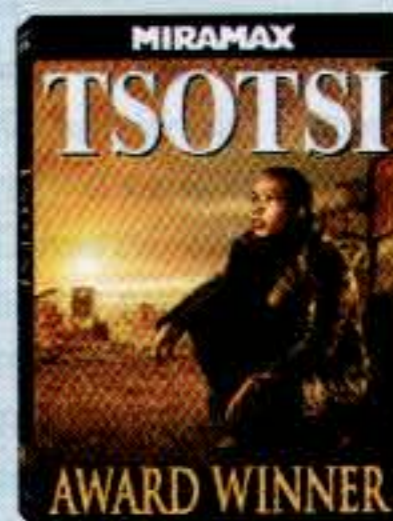
is a part documentary, part stage performance that looks at French chanteuse Edith Piaf, with songs performed by Raquel Britton. Street June 20, prebook May 24; DVD \$26.98



MIRAMAX/BUENA VISTA

The Academy Award winner

for best foreign film, *Tsotsi* is the story of a young gang leader living in the Johannesburg slums who shoots a



woman and steals her car only to find out he has kidnapped her infant child. Street June 6, prebook May 23; DVD \$29.99

MTI

When a college student accepts a suspiciously large fee to drive a luxury car to Los Angeles, the nature of the cargo has him fighting for his life and planet in *The Drop*. Street June 6, prebook May 16; DVD \$24.95

MVD

Look at All the Love We Found: A Tribute to Sublime is the benefit concert for MusiCares/MAP and Hurricane Relief Fund, recorded at the

Henry Fonda Theater on Oct. 24, 2005. Street June 27, prebook May 23; DVD \$19.95

PALM/UMVD

Emily (Maggie Cheung), a would-be singer, struggles with her drug addiction and tries to rebuild her relationship with her son after a stint in jail in *Clean*. Street July 25, prebook June 19; DVD \$24.99

SCREEN MEDIA/UNIVERSAL

Stoned chronicles the mysterious circumstances surrounding the drowning of Rolling Stones founder Brian Jones. Street July 4, prebook June 13; DVD \$19.98



STRAND

Is It Really So Strange? is a look at the new generation of working-class Latino fans in East L.A. who revere '80s music legend Morrissey, lead singer of The Smiths. Street June 27, prebook June 2; DVD \$24.99

SYNAPSE/RYKO

Rock 'n' Roll Nightmare is about evil emerging when a band records music in a farmhouse. Street June 27, prebook June 9; DVD \$24.95

TAI SENG

When an undercover cop and a computer