

CRAIN'S

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An ArtistShare of the action

INVESTING IN A FILM has never been so cheap. ArtistShare, which allows fans to fund recordings by their favorite musicians, is taking its approach to the movies.

Blast, a documentary that follows a team of astrophysicists into remote locations as they build a telescope, is the guinea pig. The filmmakers need \$50,000 to finish the movie, but they're hoping for more, to pay for marketing and distribution.

For \$19.95 each, investors get exclusive access to videos with production updates, including footage from shoots in Antarctica and Chile. Any fan willing to shell out \$150,000 will get an "executive producer" credit, a private screening with friends at Soho House and other perks.

Paul Devlin, an Emmy Award-winning video editor for CBS Sports and the director of *Blast*, thinks documentary makers need to find new funding models if they want to survive. "It's a really tough environment," he says.