

REVOLUTIONIZING FILM DISTRIBUTION WITH FILMTRACK: H264'S TRAILBLAZING JOURNEY



h264

In the competitive realm of film distribution, [h264](#), founded by visionary [Jean-Christophe J. Lamontagne](#) in 2015, has emerged as a prominent player. Conceived initially to address the challenges of distributing short films, h264 quickly expanded its scope.

The company's remarkable journey began with Lamontagne's realization during his time in film and business school that he could make a more significant impact as a distributor than a director. h264's dedication to showcasing exceptional short films led to critical acclaim, culminating in Oscar nominations in the Best Live Action Short category in 2019, a testament to their curatorial excellence.

Client Challenge

h264's rapid growth and diversification into feature film distribution and sales agency roles brought with it a complex set of challenges. The manual systems involving spreadsheets for managing royalties, contracts, and rights, while sufficient initially, became increasingly burdensome and inefficient as the company scaled up.

h264's multifaceted operations, encompassing digital aggregation, sales, and local distribution, demanded a more sophisticated, integrated system to manage their expanding portfolio effectively.



"We had a lot of activities. Finding a solution was fairly easy, but finding one that matched all our needs was challenging. After a lot of research, we found that fit in FilmTrack."

- Jean-Christophe J. Lamontagne, President, h264 Distribution



How FilmTrack Delivers on Client Needs:

FilmTrack's Rights Management Software	How We Deliver on Client Needs
ROBUST, USER-FRIENDLY SYSTEM	Lamontagne was particularly impressed by FilmTrack's robust yet intuitive platform, which struck an optimal balance between advanced functionality and ease of use, essential for daily operations.
ENHANCED REAL-TIME DATA AND REPORTING	A critical feature that differentiated FilmTrack was its capacity to provide real-time data on film availabilities, rights, and performance. This capability is vital for h264, enabling strategic, informed decision-making and operational agility.
SOPHISTICATED FINANCIAL MODULE EFFICIENCY	The financial module was a standout feature for h264, particularly FilmTrack's ability to handle royalties. This aspect promised a significant enhancement in their financial workflow, ensuring accuracy and efficiency in their operations.
PERSONALIZED IMPLEMENTATION & SUPPORT	FilmTrack's customized approach to implementation, using scenarios and data relevant to h264's unique operations, ensured a smooth transition. This bespoke approach was instrumental in demystifying adopting new software for h264's team.

Results with FilmTrack

- 1. Operational Efficiency:** FilmTrack's implementation has led to remarkable improvements in time and resource management, allowing h264 to divert its focus from administrative tasks to more creative and strategic endeavors.
- 2. Informed Decision-Making:** Access to real-time analytics and data has empowered h264 to make swift, data-driven decisions, a critical factor in staying ahead in the dynamic film industry.
- 3. Positive Impact on Team Morale:** The reduction in manual workload and the streamlined processes have profoundly impacted team morale and retention, fostering a healthier, more productive workplace.
- 4. Scalability and Growth:** With FilmTrack, h264 is well-equipped to handle its operations and future expansion. The platform's comprehensive features address the present needs and anticipate the company's growth trajectory.

"FilmTrack enables daily productivity and offers a range of versatile features for calculating royalties and generating meaningful reports. Their financial module is really, on point, and the platform greatly improves internal workflows with our sales, technical, and accounting teams."

"Any media company aiming for growth should consider implementing this solution in anticipation of future needs, even if their current demand doesn't seem to justify it. FilmTrack's extensive capabilities allow for a streamlined tech stack, enabling companies to proactively equip themselves for expansion, as we have fortuitously done."

- Jean-Christophe J. Lamontagne, President, h264 Distribution

A Vision For the Future

As h264 continues to evolve, the role of FilmTrack in their ecosystem becomes increasingly integral. The software's ability to adapt to h264's expanding needs ensures that it remains a cornerstone of its operations, solidifying its position as a leader in the innovative world of film distribution.



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