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# TELESCOPE FILM ANNOUNCES LAUNCH OF NEW WEBSITE FOR INTERNATIONAL FILM

**New site will promote international film to American audiences**

Seattle, Wash. (January 31, 2019) – Telescope, the first website designed to promote international film to American audiences, will launch in beta on February 11, 2019 at the 69th Berlin International Film Festival.

Telescope's online database of international film enables users to search and filter by options including title, director, country, language, and genre, and provides one-click access to all major streaming services in the US. The site

will also offer a variety of features to help users discover new content, including curation, a customizable user experience, and an engaged community of fans.

In addition to helping the American audience find and discover international film, Telescope Film offers marketing services to the global film industry seeking to reach the American audience.

“American viewers make up the most diverse audience in the world -- not surprising in a country where almost everyone has origins somewhere else, and at a moment when the foreign-born population in the US is larger than at any time in the last hundred years,” said Justine Barda, Telescope CEO. ([Reuters, 2018](#)) “Now, thanks to digital distribution, that audience has unprecedented access to international film. Telescope’s mission is to connect that film with the people who want to watch it — and to help that audience grow.”

Telescope is launching at the end of a decade when the way that Americans consume media has undergone a major transformation. According to the Deloitte 2018 Digital Media Trends Survey, 55% of US households now subscribe to an average of three on-demand streaming services. Streaming services need more and more content to serve this audience, an audience which is increasingly diverse. ([Forbes, 2018](#))

In addition to these larger demographic and technological trends, Telescope arrives at a unique cultural moment for the United States. “At a time when our leaders talk of banning travel and building walls, it is more important than ever to break down the barriers that threaten to divide us,” said Justine Barda, Telescope CEO. “Movies do just that.”

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## About Telescope Film

Telescope Film promotes American viewership of international film through its website and marketing services. For more information visit [telescopefilm.com](http://telescopefilm.com) or Telescope Film on Facebook.

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# About Justine Barda



Justine Barda is the founder and CEO of Telescope. She is a senior programmer with the Seattle International Film Festival, and has previously consulted to Sundance, the Dubai International Film Festival, and the Toronto International Film Festival. She currently teaches in the Film Studies Program at Seattle University.

