

## **Reliance backed IM Global brings Madonna to European Film Market (EFM) and impresses global distributors**

By Rajesh Kumar Singh

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IM Global's Stuart Ford knows how to get distributors excited about the films on his slate and sign presale deals. He flew down Madonna and Kevin Smith to Berlinale to promote their 'under production' films. Madonna dropped in at the EFM for a brief appearance to present parts of her second film as a director 'W.E.', starring Andrea Riseborough, Abbie Cornish and James D'Arcy. The preview was for a select group of buyers.

In a Q&A after the screening, she promised to travel extensively to promote the film. This did the trick. The film is sold to Studio Canal's U.K. distribution arm Optimum and the rights of Australian and New Zealand territories to Village Roadshow. Kevin Smith also came to Berlinale to back the sales effort for his film RED STATE.