

## HOW TO FEST

### Express Hybrid Press Credential

How To Fest is a resource guide, provided by the Sundance Film Festival Press Office to accredited press, to help you navigate the 2025 Sundance Film Festival. For any questions regarding the information listed below, please reach out to [presscredentials@sundance.org](mailto:presscredentials@sundance.org).

Your Express Hybrid Press Credential provides:

- **In-Person Festival Access: January 23–February 2, 2025**
- **Online Festival Access: January 29–February 2, 2025**

**REMINDER:** Online access will not be available unless your badge has been picked up in person. The pass is not transferable to online only.

Press credentials can be picked up at the Artist, Industry & Press Hub in the DoubleTree by Hilton Park City—The Yarrow. The press office will open on **Wednesday, January 22 from 2:00 p.m. MT to 7:00 p.m. MT** (additional press office hours are listed below under Credential Pick Up).

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### EMBARGO TIMING

**Reviews for world premiere films are embargoed until the end of the first public-ticketed premiere screening of the film, unless otherwise noted.**

Some films making their world premiere have a Press and Industry screening in advance of the film's first public screening, so please be certain to check before posting. This embargo timing includes social media reviews.

For specific timing, please reference the Embargo Timing document on the Festival press site at [Sundance.org/Press](https://www.sundance.org/Press). This will be posted the week of the Festival or sent out to you earlier if ready.

If working with an assignment editor who will be posting your reviews, please make sure to provide them with the embargo schedule.

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## **IN-PERSON SCREENINGS & EVENTS**

**Your credential is needed for access. Please ensure you have it on you, as it will need to be scanned for entry.**

### **PUBLIC SCREENINGS**

For Express Hybrid Press Credential holders, no ticket selection is required for attending in-person public screenings. Please arrive at the theater at least 30 minutes prior to the screening start time to gain priority entrance via the pass holder line. You must be seated 15 minutes prior to the published screening start time to secure your seat.

### **PRESS & INDUSTRY (P&I) SCREENINGS**

For Express Hybrid Press Credential holders, no ticket selection is required for attending in-person P&I screenings. Your press credential is scanned for entrance.

Be aware that seating is first-come first-served and not guaranteed; please be advised to arrive *at least* 20 minutes prior to screening time (we recommend earlier for highly popular films). For each P&I screening, theater staff will admit the line of accredited Press & Industry members until the theater is full.

When you are logged into your account at [festival.sundance.org](https://festival.sundance.org), P&I screenings will appear on the film detail pages. The [2025 Screening Schedule for Industry and Press](#) combines in-person public screenings and P&I screenings in a list sortable by date and time. (Beginning January 6th, the Screening Schedule for Industry & Press will also be available on the Festival website when you are logged into your Festival account under How To Fest > Press.)

- All films in competition (US & World Cinema Dramatic and Documentary Competitions, NEXT) will have at least one P&I screening.
  - Films from other programs (Premieres, Midnight, Spotlight, Special Screenings, and Family Matinee) will be included in the P&I screening schedule when possible.
  - Short Film Programs and some Episodic titles do not have in-person P&I screenings.
- P&I screenings do not include programmer introductions, filmmaker Q&As, or audience award voting.

### **FESTIVAL VENUES**

For detailed information about each Festival venue and where they are located, please refer to the [Festival Map & Shuttle page of the website](#).

- **FESTIVAL TIP:** Take advantage of Press & Industry screenings! These are specifically set up for members of the press and are not open to the public, so you can expect faster access to theaters there. All P&I screenings take place at the Holiday Village Cinemas, so you can maximize your viewing schedule by attending those screenings.

## **BEYOND FILM**

The Power of Story is a ticketed event and your Express Hybrid Press Credential allows you priority seating like it does for any public screening.

Access to in-person Cinema Café talks and The Big Conversation is free, these are not ticketed events. Have your credential ready to be scanned when you arrive and remember, seating is limited and will be given on a first-come, first-served basis.

Recordings of Beyond Film talks that took place in-person will begin to be posted online starting Thursday, January 30.

Also, check out talks planned by our partners taking place in official Festival venues at the Filmmaker Lodge and The Box at the Ray. Beginning on January 10, the schedule for those events can be found here: <https://festival.sundance.org/program/beyond-films/>

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## **ONLINE VIEWING LOGISTICS**

Your Express Hybrid Press Credential grants access to the professional P&I screening platform “My Viewing Room”, which is separate from the online experience for public viewers and general online press pass holders. To take advantage of these exclusive benefits you must be logged in with your Festival credentials and have confirmed your active Express Hybrid Press Credential.

- No reservations are required
- No screening capacities
- Your pass allows for one view per feature film or Episodic piece
- You can only be logged into your account on one device at a time
- Online viewing is not geo-blocked for online Press & Industry screenings
- No access to public online screenings

## **FILMS AVAILABLE ONLINE**

Feature films in competition sections (US Dramatic, US Documentary, World Cinema Dramatic, World Cinema Documentary, NEXT) will be available online for accredited press viewers. Short films, Episodic selections, and additional feature films may opt-in for online screenings.

Please refer to this [list of films screening online for accredited Industry and Press members](#) or the [Online tab of the Screening Schedule for Press and Industry](#) for the list of films available to view online for credentialed press.

Once the window for online access begins, on January 29 at 8:00 a.m. MT, the “My Viewing Room” area of the Festival site will be populated with the films in the online program.

## **ONLINE VIEWING FROM ANYWHERE, ON YOUR PREFERRED DEVICE**

Accredited express press members have multiple ways to view Festival films. Films can be accessed via a browser, or on your TV through the Online Festival Screenings App (available in early January). Extensive information about online viewing technical requirements and tips can be found in the [How to Fest - Watch Online](#) section of festival.sundance.org.

To reflect where you'll be watching, online screenings will be displayed on festival.sundance.org in your current local time zone. (Please note, any additional tickets you purchase for online screenings will be bound by public ticket rules, including geoblocking to the U.S.)

## **TIMING & VIEWING DURATION**

VOD viewing via the "My Viewing Room" area of the Festival site, January 29–February 2, 2025. Viewing begins at 8:00 a.m. MT on Wednesday, January 29 through 11:55 p.m. MT on Sunday, February 2. [On the 2nd, you can view the film once you hit start as long as you start by 11:55 p.m. MT]

- Feature films permit one view per film. Once you hit play you have 8 hours to view the film, after which it expires.
- Episodic works permit one view per project. Once you hit play you have 12 hrs to view the project, after which it expires.
- Short films have no viewing limitations within the online Festival dates and times.

**REMEMBER:** From the moment you begin watching a feature film or episodic selection you have a set amount of time to complete that screening. Within that window, you can pause, skip backward or ahead, or click away and come back, but that film will no longer be available after the time has elapsed.

## **FILM TEAM Q&As**

Q&As will be included on feature films in competition sections and other features that opt in for public online viewing. Short Film Programs, Episodic selections, and feature films available only to Press and Industry viewers will not include Q&As. If you miss a Q&A or wish to learn about a film team whose work is not screening online, look for their Meet the Artist videos on festival.sundance.org. *Please note, films premiering in person on Tuesday may not have the Q&As available for the online screening beginning on Wednesday. Those will be available later in the week.*

## **HOW TO UNLOCK AN ONLINE P&I SCREENING IN "My Viewing Room"**

- First, go to "My Viewing Room" to see the list of available films. If "My Viewing Room" is not displayed under your account profile please make sure you are signed into your account associated with your Press Credential. ("My Viewing Room" may appear before the online window of the Festival starts, but the films will not be active to view until the online window has begun on January 29 at 8:00 a.m. MT.)

- Select the film you wish to view and click “Unlock Now.”
- The “Watch Now” option will now be available. Clicking “Watch Now” will bring up the 8-hour viewing window prompt (12 hours for episodic): if you are ready to start your screening click “Yes” to continue to the film. Click “Not Yet” to return to it later.

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## CREDENTIAL PICK UP

While all tickets are digital, each press member attending in-person, will receive a personalized, printed credential including your photo (submitted at the time of registration on [festival.sundance.org](http://festival.sundance.org)) and a QR code for access to P&I screenings and other venues.

**Credentials must be picked up at the Artist, Industry & Press Hub in the DoubleTree by Hilton Park City - The Yarrow.** We strongly recommend you pick up your credential as soon as you arrive in Park City.

Credentials will only be released to the credential holder. Please make sure to bring your ID.

The Press Hub will be open during the following times:

- Wednesday, January 22, from 2:00 pm MT – 7:00 pm MT
- Thursday, January 23 – Tuesday, January 28, from 8:00 am MT – 6:00 pm MT
- Wednesday, January 29 – Friday, January 31, from 9:00 am MT – 5:00 pm MT
- Saturday, February 1 from 9:00 am MT – 1:00 pm MT
- (We will be CLOSED on February 2)

Reminder: Your badge must be picked up in-person to activate online access, which is available during the second half of the Festival. Anyone who has not picked up their badge, will not have online access.

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## PRESS RESOURCES

Resources available for accredited press include:

- **HOW TO FEST GUIDES:** You can reference each How To Fest guide, organized by pass type, when you are logged into your Festival account under How To Fest > Press.
- **P&I SCREENING SCHEDULE:** The [Screening Schedule for Industry and Press](#) displays in-person public screenings, P&I screenings, and online screenings in a downloadable, sortable view. Download a copy or use a temporary filter view to sort based on your own criteria.
  - Note that all screening times are displayed in **Mountain Time**.
  - As in past years, there are likely to be additions to the program announced closer to the Festival dates. Additions will be highlighted on this schedule as they become available.
- **PR CONTACT LIST:** The [PR Contact List](#) displays contact information for PR reps for films that have been hired directly to oversee their films at the Festival. (Please note, this contact list is also available when you are logged into your Festival account under How To Fest > Press.)
- **PRESS LINE PLAYBOOK & SCHEDULE:** On January 7th, we will provide a document detailing all available press lines and photo calls.

- **FILM STILLs:** The [Festival Dropbox](#) has images for all films, which accredited press may use in coverage. During the Festival, we also make images of Festival activities available in the [Festival Flickr Album](#).
- **INTERVIEW REQUEST FORM:** You can email us at [press@sundance.org](mailto:press@sundance.org) for interview requests or make a request via the [link in the press center](#). We are here to help you navigate the platform and to support your coverage as you plan, watch, and write.

As the Festival approaches, we will be adding stat sheets, overview materials, a link to access video clips and more!

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## **ACCESSIBILITY COMMITMENT & REQUESTS**

In alignment with our core values, Sundance Institute is committed to improving the overall experiences of our staff, audiences, and artists. We consider inclusion, racial equity, and accessibility the drivers of institutional excellence, and it is our aim to make all our programs and platforms reflect these core values at every level. Our goal is to make our experiences (in-person and online) as accessible as possible for all participants.

If you have an accessibility request, question, or feedback for the accessibility team, please contact [accessibility@sundance.org](mailto:accessibility@sundance.org) or use the accessibility hotline at (435) 776-7790. Every effort will be made to accommodate requests made in advance; requests made within seven days of the event may not be guaranteed.

To review the details of the Festival's accessibility practices please see the [Accessibility area of the Festival site](#).

Community spirit is key to the Sundance experience and we ask all attendees to contribute to creating an environment that is welcoming, safe, and inspiring. To that end, please take a moment to review our [Community Agreement](#). Thank you for doing your part!

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### **Sundance Film Festival Press Accreditation Team**

Questions? Please email [presscredentials@sundance.org](mailto:presscredentials@sundance.org)