

HOW TO FEST

Online 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, taking place January 23–February 2, 2025. For any questions regarding the information listed below, please reach out to presscredentials@sundance.org.

Your Online Press Credential provides:

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

TABLE OF CONTENTS

- Embargo Timing
- Tips for Making Your Schedule
- Ticketing How-To
- Online Viewing Logistics
- Press Resources
- Accessibility Commitment & Requests

EMBARGO TIMING

[While online access begins after the embargos have lifted, we are sharing the general embargo rules and details here for your awareness.]

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 (P&I) 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. 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.

TIPS FOR MAKING YOUR SCHEDULE

- **Login to your Festival account:** Make sure your Festival account is set up and familiarize yourself with the website at: <https://festival.sundance.org/>. If you have any questions about logging into your Festival account, please reach out to presscredentials@sundance.org.
- **Check out the [Festival Program Guide](#):** This guide provides a comprehensive list of films being screened at the Festival and the screening schedule.
- **Tag your Favorites:** Add films or specific screenings to your Favorites by using the star icon on the film detail pages. Once you have collected your Favorites, review them in My Account > My Favorites. You do not need to favorite a screening in order to make a ticket selection but it is a helpful way to organize your schedule.
- **Mark your calendars:** Press & Industry ticket selection opens Tuesday, January 7 @ 10:00 a.m. MT and tickets go fast! At this time you can reserve **online press and industry** screenings by logging into the Festival website.
- **Pay Attention to Time Zones:** In-person screenings will always appear on the Festival site in Mountain Time. Online screenings will be displayed in your current local time.

TICKETING HOW-TO

With my Online Press Credential, how does ticketing work?

- **Online P&I screenings:** These REQUIRE ticket reservations in advance because they have a limited number of “seats” (similar to how theaters have a set number of seats).
- **Online Public Screenings:** You do NOT have access to these screenings via your press pass but you are welcome to purchase tickets as general public (if you live in the U.S.). Please refer to the online P&I screenings instead.

Recordings of Beyond Film talks will begin to be posted online starting Thursday, January 30.

How do I reserve my tickets in advance?

Your credential allows you to unlock / select tickets for online P&I Screenings for free via the “Order Tickets” button. You can follow the below steps to do so:

- Login to your Festival account.
- Choose the screening you’re interested in and Favorite it by clicking the star icon. Find this Favorited screening in the My Schedule section of the site [located under your name in your account at the top of the screen]. This advance preparation is helpful since tickets tend to run out fast!
- On **January 7th at 10:00 a.m. MT**, when ticketing fulfillment for Industry and Press opens, you can order a ticket for the screenings by navigating to the film page and clicking on the “Unlock” button that appears next to it OR, when viewing your list of Favorited online P&I screenings, you will see an “Order Tickets” button next to each one.

IMPORTANT NOTICE: Please do not select tickets you do not intend to use, as it will take away from others. If you do select online tickets that you no longer plan to see please ensure you release them to others by clicking remove next to the ticket.

- Reserved tickets that will not be used can and should be released by EOD Tuesday, January 28, before the online viewing window begins on Wednesday. We request that you release any tickets you will not be using so others can have the opportunity to see the film.
- Once the screening window starts on Wednesday a ticket cannot be released and so if you do not use it, it will go to waste.

ONLINE VIEWING LOGISTICS

Online Press Credential holders with tickets can view online P&I screenings via the “Watch Now” button on the My Schedule page or from the film details page while the selected title is available.

Extensive information about online viewing technical requirements and tips can be found in the [How to Fest - Watch Online](#) section of festival.sundance.org. We recommend watching the Festival with the device/browser combinations detailed there.

TICKETS FOR ONLINE P&I SCREENINGS

As noted, online P&I screenings do have capacity limits. Therefore, you will want to make reservations or select tickets in advance if there are films you want to view online. Remember, your account can only be used on one device at a time.

You can begin online ticket selection on **January 7th at 10:00 a.m. MT**. If no tickets remain it is because the film has hit its capacity limit and you will not be able to view it. It is possible that someone releases their tickets, so do check back closer to and during the Festival if you are looking for tickets for a film that has hit capacity.

Reserved tickets that will not be used can and should be released by EOD Tuesday, January 28, before the online viewing window begins on Wednesday. We request that you release any tickets you will not be using so others can have the opportunity to see the film.

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. Online films are not geoblocked for Press & Industry. (For the general public, online films are only available in the U.S.)

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.

TIMING & VIEWING DURATION

Online access 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 play as long as you start by 11:55 p.m. MT].*

Clicking “Watch Now” will bring up the viewing window prompt: if you are ready to start your screening click “Yes” to continue to the film. Otherwise, click “Not Yet” to return to it later, since you can only view a feature film or episodic project one time.

- 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 hours to view the project, after which it expires.
- Short films have no viewing capacity limits and can be watched more than once, as long as viewed within the online Festival dates and times listed above.

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 backwards or ahead, or click away and come back, but that film will no longer be available after the time has elapsed.

ONLINE 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 intros or 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. (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.)

ONLINE AWARDS SCREENINGS

Award winners will be announced the morning of Friday, January 31. Online Award-Winner screenings will be available starting at 8:00 a.m. MT on February 1 until 11:55 p.m. MT on February 2.

These films will have tickets that become available for press on the evening of January 31 [prior to that they will be listed as “sold out.”] After awards are announced on the 31st, we will alert press pass holders when ticket reservations open for award winner films. [Likely midday Mountain Time.] These will also have a capacity limit for press like the other online screenings.

PRESS RESOURCES

Resources available to 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.)
- **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 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!

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 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!

Sundance Film Festival Press Accreditation Team

Questions? Please email presscredentials@sundance.org