



## **Fandor Helps Facebook Continue its Conquest of Home Entertainment**

By Michael Sragow  
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Fandor, or "Netflix for indies," an on-line movie rental service aimed at discriminating moviegoers, went up on the Web yesterday. Customers discovered they could sample -- for free -- one title from the service's catalog of roughly 2,500 acclaimed films as long as they logged in with their Facebook account.

PCmag.com's Mark Hachman notes, "The influence of Facebook goes beyond" the login promotion. For one thing, the former Chief Privacy Officer of Facebook, Chris Kelly, is a member of Fandor's board. For another, "users are encouraged to share Fandor-hosted movie clips on Facebook."

This week Warner Bros. began distributing movies via Facebook and Sony included Facebook in new services attached to digital releases. Fandor continues the complete integration of Facebook and home movie-watching -- even for fans who usually go to art houses. Fandor is the



place to find films like the controversial "Dogtooth" a hit at the Maryland Film Festival last year and a nominee for 2010's best foreign-language film Oscar.