



Ted Hope Hired as New CEO of Fandor; Says He Won't Abandon Film Production

By Eric Kohn

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Ted Hope

Curated online streaming service Fandor announced today that veteran producer and former San Francisco Film Society executive director Ted Hope will head the online company. Hope, who left his position at the Film Society at the end of the year, will start his new job at Fandor on January 30.

Hope will replace current CEO Dan Aronson, who will move into the position of chief technology officer for the company, while Jonathan Marlow will remain the company's chief content officer.

For Hope, the new hire presents a fresh opportunity to continue his forward-looking approach financing and distributing independent film.

"I'm really trying to utilize all that new technology has to offer," he told Indiewire in a phone conversation this morning. "We're going to try to make good on the promise of the era we live in, to relate the power of what cinema is."

A previous board member of the company, Hope began conversations with Fandor about the position over the holidays. Having recently announced that he no longer intended to produce films for a living, Hope expressed interest in working to improve revenue sharing models in the digital age. "I think that across the board the best thing that any of us can do to improve film culture is make sure the artists are directly rewarded financially," he said. "The closer we can get people to that the better off we will all be to having a sustainable film culture."

As a result of his latest commitment, Hope will not be making the trip to Sundance this year, but expressed confidence that he could address the needs of the same community of filmmakers served by the festival. "I don't think I've ever been in a position when I could be this instrumental in developing solutions for this quagmire that is independent film culture," he said. "I will look at all the stakeholders in the ecosystem, find and develop ways across platforms that work best for them. Ultimately I see all of the different people in the area as complimenting what needs to be done, working for the audience and the artists, and figuring out how we can better serve them. That is what I will be putting my attention towards."

In the meantime, he won't abandon film production altogether.

"I hesitate to call it 'hobby approach,'" he said. "But I hope I can produce closer to 10 movies than 70 movies in the next 20 years."