



MacGillivray Freeman Films Selects Museum Media to Represent Its Giant Screen Digital Titles Across Europe

Los Angeles, California, January 16, 2023—MacGillivray Freeman Films is pleased to announce it has entered into a distribution deal with Museum Media to represent the company’s library of giant screen educational films in museum institutions and commercial venues across Europe. The agreement comes as MFF is looking to expand the market for its educational titles beyond traditional giant screen cinemas.

“We see a growing demand for top-quality, educational cinema experiences that bring inspiration and meaningful stories to people worldwide, and we are delighted to enter into a partnership with Museum Media to help our documentary films reach new audiences in Europe,” said Patty Collins, Director of Global Sales at MacGillivray Freeman Films. “We look forward to getting our films into additional markets and new venues beyond the IMAX® theatres and giant screen cinemas where they traditionally play. It will be a pleasure working with Berend Reijnhoudt and his team who thoroughly understand the true value of these films.”

“I have been a theater client of MacGillivray Freeman Films for the past 20 years and I know how powerful and successful their films can be with global audiences,” said Berend Reijnhoudt, founder and president of Museum Media, who served as president of the giant screen theatre Omniversum in The Hague for two decades. “I am proud they have selected Museum Media to represent their first-class documentary productions and I look forward to bringing the films’ success to new venues in Europe.”

The MacGillivray Freeman Films titles that will be represented by Museum Media include *Everest*, *Great Bear Rainforest*, *Into America’s Wild*, *Life in Space*, *Great Barrier Reef*, *Humpback Whales*, *Dream Big: Engineering Our World*, *America’s Musical Journey*, *Ancient Caves*, *Ireland* and more.

About MacGillivray Films

MacGillivray Freeman Films is the world’s foremost independent producer and distributor of giant screen 70mm films with more than 45 films for IMAX® and giant screen theatres to its credit. Throughout the company’s history, its films have won numerous international awards including two Academy Award® nominations for *The Living Sea* and *Dolphins* and three films inducted into the IMAX Hall of Fame, including *Everest*, the highest grossing giant screen film of all time. MacGillivray Freeman’s films are known for their artistry and celebration of science and the natural world. It is the first documentary film company to reach the one-billion-dollar benchmark for worldwide box office. <https://macgillivrayfreeman.com/>

About Museum Media

Museum Media is the go-to company for visitor attractions to lease documentaries that entertain and bring a meaningful message to their audiences. Based in the Netherlands, Museum Media offers documentaries and complete 3D-cinema installations in select territories. www.museum-media.com