

# Letterboxd Announces Global Launch of Its New Video Store, Offering Exclusive Access to Hard-to-Find Indie Films

Letterboxd, the globally popular social platform for movie lovers, is officially expanding into digital film rentals—marking the biggest evolution of the service since its creation in 2011. The company has unveiled the **Letterboxd Video Store**, an online rental hub designed to surface rare, under-distributed, and fan-requested indie films. The new platform launches **Wednesday, December 10**, rolling out simultaneously across **23 countries**.

The announcement signals a major shift for Letterboxd, a platform known primarily for film reviews, watchlists, and cinephile culture. With a community that now exceeds **24 million members worldwide**, the company says the Video Store aligns perfectly with its mission: helping people discover and celebrate cinema, especially titles that otherwise struggle to reach global audiences.

At launch, the Video Store will offer **nine carefully selected films**, including several that have never been made commercially available in many of the participating regions. Letterboxd confirmed that these first titles represent only the beginning—more films are scheduled to arrive before the end of 2025, with new additions expected on a regular basis.

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## A Curated Rental Experience Built for Film Discovery

The new rental platform stands apart from traditional VOD stores by leaning heavily into the strengths of Letterboxd's existing community. According to the company, selection decisions are informed using a mixture of:

- millions of user-generated reviews
- watchlist trends
- algorithmic engagement signals
- community demand for rare or unavailable titles

This data-driven curation ensures that the Video Store prioritizes films with passionate followings or proven audience interest, rather than simply promoting mainstream releases.

The store opens with two themed “shelves,” each representing a core part of Letterboxd’s identity:

## 1. Unreleased Gems

A spotlight on films that have never been officially released in the regions where Letterboxd Video Store is making them available. These movies can be rented only for a 30-day window, making their arrival a limited-time event.

## 2. Lost & Found

A collection celebrating overlooked and under-seen works—films that earned strong ratings from Letterboxd members but never reached wider public recognition.

These shelves will evolve over time, rotating in new selections and highlighting titles shaped by community taste.

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## Rare and Exclusive Indie Titles Lead the Launch Lineup

Letterboxd is kicking off the Video Store with an eclectic slate spanning nine countries. Among the highlights is **Todd Haynes’ 1991 indie sci-fi horror debut *Poison***, a film described as controversial, genre-bending, and historically significant for queer cinema. Also featured is ***Kennedy***, an Indian neo-noir thriller that premiered at the 2023 Cannes Film Festival but has since been almost impossible for audiences to access globally.

Several of the launch films are being released exclusively through Letterboxd in participating countries, providing rare opportunities for cinephiles to rent films they have been unable to find elsewhere.

Although pricing varies by country, Letterboxd notes that all rental costs follow standard transactional VOD ranges based on regional norms and each film’s distribution stage. In the United States, rentals will start at **\$3.99 and go up to \$19.99**, depending on the title and its exclusivity. Each rental unlocks a **48-hour viewing window** once playback begins—matching the model used by most digital rental platforms.

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## **Available in 23 Countries Across North America, Europe, and Oceania**

The Video Store's initial rollout spans a sizable global footprint. The service will launch in:

- United States
- Canada
- United Kingdom
- Ireland
- France
- Spain
- Australia
- New Zealand
- Germany
- Austria
- Italy
- Sweden
- Norway
- Denmark
- Finland
- Iceland
- The Netherlands
- Poland
- Portugal

- Belgium
- Switzerland
- Greece
- Cyprus

Customers in these territories will be able to watch rentals across multiple devices, including Apple TV 4K, Chromecast, AirPlay-supported TVs, web browsers, and iOS and Android mobile devices.

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## A Platform Built With the Community at Its Center

Letterboxd co-founder and CEO **Matthew Buchanan** emphasized in the launch announcement that the Video Store is a direct response to user behavior on the platform. Movie fans often highlight films that are no longer widely distributed, that trend organically among niche communities, or that suddenly resurface due to online conversation. The new store aims to satisfy that demand—connecting audience interest with films that deserve more visibility.

Buchanan shared that Letterboxd sees its community as the compass guiding both curation and platform evolution. Whether it's an 80s action sleeper hit suddenly gaining traction or a festival favorite still piling up watchlists years after its premiere, the Video Store exists to bridge the gap between audience enthusiasm and film availability.

“We’ve built Letterboxd around the voices and passions of our members,” Buchanan said. “Their behavior shows us what’s resonating. The Video Store is a way to act on that—by helping distributors unlock value in overlooked titles and by giving filmmakers more direct access to the audiences waiting to see their work.”

He also framed the initiative as an invitation to the broader film industry: a call to use real audience data to give movies meaningful second lives.

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## A New, Data-Driven Chapter for Letterboxd

Founded in 2011 by New Zealand entrepreneurs Buchanan and **Karl von Randow**, Letterboxd has grown from a niche film-ranking app into one of the most influential online communities for cinephiles. The platform gained significant momentum in recent years, ultimately leading to a

2023 deal in which Canadian investment firm **Tiny** acquired a 60% controlling stake—valuing the company at over **\$50 million**.

The new Video Store is expected to become a major component of Letterboxd's future, expanding its role from a social hub into a hybrid discovery-and-distribution service. With its launch, the line between film conversation and film consumption becomes far more seamless for millions of users.

Letterboxd extended thanks to the filmmakers, distributors, and sales agents who partnered with them to make the first nine releases possible, noting that such collaborations are essential for bringing hidden or underrepresented cinema into the spotlight.

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## **Conclusion: A New Home for Indie Discovery**

With its new Video Store, Letterboxd is betting on a simple, increasingly urgent truth: audiences crave access to diverse and hard-to-find films. By blending community-driven insights, curated selections, and global availability, the platform aims to reshape how cinephiles discover and engage with independent cinema.

Whether you're tracking festival favorites, hunting for lost films, or simply expanding your watchlist, the Letterboxd Video Store opens an entirely new chapter for movie lovers—and potentially sets a new standard for curated digital film distribution.