

# Duane Edwards' Character-Driven Indie 'Wrong Numbers' Defies Genre Expectations with Broad Audience Appeal

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/EINPresswire.com/ -- Audience engagement data

reveals that Duane Edwards' debut feature [Wrong Numbers](#) is connecting with viewers in ways that challenge conventional wisdom about independent cinema. The character-driven drama has attracted audiences across all age groups while maintaining consistent viewer retention

throughout its runtime. (watch the full film:

<https://www.youtube.com/watch?v=f2jpuIpXJM4>)

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*Linda Nelson, CEO/Co-Founder at Indie Rights*

According to distributor Indie Rights, the film's performance metrics tell a compelling story about changing viewing habits and audience preferences. CEO Linda Nelson highlights a key indicator of this shift: "Over 52 percent of views are happening on TV screens via YouTube, proof that YouTube is the new cable."

The demographic breakdown presents another surprise. While dramas focused on intimate character studies typically skew toward female audiences, *Wrong Numbers* is

defying expectations. "Interestingly, male viewership is outpacing female, which is unusual for a character-driven indie drama," notes director and producer Duane Edwards. This pattern reversal suggests the film's themes and storytelling approach are resonating beyond traditional genre boundaries.

"I haven't seen another film with such evenly distributed audience engagement across all age groups like *Wrong Numbers*," Nelson said. "It's rare to see a story resonate so consistently from Gen-Z to seniors, and what's even more impressive is how fully invested viewers stay from the first scene to the final frame."

The film's reach extends well beyond domestic borders. International viewership accounts for three-quarters of total views, with overseas audiences responding positively to the story despite potential language and cultural barriers. This global appeal reflects the universal themes Edwards has woven into his narrative.

Most notably, ninety percent of viewers are encountering the film organically rather than through subscriber feeds. This organic discovery rate indicates strong word-of-mouth momentum and suggests audiences are actively seeking out and sharing the content.

Director and producer Edwards finds himself at the forefront of Chicago's indie film resurgence with *Wrong Numbers*, a micro-budget psychological drama that embraced a minimalist approach to storytelling. The production was shot in just six days with two actors across four Chicago locations, stripping away distractions to let the performances carry the narrative.

Written by Frederick Mensch, whose credits include HBO's *Nightingale*, the film tells the story of Jack and Emma, two strangers who first meet under awkward circumstances and later cross paths again in a moment that forces both to confront unresolved emotions. Critics have responded positively to the film's raw and naturalistic approach to emotional authenticity.



The film has achieved a 93 percent rating on Rotten Tomatoes and earned recognition on the festival circuit. It premiered at the Beverly Hills Film Festival, where David Kelsey was named Best Actor, and Emily Hall won Best Actress at the FilmFreeway/Actors Awards. The two leads also received recognition as Best Duo, highlighting their compelling on-screen chemistry. Media coverage in outlets such as the Chicago Sun-Times, Deadline, Reel Chicago, and multiple appearances on WGN-TV has further established the film's reputation in the indie space.

Edwards says the next step involves Indie Rights attending MIPCOM in France this fall to build on the film's momentum. The team will focus on finding partners who can help translate *Wrong Numbers* into multiple languages and widen its reach across international markets. By making the film more accessible, they hope to strengthen its global impact and continue capitalizing on its unique engagement profile.

*Wrong Numbers* is currently available on Amazon Prime Video, Tubi, YouTube Movies, and the Indie Rights Channel, and it is scheduled for an international in-flight entertainment release later this year.

Jordan Lee  
The PR Group  
+1 727-977-8887  
[email us here](#)

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