



‘LIMELIGHT’

ACCELERATING THROUGH THE INTERNATIONAL FILM AND TV BUSINESS

ONLINE WEBINAR SERIES

The aim of the course is for you to engage with and develop a deeper knowledge of the **International Film and TV business** and how finance and investment operates. A comprehensive understanding of the Entertainment Value Chain, and the path from creative development, packaging, financing and production, through to international sales and distribution - alongside timely insights into the streaming market - is essential for advanced talent keen to further their career in the film industry. This course is highly practical and practitioner led, aiming to support and elevate your chances of advancing your career in the entertainment industries.

‘Limelight’ equips you with:

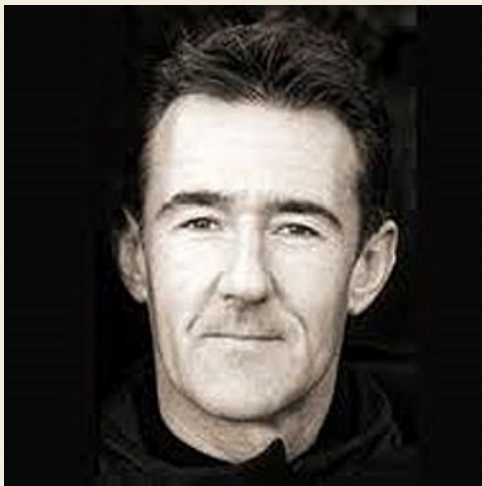
- The contextual framework required to engage and analyse how the film and TV business is structured and changing
- Strategies to develop a slate of projects and consider key elements of business planning and the advancement of your company.
- Access to a range of experienced practitioners and top industry decision makers
- The course also addresses the on-going challenge of digital and social disruption and the rise of alternative circulation and distribution platforms.

COURSE PROFILE

MediaXchange is pleased to offer **'Limelight': Accelerating through the International Film and TV Business**. **'Limelight'** is led by international entertainment industry expert **Dr Angus Finney**, with additional access to a range of experienced practitioners and leading industry decision makers. The programme is structured as 3 x 4 day modules, spread over three months. It explores the changing Entertainment Value Chain and provides high level, practical analysis of the international screen industry's key business practices, and how to navigate the immediate future.

Core topics and skills covered include an overview of the international film industry, project development, packaging for film and TV drama series, film and TV finance, co-production strategies, managing creative talent, risk management, executive skills such as pitching and negotiation, business planning, festivals and markets, marketing strategies, sales and distribution (traditional and streaming), TV business practices, and changing audience behaviour. **The King's Speech, Parasite, The Queen's Gambit and Game Of Thrones** are analysed as case studies.

ABOUT ANGUS FINNEY



The course is led by **Dr Angus Finney**, author of **The International Film Industry: A Market Guide Beyond Hollywood** (2015); 3rd Ed. 2022), an experienced film business specialist, author, and an executive producer and a Fellow at Cambridge University.

His current work includes producing with **Yash Raj Films**, India's largest private film studio; consulting for China's leading IP agency Cloudwood; mentoring production companies for **Creative England**, and acting as an expert witness in a range of screen business cases.

He is the **Executive Producer of "Nothing"** a Danish Covid-19 film set for release in 2021; and to horror specialists **Grimmfest Films** where he is a Non-Executive Director.

Finney was the manager of Film London's Production Finance Market for 10 years, and is the former managing director of Renaissance Films in the 2000s, where he executive produced and sold a body of work with award-winning talent including Terry Gilliam; Daniel Craig; John Turturro; Neil LaBute; Marlene Gorris; Rose Troche; Kirsten Sherridan; Cillian Murphy; Hanif Kureishi and Roger Michell. He teaches at Judge Business School, Cambridge University, where he is a Fellow.

He is currently a visiting professor to the Beijing Film Academy and the Danish National Film School. He has lectured and trained around the world, including work in New Zealand, Canada, Ireland, China, UAE and South Africa and across Europe and the UK. Finney is a partner in a new streaming operation due to launch in late 2021.

MODULE 1

Development and Packaging

18th, 19th, 20th and 21st May 2021

11am - 1pm and 2:30pm - 4:30pm BST

GUEST SPEAKERS

Tuesday, 18th May 2:30pm - 4:30pm BST	Wednesday, 19th May 2:30pm - 4:30pm BST	Thursday, 20th May 2:30pm - 4:30pm BST
		
Julian Friedman Chairman Blake Friedmann Literary Agency	Ashley Pharoah Screenwriter	Abigail Payne Lawyer Harbottle & Lewis

In addition to guests, the four days will include workshops on:

- **THE INTERNATIONAL FILM INDUSTRY**

- Key Players amid the changing business. This session explores and examines the Key Players, from Studios, mini-majors, territorial distributors, typical government structures and incentives, production companies etc. It also explores the changing global and territorial entertainment market in light of disruption and the role the FANGs and the role key arrivals are playing in changing the rules and footprints. The session will introduce the concept of alternative and changing business models in a disrupted marketplace, and the challenges facing the industry of living with (and post) C-19.

- **THE ENTERTAINMENT VALUE CHAIN**

- An introduction to the film and entertainment industry value chain, introducing and analysing: development; packaging; financing; sales; green-lighting; pre-production/production/post production; marketing/distribution; exhibition; ancillary exploitation, streaming and an introduction to audience behaviour.

MODULE 1 CONT...

- **PROJECT DEVELOPMENT**

- This session covers concepts; sources of material; IP, contracting and copyright; story telling; working with writing talent; agents, managers, script editors and third party input; script development steps/stages and processes and funding challenges. The module will also analyse and explore creative screenplay development (stages from a producer's perspective, writer's and director's) and also cover documentary and long form series.

- **PACKAGING AND PRESENTING**

- What do buyers, distributors and streamers expect when a producer delivers a package? This workshop examines the range of materials required, including written and visual, and examines the different forms for varying types of projects (including 'The Bible' for mini and longer running drama series).

MODULE 2

Finance and Sales

22nd, 23rd, 24th and 25th June

11am - 1pm and 2:30pm - 4:30pm BST

- **ADVANCED FILM AND PROJECT FINANCE 1**

- The module introduces the key principles and sources of film finance and investment in the entertainment industry. It looks at the key players (producer/financier/investor/subsidy/tax incentive/industry player – sales/distribution/studio, etc.) and explores how they operate and what commercial/cultural terms they apply to funding decisions and roles in production financing. The sessions will include detailed examination of how to build a finance plan, and the role that a sales agent and estimates play in ‘gluing together’ a film’s financing plan.

- **ADVANCED FILM AND PROJECT FINANCE 2**

- We will examine waterfalls, recoupment and revenue streams in both film and platform/television. Analysis of cash-break-even, net profit share and producer/talent splits with financier’s net will be mapped; and the emerging platform models will be explored by comparison.

- **CO-PRODUCTION**

- A full examination and analysis of the key elements to co-production (including company-to-company; Official Co-Production Treaty arrangements; Financial-only co-productions, Eurimages and the new EU Media programme’s arrangements, etc.

- **RISK MANAGEMENT** : Cognitive Bias, Insurance and Bonding/completion guarantors
An analysis of the bias and mistakes filmmakers and financiers make when assessing projects. It will then examine and analyse the various stages of the value chain from a risk perspective. The session will go on to cover insurance (E&O); completion bonding and collection accounts, and working with a lawyer/business affairs.

MODULE 2 CONT...

- **EXECUTIVE SKILLS :** Pitching and Negotiating
Project packaging, presenting, pitching and performing. The art of negotiation and contracting will be covered in detail, examining ZOPA's, BATNA's ETNAS's etc. The challenge of green-lighting and co-ordinating multi-party contracts is examined. The Cohort will be then divided into two sets of 2 and will do a class exercise in negotiating.
- **CASE STUDIES :**
The King's Speech and Parasite
An in-depth case covering the development, packaging, financing, sales, distribution and marketing of the award winning box office hit. Full inside track details, and waterfall and recoupment analysis is provided. The second case examines the successful sales and distribution of the Oscar winning South Korean box office hit.



MODULE 3

Markets and Distribution

13th, 14th, 15th and 16th July 2021

11am - 1pm and 2:30pm - 4:30pm BST

- **FESTIVALS AND MARKETS**

- This session is a full examination of the international film festival and market circuit with analysis of Cannes, Berlin, AFM and the key festivals. The module explores how to best navigate and use such market places, and to work with sales and marketing/PR executives to capture best value. The role of the trade press and online groups/clusters and blogs will be analysed. Online markets and festivals – in particular inspired and driven by the C-19 pandemic – will be analysed in terms of challenges and opportunities.

- **MARKETING**

- We examine the key strategies and tools for marketing to audiences: Using both mainstream and specialist examples. The module will also include the role of audience testing and role of PR re marketing. Analysis of a range of physical and online materials via case studies will form an essential element of the module.

- **DISTRIBUTION**

- **EXHIBITION**

(Future of Cinemas)

- **PLATFORMS AND STREAMING**

- A analysis of the changing market and the wide level of opportunities due to streaming platforms and available finance for content across TV drama, factual, documentary and short form. An examination of how the distributor business model works in detail, and why it's being challenged by disruption etc. The session will also examine the cinema business models, and the impact of digital projection, 3D, and issues around the fragmentation of the value chain.

MODULE 3 CONT...

- **AUDIENCE BEHAVIOUR**

- The digital and social revolution. How the Internet and digital distribution is changing the indie and Hollywood business model. To examine audience trends, data tracking, audience research, etc. and the future of theatrical/cinema entertainment next to streaming platforms and the changing market place. Company by company analysis, including Netflix, Amazon, Apple +, Disney +, HBO, BritBox, etc. will be a key component of this session's delivery.

- **BUSINESS PLANS AND ENTREPRENEURSHIP MODELS**

- This session will explain how to structure and write a business plan for the entertainment industry (production, sales, distribution, platform etc). It will explore management, leadership and fund-raising skills.

- **FURTHER CASE STUDIES :**

The Queen's Gambit and Game of Thrones

- Further in-depth analysis of small screen/streaming case studies exploring genre, packaging, financing and marketing/fan based buzz in detail.

ABOUT MEDIAEXCHANGE

MediaXchange has a 30 year history of facilitating the creative and business interests of clients entering the international tier of the entertainment industry.

Within this global economy, companies need the right information and the right contacts for access and success. All elements of the Entertainment industries, **from creating content to business applications and traditional distribution to new media**, are strongly influenced by opportunities and interests in the international market place.

Trends in finance, content and talent cross borders, rapidly altering the local landscape.

Based in Los Angeles and London, MediaXchange is a media consultancy assisting entertainment industry professionals to develop effective knowledge, contacts and business in the international marketplace.

Founded in 1991 by **CEO Katrina Wood**, MediaXchange's roster of returning clients and new participants from around the world encompasses studios and networks, creative and business executives, writers and developers, financiers and filmmakers, government agencies and industry associations.

The range of services we are able to provide is drawn from our unique global perspective. In collaboration with you, we design a route to your desired destination.

PROGRAMME INFO

Who is this for?

For all those experienced **Film and TV producers and professionals working in finance, funds, government agencies, sales & distribution**

Dates:

Module 1

18th, 19th, 20th and 21st May 2021

Module 2

22nd, 23rd, 24th and 25th June 2021

Module 3

13th, 14th, 15th and 16th July 2021

Time:

11am - 1pm BST and 2:30pm - 4:30pm BST

Venue:

Zoom Webinar

Fee:

£275 + VAT per module

£750 + VAT (Module 1, 2 and 3)

For any question or comment, please send us an email at inshaaf@mediaxchange.com

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