



'INFINITY AND BEYOND'

**MEETING THE CHALLENGE OF STREAMING, CONTENT CREATION
AND DEVISING THE OPTIMAL BUSINESS STRATEGY**

ONLINE WEBINAR SERIES



An 8-day event

**5th, 6th, 7th September
14th, 19th, 28th September
5th, 7th October**

MediaXchange is pleased to offer **Infinity and Beyond : Meeting the challenge of streaming, content creation and devising the optimal business strategy**

The programme outlined is specifically **designed to address key areas of change and challenges in the creative business, management and financing of independent content**

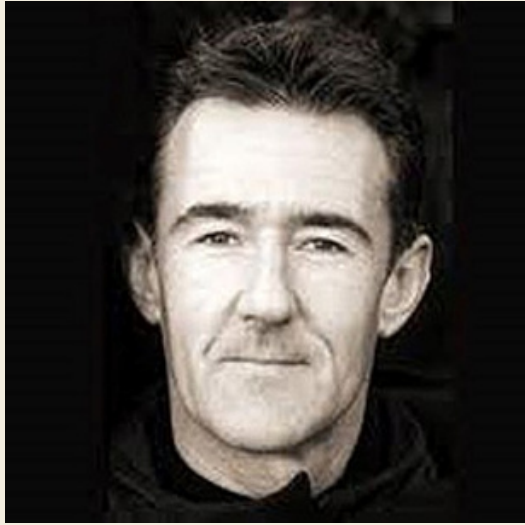
Targets for these sessions are producers of film, television, streaming/platform formats and online content

Content is based on recent findings, insights and analysis from

Course Director Angus Finney's upcoming book:

The International Film Business: A Market Guide Beyond Hollywood

ABOUT ANGUS FINNEY



The course led by **Dr Angus Finney**, is a leading entertainment business and finance specialist. He holds a range of positions as an academic, training director and mentor; is widely published and acts as an executive producer across film, streaming and television scripted content.

Angus is a lead **Coach and Fellow at the Judge Business School, Cambridge University**, where he leads the Culture, Arts and Media Management concentration. He is a **visiting professor to the Danish National Film School; the Beijing Film Academy and the Course Director for the British Film Institute's 'Business Of Film' global programme.**

His current practitioner work includes mentoring production companies for Creative England, South Africa's National Film and Video Foundation, and executive producing for Manchester's horror outfit Grimmfest and US/UK activist production company Dancing Fox. He is the lead executive producer on the upcoming Danish-German film, 'Nothing' to be theatrically released March 2022; and a long running Greenland-set series "End Of The World."

He was appointed as a **senior contributor to Variety magazine in October 2021**; and his third edition of **The International Film Business: A Market Guide Beyond Hollywood (Routledge, 2010, 2015), is due to be published in March 2022.**

Angus managed Europe's only Film Production Finance Market for 10 years for FILM LONDON (2007-2017). He is the former managing director of Renaissance Films - producers of Kenneth Branagh's first titles - where he worked across development, packaging, financing, sales and marketing (1999-2005). He has raised more than \$100m from private investors and public funds across his career and worked with Octopus Investments as a media risk manager (2009-2013). He has represented HMRC as an Expert Witness in a £1 billion film finance tax litigation case among various expert witness appointments over the past decade.

He is currently a **Course Director at the UK's National Film & Television School and the international consultancy MediaXchange.** He has trained and taught around the world, including New Zealand, South Africa, China, Ireland, Canada, Germany, Denmark, France, Poland, the Middle East and the UK. His public speaking includes addresses to the European Commission; the Cannes, Berlin, Toronto and Durban International Film Festivals, New Zealand's SPADA conference and most recently, for the BBC and Channel 4.

He has published four books and has a PhD in Management from City University London, and an MA in documentary film from New York University.

THREE DAY OPENING WORKSHOP

5th, 6th, 7th September 2022

11am - 1pm BST

2:30pm - 4:30pm BST

The Challenge of Management in high velocity cultural and entertainment industries: From Hollywood to TikTok

Drawing on Bob Iger's insights into managing a global brand (Disney) and Reed Hastings's approach to organizational management (Netflix), this lecture focuses on the specific strategic challenges facing managers in a time of acute disruption. Themes explored include changing audience behavior, technological advancements, acute competition for eyeballs, demographic demands, and the threat of political regulation given the dominant and still rising power of the FANGS (Facebook, Amazon, Netflix, Google, etc.). Managing 'change' – a wider theme across all industries given the COVID-19 pandemic and speed of technological developments forms a key central theme in this session.

The Entertainment Value Chain: An introduction to value chain modelling with reference to Harvard Business School's Professor Michael Porter

We then move to the case site of the Entertainment Value Chain. The lecture is by way of introduction to key areas examined in more detail over the three-year lecture series, including research and development; project packaging; financing; international sales; green-lighting projects; pre-production/production/post-production; marketing/distribution; exhibition; ancillary exploitation and an introduction to audience behavior. We specifically examine how the value chain model has changed due to disruption via technology, social media and the streaming wars (see below).

Project management and deal-making:

Introducing my (and others) academic research on project management, including building a team, project packaging, portfolio management, presenting, pitching and the art of negotiation. The lecture will address ZOPA's, BATNA's and ETNAS's etc. The challenge of green-lighting and coordinating multi-party contracts is examined, and how the freelance nature of the entertainment business is best managed through the focus on projects, and what we can learn from the lessons of project management in these sectors.

CONT...

Creative management:

The art of herding cats. I will be analyzing the tasks associated with working, commissioning, and managing individual talent (whilst attempting to build 'talent pools'). We will examine in particular writing and directing talent, but will also address actors and key creative players in the film, TV and video gaming and Virtual Reality sectors, etc. The lecture delves into how to manage a creative organization and draws on the experience and case site of PIXAR animation studios.

Copyright, intellectual property and the management of intangible assets:

The legal principles and practical application of copyright and IP, and how they differ across the globe (with reference from Hollywood to Paris to Beijing). How rights underpin the Studio system, and yet is now changing due to the advent and surge of streaming platforms across the world. How underlying rights to properties can impact on high profile business decisions and investments, with devastating impact, and the changing value of licensing rights in ancillary markets.

Strategy and the pitfalls of Cognitive Bias:

Drawing on the applicant's PhD thesis: Project management and the impact of cognitive bias, the lecture examines classic errors, assumptions and pitfalls facing managers of organizations and projects. Drawing on case studies, including the Academy Award winning *The King's Speech* and Terry Gilliam's aborted *Good Omens*, the lecture explores best (and worst) practice while pointing to high profile mistakes across the media landscape as a result of cognitive bias.

Conclusion to initial three day workshop to be followed by 5x weekly one day sessions

ONE DAY SESSIONS

14th, 19th, 28th September

5th, 7th October

11am - 1pm BST

2:30pm - 4:30pm BST

The Streaming Wars:

How the future of our screens is being fought over from LA to Lagos. Case Study: Squid Game (Netflix), which reached more than 140m people within 5 weeks of launching on Netflix and is now set for a second series.

Financing scripted content:

An A-Z guide to where the money is raised for projects in film, TV and streaming...but also to address the growing role of documentary and non-fiction series.

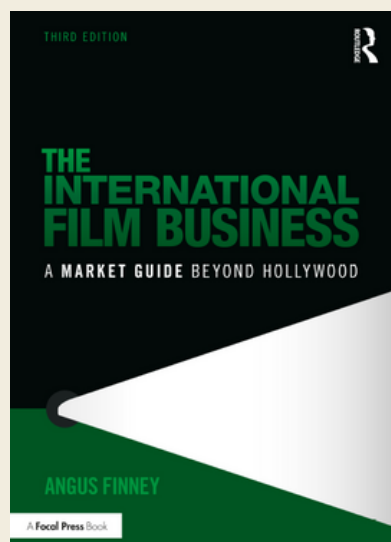
Show me the money:

An analysis of profit participation across the entertainment industries and how that is being upended by the streaming revolution.

Company development and slate management:

How to build compelling IP, 360 degree business models, and present and pitch projects effectively.

The future of cinemas and the economics behind the life of the big screen entertainment experience



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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:

5th, 6th, 7th September

14th, 19th, 28th September

5th, 7th October

Time:

11am – 1pm BST

2:30pm – 4:30pm BST

Venue:

Zoom Webinar

Fee:

£750 + VAT

Additional option: 30 minute 1-1 surgery with Angus Finney

1-1 Surgeries:

Angus Finney will also offer 30 minute surgeries for personal guidance and individual career and strategic company support on the conclusion of the workshop

£75 + VAT

ABOUT MEDIAEXCHANGE

MediaXchange has a 31 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.

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