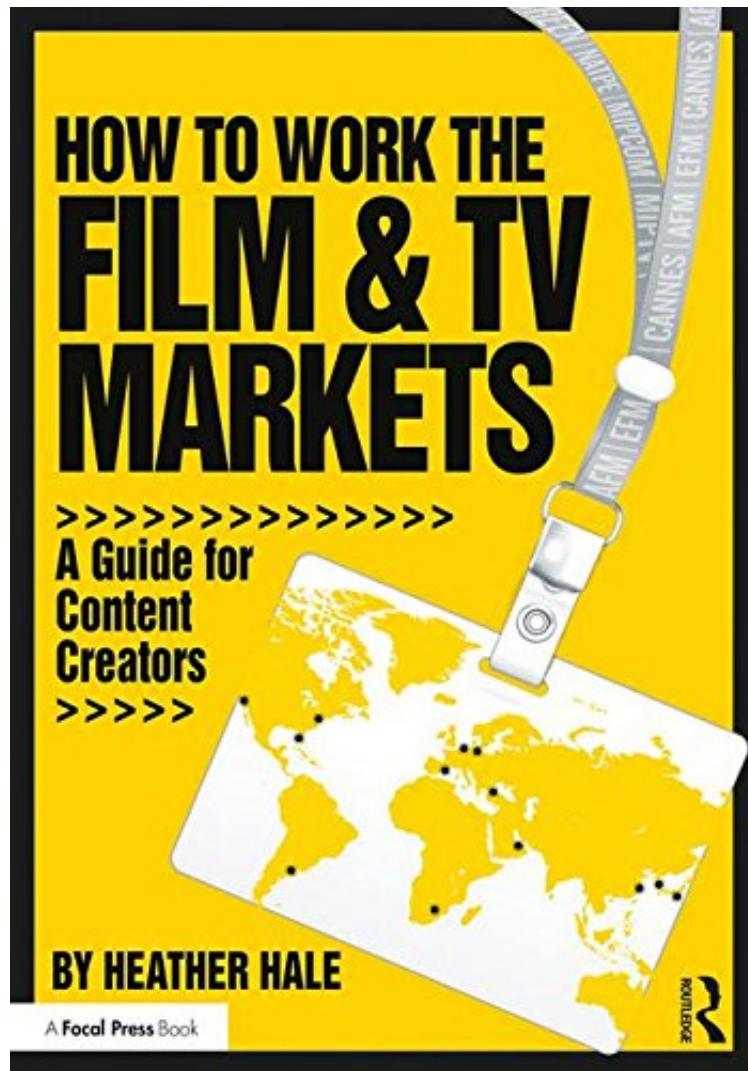


How to Work the Film TV Markets: A Guide for Content Creators

Heather Hale

*DOC | *audiobook | ebooks | Download PDF | ePub*



[Download](#) [Read Online](#)

#1201736 in Books 2017-07-30 Original language: English PDF # 1 9.80 x .70 x 6.901, .0 #File Name: 1138800651284 pages | File size: 52.Mb

Heather Hale : How to Work the Film TV Markets: A Guide for Content Creators before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Work the Film TV Markets: A Guide for Content Creators:

How to Work the Film TV Markets takes independent filmmakers, television and digital content creators on a virtual tour of the entertainment industrys trade shows the circulatory system of the entire global media landscape. This book highlights the most significant annual events around the world, details a dossier of all the players that frequent them

and examines all the elements that drive the market value and profitability of entertainment properties. In-the-trenches insights from our modern, real-world marketplace are contextualized into immediately implementable practical advice. Make the most of your finite investments of funds, time and creative energy to optimize your odds for success within the mainstream, business-to-business circuit but learn how to select, apply and scale prudent, proven principles to drive your own Do-It-Yourself/Direct-to-the-Consuming-Crowd fundraising, distribution and promotional success. Heather Hale demystifies these markets, making them less intimidating, less confusing and less overwhelming. She shows you how to navigate these events, making them far more accessible, productive and fun! This creative guide offers: An in-depth survey of the most significant film, TV and digital content trade shows around the world; An overview of the co-production market circuit that offers financing and development support to independent producers; An outline of the market-like festivals and key awards shows; A breakdown of whos who at all these events and how to network with them; Hot Tips on how to prepare for, execute and follow up on these prime opportunities; Low-budget key art samples and game plans; A social media speed tour with a wealth of audience engagement ideas.

"Years of visiting the film and TV markets provide a certain level of knowledge of this complex, global dance of finance, development, networking, co-productions, and the like. With Heather Hales go-to guide in hand, the complexity of the annual cycle of these crucial markets is remarkably clear and easy. Hales extensive knowledge and insider tips will guide you to a whole new experience of attending such markets, saving time, money and embarrassment. Its simply superb with constantly-updated key info and tips worth every penny, and my planned gift to industry friends." Gabrielle Kelly, Screenwriter, Producer, AFI Screenwriting Faculty "Heather Hale has a keen prospective on the workings on in the film and television marketplace. A must-read for anyone that has a project and needs to know how to maneuver through the challenging aspects of sales and distribution." Valerie McCaffrey Producer, Casting Director
About the Author
Heather Hale isa film and TVdirector, producer and screenwriter of original programming, including the indie comedy Rolling Romance (2018),the thriller Absolute Killers (2011), the Lifetime Original Movie The Courage to Love (2000), as well as several award-winning syndicated series and two Emmy-winning PBS series. She was the Independent Film and Television Alliances Industry Liaison for the 2013 American Film Market as well as the Vice President of Event Programming for theNational Association of Television Program Executives, where she helped design and launch the TV Producers' Boot Camp. She often serves as NATPEs official pitch prep consultant, preparing producers to pitch to financiers and distribution executives. Heather speaks and consults around the world, customizing retreats and workshopsand is always writing, producing, directing and raising funds for film and television projects. Stay up-to-date with Heather and Heather Hale Productions at www.HeatherHale.com