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2010 New York International Film & TV Finance Summit

Learn how to obtain finance to get independent films made,
distributed and marketed in challenging economic times

**September 27 & 28, 2010 • New York City
PricewaterhouseCoopers Conference Center**

Longest Running and Most Successful Event of its Kind

Co-Chairs: **Vinca Jarrett**, FilmPro Finance
Thomas Leo, Sheppard Mullin

Warren Nimchuk, PricewaterhouseCoopers, LLP
David Zitzerman, Goodmans LLP

**Summit
Moderators:** **Joe Chianese**, Entertainment Partners
Ben Mulcahy, Sheppard Mullin

Brian Pass, Sheppard Mullin
Other moderators to be named

Panelists: **Jonathan Loughram**, Irish Film Board
Rhonda Medina, Nickelodeon
John Morayniss, E1 Television
Dr. Hans Radau, Noerr Stiefenhoffer Lutz

Karen Robson, Pryor Cashman LLP
Libby Savill, Olswangs LLP
Liz Skoler, MTV Networks
Susan Sheppard, RH1 Entertainment
Other panelists: to be named

*Up to 12
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**Summit
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To Register: Web: www.citeusa.org • **Fax:** (914) 328-5757 • **Phone:** (914) 328-5656 or 800-207-4432

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Monday, September 27th, 2010

12:00 pm Summit Registration and Box Lunch

12:45 pm Welcome and Introductory Comments

1:00 pm **Financing an Independent Feature Film**

Two 45 minute Case Studies - Taking a single film through rights, finance and distribution- One workshop will cover a U.S. domestic film and the other will cover an International co-production- There will be a 15 minute Q&A after each panel.

Two Panel discussions on specific feature films already financed, produced and distributed covering::

- Securing project rights
- Putting together an effective team
- Creating an effective package (and/or business plan)
- Strategies for attaching talent
- Doing deals-Meetings in LA, and attending festivals and world markets (Cannes/Toronto/Berlin) to attract funding and distribution-How to use effectively
- Structuring funding -Equity, pre-sales & MGs, tax credit funding, Gap, branding and Distribution
- Distribution, marketing and use of a foreign sales agent
- Other revenue sources-ancillary rights exploitation: What are they worth
- How do producers and above the line get paid
- Planning for self distribution-US theatrical, broadcasting, DVD and international rights

3:00 pm Break for Refreshments

3:15 pm **Soft Money Incentives**

Two one-hour panels including Q&A on domestic and international film finance credits and incentives.

- Where are the current hot spots
- What are the Incentives and how much money can you really count on
- How do you monetize Incentives
- Transferable vs. refundable tax credits
- Banks, brokers and Investors - When do soft incentives become available in the finance structure
- Bonds and Letters of Credit to secure tax credit financing
- Banking soft Incentives
- What locations should you be wary of going to and why
- Transferable tax credits, subsidies and grants to get your project financed
- Qualifying EU Content
- International Co-production incentives (passport holders) vs. Soft Money anyone can access when producing locally - What you need to know

5:15 pm Q&A Session

5:30 pm **First Day Concludes**

Cocktail Networking Reception Begins

Tuesday, September 28th, 2010

8:00 am Continental Breakfast

8:45 am Summit Welcome & Keynote Speaker

9:00 am **What Funds, Investment Banks and Commercial Banks are Investing and Underwriting Films - State of the Market**

- Which banks are actively funding presales, tax credits and gap
- How much budget needs to be involved to obtain financing
- What preconditions need to be met to get investments by such funds, investment and commercial banks
- Are new funds emerging now and what are they looking for?
- Are banks coming back to the film funding sector and what has changed
- Are there any hedge funds or venture capital firms still in the game?
- Films as a Commodity - Is this the new investment vehicle for investors and how does it work

10:00 am **Working with Talent Agencies and Casting Agents to Package and Finance Your Film**

- Do you need to have representation already to work with an agency?
- What are the agencies looking for?
- How do agencies package a film and when do they get paid and by whom?
- How do you choose and hire a casting agent
- What do casting agents do and how much do they get paid?
- Do you need to pay talent up front (pay or play) on independent films?
- How do you get a letter of interest from talent?
- Can agencies help get an experienced director on board
- When should I approach a manager rather than an agent

11:00 am Break for Refreshments

11:15 am **Structuring a Financing Plan for a Scripted TV Series**

- How does a television series get greenlit today
- Where does the funding come from for television series
- Does Soft Money Matter?
- Who are the producers on scripted TV Series and who employs them
- How does an independent producer get a scripted television series considered
- Network vs. Cable - Who is making original content
- MOWs vs. Mini Series vs. TV Series
- What are the world Markets for TV and Who Should Attend

12:00 pm Summary and Q&A

12:15 pm Luncheon - Key Note Speaker

1:30 pm **Latest Developments in New and Emerging Digital Distribution Platforms**

- TV programs and films on demand-successful applications
- What is the impact of 3D on production and distribution of independent films
- New technologies utilizing hand held devices
- Business models utilized
- Downloads to computers-Comparing the different models
- Film financing opportunities utilizing digital distribution
- How independent film makers can tap into digital distribution
- How to combat piracy and protect intellectual property rights

2:30 pm **Update on Federal Tax Incentives, Credits, Accounting & Tax Issues in Relation to Film Industry- And Independent Film Producers**

- Status and utilization of Sec. 181 & Sec. 199
- New tax legislation affecting the film industry
- Maximizing Production Spend in tax benefit locations
- Working with Experienced Line Producers
- Required Audits and Working with Auditors to File and Fulfill Tax Credit Requirements
- Accounting rules in regard to film amortization and abandoned projects
- Understanding the Sec. 167G cost recovery system
- Federal issues in relation to state film tax incentives

3:30 pm Break for Refreshments

3:45 pm **Working with Sales Agents and Distributors to Finance an Independent Film**

- When do you start talking to distributors?
- What is the difference between a sales agent and a distributor
- Presales and Minimum Guarantees - When does a Distributor start selling a film?
- Do distributors also produce films, and when does this make sense
- Casting and Distributor input to the process
- First Time Directors
- Where do I meet distributors and sales agents and how do I know who is right for my film?

4:45 pm **How Brand Integration and Product Placement can Generate Funds to Develop or Market a Film**

- How do you generate funds from product placement
- Is production funding available or just P&A support
- Examples of successful brand integration in films
- How TV series integrate brand and product placement
- Legal issue in structuring a brand integration or product placement deal
- Corporate brands most active in product placement
- Who typically arranges these sorts of deals
- Can independent producers arrange these deals on their own

5:30 pm Conference Concludes

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Speakers/topics subject to change
go to www.citeusa.org for updates

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We are pleased to announce the Tenth Annual **International Film & TV Finance Summit**. This long running event brings together a senior roster of film finance professionals, commercial and investment bankers, independent producers, studio executives, state film commissioners and legal and accounting advisors to share practical experience and technical knowledge on the complex issues involved in financing film and television production.

Here's Why You Can't Afford To Miss This Summit:

- Access to and information from the most senior players in the industry at the top of their professions
- Significant networking opportunities amongst the top professionals and financiers in the film business today
- Expanded session on the U.S. state, federal and international tax credits and incentives for film and TV production
- The role of banks and specialized finance companies in providing financing for film production
- How talent agencies can help package films for financing and distribution
- Ways to generate financial support for films utilizing brand integration and product placement
- Understand how sales agents and distributors can generate the domestic and foreign distribution you need to make your film a success
- Understand how to utilize new digital platforms for distributing media content into the home and onto hand held devices
- Networking opportunities and much more

What Previous Attendees Have Said About this Summit:

"High caliber speakers who know their material well."

"Good location, well organized and good information."

"Great opportunity to meet others within the industry."

"Wonderful update on the current state of the industry I practice in."

"Gave me a better understanding of finance sources and structuring techniques."

"I really liked the digital distribution platforms topic."

"Learn about financing opportunities in other jurisdictions."

"This provided a good mix of tax information and law."

"Topics were very informative and current."

"Learned where future digital platforms are and new funding sources for Indies."

"Very well organized with up to date topics."

"The diverse digital media topics were most interesting."

"Appreciated the info regarding future revenue streams, digital media platforms and branded entertainment."

Includes Up to 12 CPE/CLE Credits

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Who Should Attend:

- Accountants
- Bankers
- Digital Entertainment Executives
- Entertainment Lawyers
- Film Distributors
- Film Industry Tax Executives
- Film & Television Producers
- Finance Lawyers
- Hedge Fund and Private Equity Executives
- Insurance and Completion Bond Providers
- Private Financiers
- Production & Post Production Companies
- Studio and Indie Executives

About Our Sponsor:

Goodman's

PRICEWATERHOUSECOOPERS 

Conference Location:

PricewaterhouseCoopers Conference Center
42nd St. & Madison Ave (300 Madison Ave),
New York, NY
Hotel accommodations are at
your own discretion.

Hotel Suggestions:

Library Hotel:
41st St & Madison Ave, New York, NY
Tel: (212) 983-4500

The Grand Hyatt:
109 East 42nd St, New York, NY
Tel: (212) 883-1234

Jolly Madison Hotel:
22 East 38th St, New York, NY
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Sponsorship Opportunities are Available:

For more information contact CITE at
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Mail: CITE, P.O. Box 1012, White Plains, NY 10602

Registration Form (Please print, please copy for additional registrants)

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I wish to receive CLE or CPE credits in the state of _____

Approved for California and NY State CLE credits This basic to intermediate level conference with group live instruction has no prerequisite.

Fee includes: Continental breakfast, luncheon, refreshment breaks, cocktail reception and seminar materials

\$595 Summit fee for independent producers

\$795 Early bird Summit fee (before August 27th)

\$895 Regular Summit fee (after August 27th)

Register Two Attendees Get a Third Free

\$295 + shipping for program materials for those who cannot attend

Please indicate method of payment: (U.S. \$ drawn on U.S. bank)

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