

**CONFERENCE CHAIRS**

**George A. Cooke**

Senior Vice President & Chief Counsel,  
Film Programming  
HOME BOX OFFICE (New York)

**Jeff Sanders**

ARENT FOX KINTNER PLOTKIN & KAHN  
(New York)

**David Zitzerman**

Partner  
GOODMANS LLP (Toronto)

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Canadian Consulate General  
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Filmfinders*

*Foxstar Productions,  
Non fiction Films*

*Genesis Media Associates  
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**2003  
INTERNATIONAL  
FILM & TELEVISION  
FINANCE SUMMIT**

REGISTER 3 FOR  
THE PRICE OF 2

**June 24-25, 2003  
Regency Hotel • New York**

**OPTIONAL HALF-DAY PRE-SUMMIT WORKSHOP**

**June 23rd, 2003**

**TAKING A FILM  
FINANCING TRANSACTION  
FROM START TO FINISH**

***From a Roster of Leading International Experts  
You Will Learn About...***

- Essential transactions involved in financing motion picture and television product
  - Debt, equity and soft money financing
  - Theatrical, television and video platforms, and their associated revenue opportunities
  - New technologies and new business models
  - Domestic and international pre-sales as a way to finance production
  - Entertainment and media industry consolidation
  - Prints and advertising financing
  - Tax credit programs in domestic and international jurisdictions
  - Secured loans and securitizations of motion picture portfolios
  - What product is right for which buyer
- ... and much more!**

**Early Bird Special!  
Register before  
May 23 and save \$100!  
(Details Inside)**

# 2003 INTERNATIONAL FILM & TELEVISION FINANCE SUMMIT

June 24 -25, 2003 • Regency Hotel • New York

Dear Colleague:

The film, television and new media industries are experiencing unprecedented growth and upheaval worldwide. As international production has grown steadily, so has the need for new sources of financing and innovative structures to enable such financing. Ever changing business models, the “internationalization” of production and the development of new distribution paradigms have increased the complexity of motion picture and television finance.

Certain international markets have experienced cyclical downturns, perhaps more severe than ever before. Some significant media companies have collapsed, while others have consolidated. Disruptive technologies threaten established business models, while new platforms offer new opportunities to those who can successfully navigate the transforming business and technology landscape.

Are you prepared to address these developments and opportunities? This Summit will focus on domestic and international financing opportunities in the film and television industry. It has brought together a senior roster of domestic and international experts on motion picture and television finance in the United States, and internationally who will discuss and analyze critical issues facing the film and television business community, including, international production incentives, structuring and financing international co-production, cross border tax issues, securitization of motion picture and television rights, emerging technologies and many important related issues. **By attending this Summit, you will gain a competitive edge** through expert and practical advice, coupled with the latest strategies and techniques for financing film and television productions.

**You will benefit from being part of this event not only through the presentations and discussions but also through extensive networking opportunities with senior level decision makers. You cannot afford not to be part of this Summit!**

Sincerely,



Shelly P. Battram  
President  
Professional Development Services Inc.

*Optional Half-Day Pre-Summit Workshop*  
**June 23rd, 2003**

**TAKING A FILM  
FINANCING TRANSACTION  
FROM START TO FINISH**

**1:30 REGISTRATION FOR WORKSHOP**

**2:00 TAKING A FILM FINANCING TRANSACTION  
FROM START TO FINISH**

*Representatives from the various perspectives in a film financing transaction will take you through a sample transaction going over the nuts and bolts of the film financing process. You will receive practical advice and information to utilize in financing your projects. The workshop leaders will provide an overview of their role in the transaction, and analyze and discuss the issues that arose during the financing process.*

**Workshop Leaders**

***Brenda Hurley***

*General Manager*  
TRUE ENTERTAINMENT (New York)

***Cheryl Miller-Houser***

*Vice President, Production & Development*  
HIDDEN TREASURES INC. (New York)

***Jeff Sanders***

ARENT FOX KINTNER PLOTKIN & KAHN (New York)

***David Steinberg***

*Partner*  
HEENAN BLAIKIE (Toronto)

- Structuring your financing
- How to assess the economics of your “deal”
- The principle elements in a film financing transaction
- Who are the key players in carrying out your financing?
- Tax and accounting issues
- Legal issues
- Common “pitfalls”

**3:00 Coffee Break**

**5:30 WORKSHOP CONCLUDES**

***What Past Attendees Have Said About Our Film Finance Events***

- ★ Interesting and informative
- ★ Acquired interesting information
- ★ I learned a great deal
- ★ Very interesting
- ★ Materials contained valuable information on new developments
- ★ Materials were useful and practical
- ★ Workshop was a perfect blend of simple and sophistication
- ★ I picked up useful information and will go back to work with new direction and ideas
- ★ Good tips for “producers”

**To Register Call 914-946-4010 or Fax 914-946-3495 or Visit Our Website [www.atlasinform.com](http://www.atlasinform.com)**



## Day 1 • June 24th, 2003

8:00 REGISTRATION

8:30 Continental Breakfast

8:30 WELCOMING REMARKS

**Shelly P. Battram**

*President*

PROFESSIONAL DEVELOPMENT SERVICES INC.

8:35 CO-CHAIRS' OPENING ADDRESS:  
U.S. AND INTERNATIONAL FILM  
AND TELEVISION FINANCING

**George A. Cooke**

*Senior Vice President & Chief Counsel, Film Programming*  
HOME BOX OFFICE (New York)

**Jeff Sanders**

*ARENT FOX KINTNER PLOTKIN & KAHN (New York)*

**David Zitzerman**

*Partner*

GOODMANS LLP (Toronto)

- Turmoil at the "majors"
- International changes and consolidation
- U.S. television markets: new channels, new platforms

9:00 SOURCES OF FILM CAPITAL:  
WHAT ARE THE ALTERNATIVES TO THE  
DISAPPEARING CAPITAL MARKETS?

**Peter Belsito**

*Executive Vice President*  
FILMFINDERS (Los Angeles)

**Karen Robson**

*Partner*

PRYOR CASHMAN SHERMAN & FLYNN LLP (New York)

**Dwight Smith**

*Partner*

M.R. BEAL & CO. (New York)

- What are the alternatives to raising equity capital?
- Changes in international tax shelter programs
- Navigating the shrinking pre-sale market
- Limitations of debt financing
- The film business is connected to the world financial structure but has special aspects that make it different from any other business and that affects finances
- The international independent film business is a chaotic but unified world system of companies (buyers or distributors and sales agents), events (festivals, markets) and people
- Money always flows into the film business and individual projects
- Film is a peculiar commodity (sometimes perceived as a fetish) that is both artistic (sometimes) and commercial

- Producers are the source of everything in the business, the foundation on which it is all built, the only truly "indispensable" element
- Worldwide distribution "finding your audience" is the most important aspect of the entire process of filmmaking, this is what attracts money, talent and good properties
- Film can be seen as a two part process – production and distribution - but distribution efforts start well before production and during it and continue long afterwards
- The success of a film can be measured by the success in these distinct but interconnected areas - U.S. distribution (theatrical and all ancillaries) and festival play worldwide

10:30 Coffee Break

11:00 INTERNATIONAL CO-PRODUCTION

**David Zitzerman**

*Partner*

GOODMANS LLP (Toronto)

- Financial advantages of international co-production
- Accessing Canadian and Australian tax credits, U.K. sale-leasebacks financing and other foreign incentives
- European sources of capital
- Structuring the co-production to optimize benefits – the latest trends
- Finding the right partner – where are they and what are their attributes?
- Tips on dealing with currency fluctuations, foreign legal requirements and a "bad partner"

12:00 SECURING FINANCING FROM  
THE IN-HOUSE PERSPECTIVE

**George A. Cooke**

*Senior Vice President & Chief Counsel, Film Programming*  
HOME BOX OFFICE (New York)

**John Hadity**

*Executive Vice President, Motion Picture and Television Finance*  
MIRAMAX FILM CORP. (New York)

**David Stern**

*Senior Vice President Business Affairs*  
SHOWTIME (New York)

- The state of studio and mini-major financing
- Avoiding "development hell"
- What you'll get (maybe) and what you want!
- Co-financing with a major or mini-major
- Breaking it down: how does a producer get rich?

1:00 LUNCHEON  
KEYNOTE LUNCHEON ADDRESS:  
CANADA - U.S. RELATIONS –  
THE VIEW FROM NEW YORK

**Pamela Wallin**

*Consul General*

CANADIAN CONSULATE GENERAL (New York)

**2:30 INTERNATIONAL SOFT MONEY:  
TAX BENEFITS, AND P & A FINANCING**

**Warren Nimchuk**

PRICEWATERHOUSECOOPERS LLP (Vancouver)

**Vincent Roberti**

Chairman

PALISADES PICTURES (New York)

**Robert L. Soucy**

Director, Canadian Audio – Visual Certification Office

DEPARTMENT OF CANADIAN HERITAGE (Ottawa)

- Update on UK sales/leaseback transaction rules
- Irish funding programs
- Update on German funding structures
- Canadian tax credit programs - new changes effective 2003
- Transfer pricing related issues
- Tax credit programs in domestic and international territories
- UK sale/leaseback transactions
- Is prints and advertising (P & A) financing too expensive? Does it really benefit producers?
- Are tax shelters a thing of the past?

**3:45 Coffee Break**

**4:00 EMERGING MEDIA PLATFORMS:  
FINANCING OPPORTUNITIES**

**Richard Lorber**

CEO

KOCH/LORBER (New York)

**Jeff Sanders**

ARENT FOX KINTNER PLOTKIN & KAHN (New York)

**Myer Schwarzstein**

President

BRAINSTORM MEDIA (Los Angeles)

- Discerning “emerging media platforms”
- New window, holdbacks and cross-promotions: synergy or cannibalization?
- VOD, SVOD and the ecology of disintermediation
- Consolidation, fragmentation and re-aggregating the mid-range
- Monetizing assets versus building new revenue streams
- Entrepreneurship and new capital formation in emerging media
- New platforms: additional revenue streams or more restrictive holdbacks?
- VOD: is it video or is it television
- Does limited theatrical release enhance or cannibalize ancillary marketing?

**5:00 NON FICTION AND REALITY TELEVISION**

**Melinda Benedek**

Executive Vice President - Business Affairs

SHOWTIME (Los Angeles)

**Steven Weinstock**

Partner

TRUE ENTERTAINMENT (New York)

**Kaki Kirby**

Former Senior Vice President

FOXSTAR PRODUCTIONS, NON FICTION FILMS (New York)

**Michael Schlossman**

President / Executive Producer

THE M. DAVID GROUP, LTD. (Old Greenwich, CT)

- Reality television versus serious documentary filmmaking
- Is non-fiction programming that works in the U.S. suitable for international markets?
- Grants, subsidies and other public and foundation financing
- The internationalization of non-fiction channels
- Exploiting non-fiction formats for international market

**6:00 CONFERENCE ADJOURNS FOR THE DAY**

**Day 2 • June 25th, 2003**

**8:00 Continental Breakfast**

**8:45 CO-CHAIRS' OPENING REMARKS**

**9:00 WHAT ARE THE BUYERS LOOKING FOR?  
DOMESTIC AND FOREIGN SALES MARKETS**

**Ryan Werner**

Head of Theatrical Distribution

PALM PICTURES (New York)

**Perry Schneider**

Principal

GENESIS MEDIA ASSOCIATES (New York)

- Is theatrical release in the United States necessary for success?
- Star power: does “bankable” talent insure distribution?
- Targeting your market *before* production begins
- Theatrical, television and video: different media, different buyers
- The role of the sales agent versus the role of the international distributor
- The direct to video and direct to television markets

**10:00 SECURITIZATION AND FINANCING MOTION  
PICTURE RIGHTS IN TODAY'S ENVIRONMENT**

**Alan Dubin**

Partner

ARENT FOX KINTNER PLOTKIN & KAHN (Washington, D.C.)

**Lucie Guernsey**

Director

WEST LB (New York)

**Richard S. Petretti**

Partner

MORGAN LEWIS & BOCKIUS LLP (New York)

- Traditional secured bank loan
- Securitization of cash flow from a motion picture library
- What are the financial benefits and pitfalls of securitization?
- What steps must be taken to perfect interests in film copyright in multiple inconsistent jurisdictions

**11:00 Coffee Break**

## Day 2 • June 25th, 2003

### 11:15 HIGH DEFINITION TV - ROLLOUT OF DIGITAL TV

**George A. Cooke**

Senior Vice President & Chief Counsel, Film Programming  
HOME BOX OFFICE (New York)

**Larry E. Morton**

Chairman & CEO  
EQUITY BROADCASTING CORPORATION (Little Rock)

**Peter Tannenwald**

Partner  
IRWIN CAMPBELL & TANNENWALD (Washington, D.C.)

- Impact of channel multiplexing on markets for motion pictures
- Domestic and international regulation
- Consumers acceptance of digital and high definition technology
- The state of the art- what are the competing digital distribution technology and their progress to implementation?
- The players-what major electronic and distribution companies technologies and their progress to implementation?
- The legal issues- how is the law responding to the digital revolution and what are their goals?
- The viewer interface- who will control the crucial "first look" for the viewer and how will this re-shape the television industry?

### 12:45 LUNCHEON

### 2:00 THE NEW TREND TOWARDS DIVERGENCE: DIVESTITURE STRATEGIES

**J.J. Coney**

Partner  
PRICEWATERHOUSECOOPERS LLP (New York)

**Dave Davis**

Senior Vice President – Entertainment & Media Department  
HOULIHAN LOKEY HOWARD & ZUKIN (Los Angeles)

- The Majors' divestiture of operating divisions
- Disaggregating production from distribution: renaissance for independents?
- Valuation of media assets and motion picture libraries
- The due diligence process for buyers and sellers
- Retaining strategic relationships after divestiture

### 3:00 CHALLENGES POSED BY THE INTERNET TO TRADITIONAL FILM DISTRIBUTION: THE DIGITAL REVOLUTION

**Anthony V. Lupo**

Partner  
ARENT FOX KINTNER PLOTKIN & KAHN (Washington, D.C.)

**Natasha Rabe**

Vice President, General Manager MP4.com,  
Vice President, Business Development VUNet USA  
MP4.COM (San Diego)

- Digital technology's role in shaping new distribution paradigms
- Will there ever be a business case for individual streaming and on-line distribution?
- Piracy and digital rights management
- *The Digital Millennium Copyright Act*
- Digital projection models: who will capitalize the inevitable?
- What can the motion picture and television industries learn from the music business?

### 4:00 SUMMIT CONCLUDES

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### Who Should Attend

- ★ Industry Executives
- ★ Film and Television Producers
- ★ Financiers
- ★ Bankers
- ★ Venture Capitalists
- ★ Entertainment and Finance Lawyers
- ★ Accountants

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Organization: \_\_\_\_\_

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City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

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### **Additional Registrant (\$100 discount applies)**

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May 23, 2003 and save \$100

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