

Bloomberg BNA

International Film & TV Finance Summit

March 19 & 20, 2014 • Los Angeles, CA • Hotel Palomar

Creating and Implementing A Film & Television Financing Plan:

FOR FINANCIERS, STUDIO EXECUTIVES & PRODUCERS, AND THE INVESTMENT, LEGAL, ACCOUNTING, TAX & CONSULTING PROFESSIONALS THAT SERVE THEM
CREATING AND IMPLEMENTING A FILM & TELEVISION FINANCE & DISTRIBUTION PLAN:

Learn About the Latest Investment Techniques and Structures, Financing Sources and Recoupment Issues and Meet the Professionals Necessary to Green Light, Finance & Distribute Your Film or Television Project in Today's Global Marketplace

Benefits of attending this course:

- Access to and information from the most senior players in the industry
- Significant networking opportunities among the top professionals and financiers in the film business today
- Expanded sessions on 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

All paid attendees will receive the Bloomberg BNA Portfolio:

#599 2nd Film and TV Production: Tax Accounting Considerations and Federal Law (a \$400 value)

By Michael H. Salama and Brandee A. Tilman

*One Portfolio per paid attendee. Quantities are limited.

MOVIE MAGIC SOFTWARE RAFFLE

Free film productivity software – see inside for more information

Earn Up to 15 CPE/CLE Credits

This unique course is only offered by Bloomberg BNA

For more information, call 800.372.1033 or visit www.bna.com/taxevents

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Entertainment Partners
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FilmPro Finance
Thomas Glen Leo
Sheppard Mullin
David Zitzerman
Goodmans LLP

FACULTY:

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Wednesday, March 19, 2014

8:00 AM **Registration and Continental Breakfast**

8:30 AM **Keynote Address**

9:00 AM **Funding Independent Film Projects**

- Structuring and creating a production finance plan
- The senior loan: banks and other commercial lenders
- Attaching a sales agent for presales
- Banking presales and tax credits
- Gap and bridge loans
- Private equity
- Film funds
- Role of the completion guarantor
- Using tax credits to fund production, post or distribution
- Other soft money incentives
- Using product placement and promotional partners to fund independent film production
- When does the money come in from branded entertainment and product placement?
- Are brand integration commitments bankable?

10:00 AM **Latest Developments in Funding Network and Cable TV Productions**

- Financing cable and network TV productions
- Securing development deals and pilot orders
- Maximizing domestic and international "pre-sales"
- Co-productions and co-financing TV series with foreign broadcasters
- Branded entertainment and ancillary exploitation
- Selecting the optimal production location to access "soft money" incentives
- Exploiting digital distribution formats (VOD, SVOD and "Over-The-Top")
- YouTube channels and the transition of programs from the internet to TV

11:00 AM **Break for Refreshments**

11:15 AM **Crowd Funding: The New Wave of Financing Development, Production, Post and Marketing**

- Donations vs. investment in crowd funding
- Limitations on crowd funding
- New federal laws regulating crowd funding
- Planning and strategies for successfully raising crowd funding
- Who should be on your team?
- When can a donor become an investor
- Budgeting for crowd funding
- What are the financial models of the various crowd funding sites

12:00 PM **Crowd Funding Case Study**

12:45 PM **Networking Luncheon**

2:00 PM **Tax and Accounting Issues in Film and Television Production Finance**

- Film & TV Finance and selecting the appropriate legal entity (C Corp., S Corp., LLC)
- Types of financing and the related accounting & tax issues
- Structuring your finance plan for the maximum return on investment
- Advising investors for accounting & tax planning on film investment
- Rules & requirements of production accounting
- The budgeting process – tools and working with UPMs and line producers to ensure reliable budgets
- Contingencies: production, distribution and litigation
- Production audits and reporting to financiers, bond companies, union and other third parties
- Auditing the distributor (residuals, participations and other costs offsetting the producers return on investment)

3:00 PM **Production Incentives**

- Current developments in the U.S. and international jurisdictions
- Understanding the legislation, regulations and guidelines
- Planning for incentives
- Budgeting for incentives – caps, minimum spend and other requirements
- Applying for incentives
- Setting up for incentives – administering and monitoring a production to maximize incentives
- Audit requirements liens, and other priorities
- Placing incentives (transferable tax credits)
- Monetizing incentives
- Costs of production incentive financing

4:00 PM **Break for Refreshments**

4:15 PM **Funding and Distributing an Independent Animation Project**

- How are Indie animation projects developed and financed
- How your target audience determines budget and finance
- The impact of trans media marketing strategy on finance
- Are pre sales possible for independent animation?
- Can you "pitch" an animation project to the studio?
- When to consider an international co-production
- The importance of regional and international tax incentives
- Accessing domestic and international grants and subsidies
- Crowd funding for independent animation
- Distributing an independently produced animation project

5:15 PM **Developing Games for Film & TV and Vice Versa**

- Developing a game as an ancillary revenue stream
- Are there tax credit considerations to developing a game
- What does it cost to develop a game for DVD release; as an App; as a download
- Who do you need on your team in order to develop a game
- Developing a global marketing strategy for your film/TV project and game

6:00 PM **Networking Reception**

Sponsored by SheppardMullin

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."

"Very well organized with up to date topics."

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

"Learned a lot about putting together a film financing from the case study"

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Thursday, March 20, 2014

- 8:00 AM **Registration and Continental Breakfast**
- 8:30 AM **Keynote Address**
- 9:00 AM **Labor Issues in Dealing with Guilds and Labor Unions**
- SAG, DGA, WGA
 - What are the different contracts a production can sign and apply?
 - What are the benefits and liabilities to working under a low budget agreement?
 - What could become due to talent or crew under low budget agreements after the film is completed?
 - How are the labor costs of the film affected by its distribution?
 - Posting a bond, deposit or residual reserve and getting it back; dealing with financial assurance requirements
 - Have unions changed protocols for payment and financial assurances in a changing distribution environment?
 - Unions as signatories to collection accounts and how it works
 - Getting distributors to assume required union payments
 - Avoiding law suits and bankruptcy due to union costs, fees and residuals
 - New compliance wage laws in CA and NY
- 9:45 AM **Spotlight on 2-3 US Jurisdictions Providing Production Incentives**
- Fund caps, qualified costs, and other requirements
 - Application process (when to file)
 - Production incentive process (audits & other requirements)
 - Monetizing the incentive
 - Infrastructure, crew base, locations & terrain, and other attributes of the jurisdiction
- 10:15 AM **Break for Refreshments**
- 10:30 AM **Developing a Distribution Strategy to Maximize Sales and Obtain Financing**
- Attaching international sales agents
 - When to attach domestic distribution
 - Creating a distribution plan
 - Social media and gorilla marketing
 - When to start marketing
 - Planning and budgeting for publicists, web designers and marketing agencies
 - Exhibitors and booking agents – dealing directly with exhibitors
 - Distributor/rent a system deals
 - The current role of film festivals and markets
 - Impact of digital distribution
 - Can a producer secure a direct deal with Netflix, Hulu, Amazon, YouTube, etc.?
- 11:30 AM **The Proliferation of Online Over-the-Top (OTT) Video Content**
- Netflix, Amazon, Yahoo, Hulu and Xbox Studios original productions (“House of Cards”, “Orange is the New Black”, “Alpha House”, “Katie’s Take”, “Battleground”, “Halo”, et. al.)
 - Differences in financing original OTT productions and conventional TV productions
 - Understanding the different OTT business models
 - The importance of OTT programming deals for conventional TV and content owners
 - The pros and cons of “binge viewing” on OTT services
 - Producing for YouTube and for OTT devices
 - TV Everywhere: The strategies of conventional services re: OTT and “cord cutting”
- 12:30 PM **Networking Luncheon**
- 1:45 PM **Spotlight on International Jurisdictions Providing Production Incentives**
- Fund caps, qualified costs, and other requirements
 - Application process (when to file)
 - Production incentive process (audits & other requirements)
 - Monetizing the incentive
 - Infrastructure, crew base, locations & terrain, and other attributes of the jurisdiction
- 2:15 PM **Break for Refreshments**
- 2:30 PM **Case Study in Financing an Independent Feature Film**
- Q&A for independently financed feature film
- 3:30 PM **How Films Recoup Their Money**
- Waterfall of recoupment to feature films
 - What are the different revenue streams for recoupment
 - Working with collectors to ensure the money is reported accurately
 - Structuring the obligations of recoupment & profit to ensure the numbers equal 100%
 - Maximizing revenue streams after the film has exhausted traditional distribution
 - How long does it take to recoup
 - Enforcing distribution deals
 - Audit clauses and planning for audits to ensure fair recoupment of money
- 4:30 PM **Conference Concludes**
- Times/topics/speakers subject to change
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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 & Private Equity Executives
- Insurance & Completion
- Bond Providers
- Private Financiers
- Production Companies
- Film Commissions
- Studio and Indie Executives

MOVIE MAGIC SOFTWARE RAFFLE FREE FILM PRODUCTIVITY SOFTWARE

Movie Magic Budgeting 7 and Movie Magic Scheduling 5 are the industry standard in productivity software. Movie Magic Budgeting is an innovative budgeting and cost-estimation tool used by production professionals around the world. Movie Magic Scheduling is a software solution featuring powerful tools that provide increased flexibility and versatility in the way schedules can be created and viewed. For more information, please visit our website at www.movie-magic.com



For more information, call 800.372.1033 or visit www.bna.com/taxevents



FIVE EASY WAYS TO REGISTER:

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WEB:
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FACSIMILE:
800.253.0332

MAIL:
Bloomberg BNA's Customer Contact Center
3 Bethesda Metro Center, Suite 250
Bethesda, MD 20814-5377
USA



WHY YOU SHOULD ATTEND

We are pleased to announce the 2014 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. This basic to intermediate level conference with live group instruction has no prerequisites. This program is transitional and nontransitional which is appropriate for both newly admitted attorneys and experienced attorneys.

CONFERENCE LOCATION

Hotel Palomar – Tel.: 310.475.8711
10740 Wilshire Blvd., Los Angeles, CA 90024
Limited time and number of reduced rate rooms: \$199.00 per night

Our block of discounted sleeping rooms is limited, so please reserve your sleeping room early! We cannot guarantee rates or availability. Please contact the hotel and mention that you are attending the course listed under Bloomberg BNA. This limited-time discounted rate will be available up to 30 days prior to the meeting, or until the group block is sold-out, whichever comes first. Please note: your sleeping room is not included in the registration fee.

SPONSORSHIP OPPORTUNITIES ARE AVAILABLE

For more information contact Bloomberg BNA at customer@bna.com or call 800.372.1033

FEE INCLUDES

Continental breakfasts, lunches, refreshment breaks, networking reception, Bloomberg BNA Portfolio and course materials in electronic format.

Earn Up to 15 CPE/CLE Credits

Bloomberg BNA is registered with the National Association of the State Boards of Accountancy as a sponsor of continuing professional education on the National Registry of CPE sponsors. State Boards of Accountancy have final authority on the acceptance of individual courses. Complaints regarding registered sponsors may be addressed to NASBA, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417.

Bloomberg BNA will apply for continuing legal education credits in any state or jurisdiction where available. For more information, please contact Bloomberg BNA customer service at 800.372.1033 and ask to speak to the CLE Accreditations Coordinator, or email us at accreditations@bna.com.

HARDSHIP POLICY

Bloomberg BNA offers a hardship policy for CPAs and other tax and accounting professionals who wish to attend our live conference and seminars. Individuals must earn less than \$50,000 annually in order to qualify. For individuals who are unemployed or earning less than \$35,000 per year, a full discount off the price of registration for the program will be awarded. Individuals earning between \$35,000 and \$50,000 per year will receive a 50% discount off the price of the program.

If an individual wishes to submit a case for hardship, he or she must contact Bloomberg BNA directly at accreditations@bna.com. Please include the following information with your request: complete contact information, program for which a hardship reduction is being requested, requested amount for hardship reduction, and reason for applying for hardship. Please note that requests will not be considered until 30 days from the program date and that individuals may only apply for a hardship reduction once within a 12-month period. Bloomberg BNA reserves the right to make a final determination on a case-by-case basis. Our decision for granting a hardship is final and submission does not constitute acceptance.

CANCELLATION POLICY

If you are unable to attend this event, you may: transfer your registration to another person from your company for the same event; or transfer your registration to a substitute event listed on our web site. In either instance, there will be no charge or penalty for substitution.

To request a transfer, contact customer@bna.com with the new attendee or substitute event information more than 5 business days prior to the conference start date. On the first day of the event, absent attendees will be considered “no shows” and will not be eligible for a refund, transfer, or substitute event. Cancellations must be made in writing to customer@bna.com more than 5 business days before the event and will be assessed a \$350 conference setup fee. Cancellations will not be accepted if notice is received fewer than 5 business days before the event. For more information regarding administrative policies, complaints and cancellations, please contact us at 800.372.1033, or e-mail customer@bna.com.



REGISTER EARLY & SAVE!

Name _____

Title _____

Organization _____

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Payment is due on or prior to the course.

- \$695 Early Registration (up to 1 month prior to course)
- \$795 Registration (within 1 month of course)
- \$495 Student Rate Registration
- \$400 Registration for One Day

Method of Payment:

All credit cards converted to and billed in U.S. dollars (USD).

- Check enclosed payable to Bloomberg BNA
 - Credit card payment: MasterCard Visa AmEx Discover
- All credit cards will be processed at current U.S. conversion rates

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THANK YOU TO OUR SPONSORS



Entertainment Partners (EP), an employee-owned company, has been the leader in payroll, residuals, and production services for more than thirty years. Our Vista accounting software and Movie Magic Budgeting and Scheduling programs are the industry standards. EP's Petty Cash Card streamlines the petty cash process through debit card purchasing and online tracking/handling. The EP Incentive Solutions team is expert in navigating the complexities of localized financial production incentives. In addition, casting/payroll for background actors is handled through the legendary Central Casting division, a Hollywood icon since 1925. EP currently has offices in Alaska, California, Connecticut, Florida, Georgia, Louisiana, New Mexico, New York, North Carolina, and Pennsylvania. For more information, visit our website at www.entertainmentpartners.com



FilmPro Finance LLC was established in 2001 as a consulting firm to producers and financiers to make introductions that might lead to projects being financed. While FilmPro does not negotiate any terms of agreements between the parties, in exchange for a finder's fee on the amount of money raised in conjunction with a stake in each project, FilmPro will present the structure of a potential deal to those involved. For investors, FilmPro will assist in gathering key information necessary to approve a project for potential financing, including ultimates and biographies of key players. For producers, FilmPro will request letters of intent from potential financiers to ensure that time is spent by the parties negotiating and not wasted on discovering if assets are real.

Goodmans^{LLP}

Goodmans LLP is recognized as a leading Canadian entertainment law firm. Our lawyers represent a large cross-section of major North American film, television, new media and publishing companies, as well as many individual directors, authors and screenwriters, actors and film and television personalities. We assist foreign clients that are producing on location in Canada by advising them on Canadian tax and legal issues such as film tax credits and Canadian withholding tax, preparing talent contracts, dealing with Canadian guilds and unions and advising on Canadian foreign investment rules and domestic regulatory requirements. www.goodmans.ca



ProductionHUB is the search engine for media & entertainment serving film, television, video, live event and digital media production. Developed in 1998, ProductionHUB serves as a tool for anyone with an Internet connection to find production products, services and professionals.

SheppardMullin

Sheppard Mullin is a full service AmLaw 100 firm with more than 500 attorneys in 10 offices located throughout California and in New York, Washington, D.C. and Shanghai. The firm's California offices are located in Los Angeles, San Francisco, Santa Barbara, Century City, Orange County, Del Mar Heights and San Diego. Founded in 1927 on the principle that the firm would succeed only if its attorneys delivered prompt, high quality and cost-effective legal services, Sheppard Mullin provides legal counsel to U.S. and international clients. Companies turn to Sheppard Mullin to handle a full range of entertainment and media matters, corporate and technology matters, high stakes litigation and complex financial transactions. In the U.S., the firm's clients include more than half of the Fortune 100 companies.

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Bethesda, MD
20814-5377

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