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How to Work the Film & TV Markets: A Guide for Content Creators (American Film Market Presents)

Heather Hale

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How to Work the Film & TV Markets by Heather Hale takes independent filmmakers, television and digital content creators on a virtual tour of the entertainment industry's 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 not only within the mainstream, business-to-business circuit but learn how to select, apply and scale its most prudent, proven principals to complement the most promising disruptive strategies 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 who's 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
- A comprehensive companion website to located at:www.focalpress.com/cw/hale featuring:
  - An up-to-date, hyperlinked, annual calendar and global map with all the market dates, locations and current info relevant to independents;
  - Current event reviews, interviews, project case studies
  - Downloadable real world examples of pitch packages, series bibles and investor presentations

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Dan Villanueva:

Precisely why? Because this How to Work the Film & TV Markets: A Guide for Content Creators (American Film Market Presents) is an unordinary book that the inside of the reserve waiting for you to snap that but latter it will surprise you with the secret it inside. Reading this book close to it was fantastic author who write the book in such remarkable way makes the content interior easier to understand, entertaining means but still convey the meaning fully. So , it is good for you because of not hesitating having this any more or you going to regret it. This book will give you a lot of gains than the other book possess such as help improving your skill and your critical thinking approach. So , still want to hesitate having that book? If I were being you I will go to the e-book store hurriedly.

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Your reading sixth sense will not betray you actually, why because this How to Work the Film & TV Markets: A Guide for Content Creators (American Film Market Presents) guide written by well-known writer who knows well how to make book which might be understand by anyone who read the book. Written throughout good manner for you, dripping every ideas and creating skill only for eliminate your personal hunger then you still skepticism How to Work the Film & TV Markets: A Guide for Content Creators (American Film Market Presents) as good book not only by the cover but also by content. This is one publication that can break don't judge book by its cover, so do you still needing another sixth sense to pick this particular!? Oh come on your reading through sixth sense already told you so why you have to listening to one more sixth sense.

Elizabeth Villalobos:

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