



THE INTERNATIONAL FILM & TV BUSINESS

WITH ANGUS FINNEY

IN ASSOCIATION WITH SCREEN IRELAND



An 8-day event

18th, 19th, 20th October

25th, 26th October

11th, 18th, 25th November

MediaXchange is pleased to offer

The International Film and TV Business: Content creation; devising the optimal business strategy; & meeting the challenge of streaming

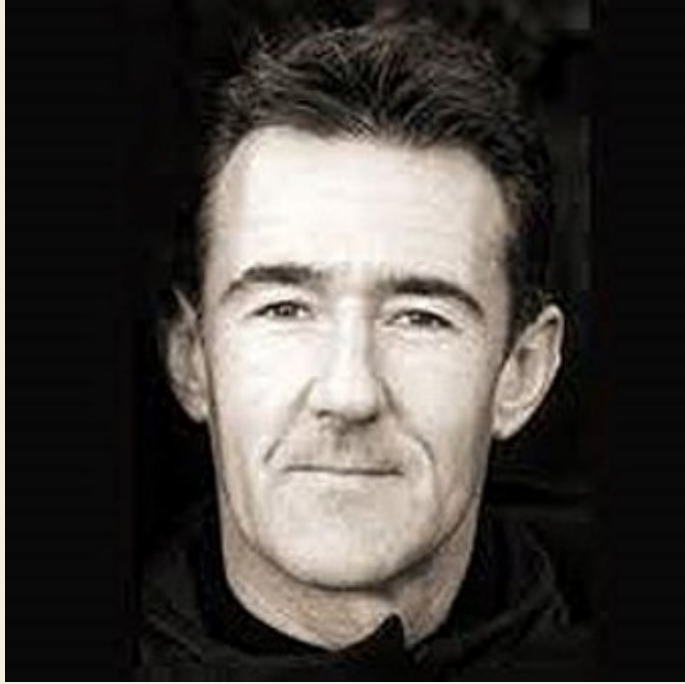
The programme is specifically designed to address key areas of change and challenges in the creative business, management and financing of independent content

It is an advanced-level training and CPD programme, led by international industry expert Dr Angus Finney and providing access to a range of experienced practitioners and top industry decision makers



For more details contact:
inshaaf@mediaxchange.com

ABOUT ANGUS FINNEY



The course led by **Dr Angus Finney**, is a leading entertainment business and finance specialist.

He holds a range of positions as an academic, training director and mentor; is widely published and acts as an executive producer across film, streaming and television scripted content.

Angus is a lead **Coach and Fellow at the Judge Business School, Cambridge University**, where he **leads the Culture, Arts and Media Management concentration**.

He is currently a **Course Director at the UK's National Film & Television School and the international consultancy MediaXchange**. He has trained and taught around the world. He is a visiting **professor to the Danish National Film School; the Beijing Film Academy and the Course Director for the British Film Institute's 'Business Of Film' global programme**.

His current practitioner work includes **mentoring production companies for Creative England, South Africa's National Film and Video Foundation, and executive producing for Manchester's horror outfit Grimmfest and US/UK activist production company Dancing Fox**. He is the lead executive producer on Danish-German film, 'Nothing'; and a long running Greenland-set series "End Of The World."

Angus managed Europe's only Film Production Finance Market for 10 years for FILM LONDON (2007-2017). He is the former managing director of Renaissance Films - producers of Kenneth Branagh's first titles - where he worked across development, packaging, financing, sales and marketing (1999-2005). He has raised more than \$100m from private investors and public funds across his career and worked with Octopus Investments as a media risk manager (2009-2013). He has represented HMRC as an Expert Witness in a £1 billion film finance tax litigation case among various expert witness appointments over the past decade.

He has published four books and has a PhD in Management from City University London, and an MA in documentary film from New York University.

He was appointed as a **senior contributor to Variety magazine in October 2021**; and his third edition of **The International Film Business: A Market Guide Beyond Hollywood (Routledge, 2010, 2015)**, was published in March 2022.

THREE DAY OPENING WORKSHOP

18th, 19th, 20th October 2022

11am - 1pm (London UK time)

2:30pm - 4:30pm (London UK time)

The Challenge of Management in high velocity cultural and entertainment industries: From Hollywood to TikTok

Drawing on Bob Iger's insights into managing a global brand (Disney) and Reed Hastings's approach to organizational management (Netflix). Managing 'change' forms a central theme in this session

The Entertainment Value Chain

An introduction to value chain modelling with reference to Harvard Business School's Professor Michael Porter

Project management and deal-making

Including building a team, project packaging, portfolio management, presenting, pitching and the art of negotiation. The challenge of green-lighting and coordinating multi-party contracts is also examined

Creative management

in particular writing and directing talent, but also actors and key creative players in the film, TV, gaming & VR sectors

Copyright, intellectual property & the management of intangible assets

The legal principles and practical application of copyright and IP, and how they differ across the globe (from Hollywood to Paris to Beijing)

Strategy and the pitfalls of cognitive bias

Project management and the impact of cognitive bias

ONE DAY SESSIONS

25th, 26th October

11th, 18th, 25th November

11am - 1pm (London UK time)

2:30pm - 4:30pm (London UK time)

The Streaming wars

Case Study - Squid Game (Netflix)

Financing scripted content

An A-Z guide to where the money is raised for projects in film, TV and streaming; and the growing role of documentary & non-fiction series

Show me the money

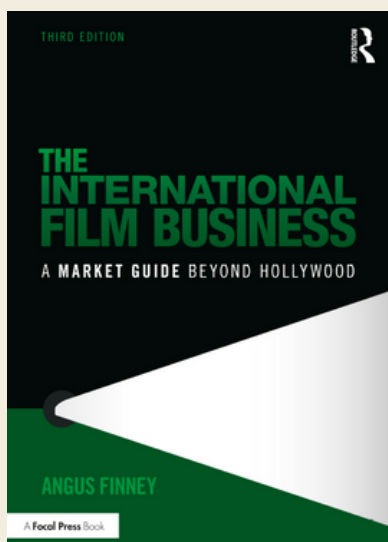
An analysis of profit participation across the entertainment industries and how that is being upended by the streaming revolution

Company development and slate management

How to build compelling IP, 360 degree business models, and present and pitch projects effectively

The future of cinema

The economics behind the life of the big screen entertainment experience



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PROGRAMME INFO

Who is this for?

Experienced film and TV producers; and film and TV professionals working in finance, funds, government agencies, sales & distribution. Participants must have industry track record with at least one paid professional film or TV producing/executive credit.

MediaXchange courses are open to all regardless of gender, race, religion, sexual orientation or disability

Dates:

18th, 19th, 20th October

25th, 26th October & 11th, 18th, 25th November

Time:

11am – 1pm (London UK time)

2:30pm – 4:30pm (London UK time)

Venue:

Zoom Webinar

Fee:

£750 + VAT

Additional option: 30 minute 1-1 surgery with Angus Finney

1-1 Surgeries:

Angus Finney will also offer 30 minute surgeries for personal guidance and individual career and strategic company support on the conclusion of the workshop

£75 + VAT

ABOUT MEDIAXCHANGE

MediaXchange has a 31 year history of facilitating the creative and business interests of clients entering the international tier of the entertainment industry. Within this global economy, companies need the right information and the right contacts for access and success. All elements of the Entertainment industries, **from creating content to business applications and traditional distribution to new media**, are strongly influenced by opportunities and interests in the international market place. Trends in finance, content and talent cross borders, rapidly altering the local landscape.

Based in Los Angeles and London, MediaXchange is a media consultancy assisting entertainment industry professionals to develop effective knowledge, contacts and business in the international marketplace.

Founded in 1991 by **CEO Katrina Wood**, MediaXchange's roster of returning clients and new participants from around the world encompasses studios and networks, creative and business executives, writers and developers, financiers and filmmakers, government agencies and industry associations.

The range of services we are able to provide is drawn from our unique global perspective. In collaboration with you, we design a route to your desired destination.

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