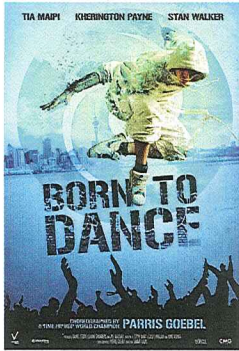


AMERICAN FILM MARKET 2014 SPECIAL REPORT

CMG boards “Born to Dance”

Cinema Management Group (CMG) is handling worldwide sales to Tammy Davis's *Born to Dance* choreographed by 8-time world hip hop champion Parris Goebel. The shooting began last month in Auckland, New Zealand. Goebel starred in Trish Sie's *Step Up All In*. *Born to Dance* tells the story of an ambitious young man from Auckland who dreams of becoming a professional hip hop dancer. When he is invited to audition for the best crew in the country, and meets their leading lady Sasha, his dreams begin to turn to reality. The cast includes Kherington Payne, Stan Walker and Tia Maipi. “We are very excited to be selling this high energy, exotic and incredibly choreographed film to the buyers at AFM,” says Edward Noeltner, CMG's President. We are confident this will pick up where the *Step Up*

franchise left off, and we see this as the next international music and dance sensation with terrific worldwide box office potential.” Peter Jackson's Park Road Post are the post-production partner. ❖ VLL



Jonathan Wolf

“THE MARKETPLACE CREATES NEW OPPORTUNITIES”

AFM's Managing Director tells Vincent Le Leurch why so many new attendees are expected at this year's edition.



⊕ According to Jonathan Wolf, “The industry is now more accessible than never before.”

“There is a growing number of new companies offering films with budgets under \$1m. We welcome all these companies. They are part of the evolving marketplace that creates new opportunities for new distributors and entrepreneurs. The industry is now more accessible than never before. At the same time, the increasing number of buyers reflects that situation. The new distributors, those outside the theatrical traditional circuit, need fresh products, and they'll find them at AFM. We make sure that our clients find everything they need at AFM. We enhanced our offer toward producers with our Conference Series and programs. We pride ourselves in offering services like free Wifi for two devices available to anyone with a badge, including journalists. The AFM grows along with the industry. Some 15 or 20 years ago, AFM was only a import/export market. Now, the industry has many faces. We saw the number of producers attending the market multiplied by four over the years. So our mission is to develop programs for them, for instance. We also think of opening our screenings to others and not only to sales companies. This is something we are exploring at the moment.” ❖

AFM 2014: THE CONFERENCE SERIES

Like every year, AFM is hosting five conferences to give AFM attendees a bright new vision on different topics. “Our Conference Series gives access to the insights of industry experts, decision makers and thought-leaders from around world, says Jonathan Wolf, AFM Managing Director. It is a wonderful environment to learn, be inspired and meet future partners.” So far, the following sessions have been confirmed:

NOV. 7TH: “Current issues in film finance”; “Building your global film finance strategy”

NOV. 8TH: “Pitching essentials”; “The 2-minute pitches”

NOV. 9TH: “Producing for a worldwide audience”; “Accessing and securing talent”

NOV. 10TH: “The engagement factor – Creating effective social media campaigns”; “The role of a publicist and why you need one”

NOV. 11TH: “Video on demand 2015”; “DIY Distribution: finding your film's digital niche”



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SANTA MONICA - NOVEMBER 5-12

The conferences take place between 9 am and 1 pm in Santa Monica's Fairmont Hotel.

UniFrance houses French companies

Located suite 430, the UniFrance booth is home to the following French sales companies: Alfama Films, Bac Films, Films Distribution/Mercure, Funny Balloons, Indie Sales, Le Pacte, MK2, Memento Films International, Other Angle Pictures, The Bureau Sales and Wide. The organisation in charge of promoting French cinema throughout the world is also representing the following companies: Celluloid Dreams, Elle Driver, Gaumont, Kinology, Pathé International, SND M6 Group, Studiocanal, TF1 International, UDI and Wild Bunch. As usual, UniFrance is having its traditional cocktail on November 6th. UniFrance representatives are Adeline Monzier and Delphine Martin. ❖ VLL

AFM ANNOUNCES 70 NEW EXHIBITORS

The 35th edition is welcoming new companies mainly from Asia



Between November 5th and 12th, 2014, more than 8,000 attendees will walk the carpets of the Loews and Merigot hotels in Santa Monica, California. In its 35th edition, the American Film Market is welcoming 70 new exhibiting companies and 90 new buyers. These new buyers are from 35 countries. In all, 80 nations are represented. Amongst these new buyers, 16 are from South Korea and 14 from the United States. The new Korean companies are: Boxoo Entertainment Ltd., United Media and Lumixmedia Inc. China and Hong Kong, are also in numbers with new acquisition companies: China Dbstar Co., Le Vision Pictures, Ruby's Culture Media Co., Taihe Legend Film, TG-Town Beijing Pictures, Bravos Pictures Limited, China 3D Digital Distribution, Sun Entertainment Culture. On the display side, the strong number of new exhibitors comes from 16 countries. Appearing for the first time at AFM are: Metrodome International (UK), Tianjin North Film Group (China) and Broad Green Pictures (USA). The latter recently acquired Olivier Nakache and Eric Toledano's *Samba*. Over 415 films will screen at the market including 331 market premieres and 91 world premieres. Last year, AFM screened 402 films (327 market premieres, 76 world premieres). ❖ VLL