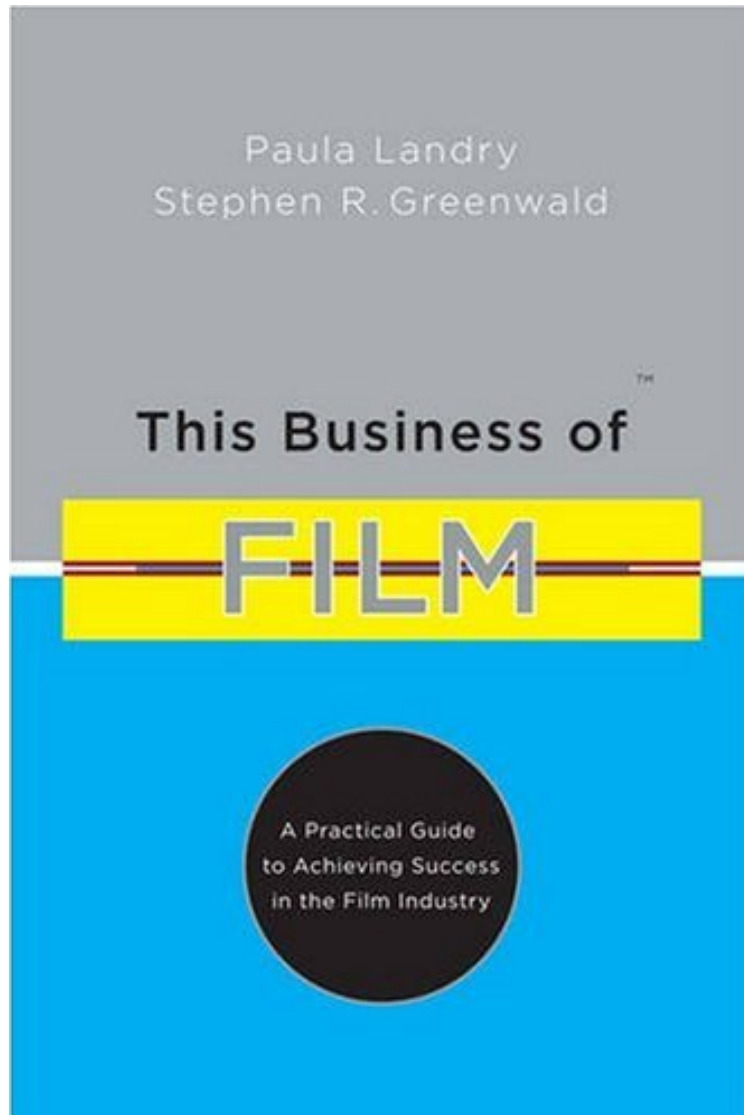


This Business of Film: A Practical Guide to Achieving Success in the Film Industry

Stephen R. Greenwald, Paula Landry
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This is a book about the business of film. In the popular imagination, the film business consists of a handful of big-name Los Angeles studios, the films these studios release, and the movie stars that appear in them. While it is true that the major studios are responsible for producing and distributing the movies that receive the most public attention and attract the most dollars, the film industry is more than just these few companies and their output. Technological developments have shaped and will continue to shape the filmmaking process, as well as the very nature and kinds of films that are made. Enabled by the digital revolution, alterations to the basic industry architecture prevalent almost since films beginnings are currently occurring in dramatic and unforeseen ways. Driven by extraordinary advances in new forms of production and distribution, moviemaking is now at the threshold of a radical and transformative evolution. New challenges and rewards abound, however, for those that understand the business elements of the film industry. This Business of Film clearly provides the bedrock knowledge one needs about the movie industrys past, present, and future, and shows how the business has responded and adapted to advances in technology, economics, politics, and culture. Readers will ultimately comprehend how the film business might well react to upcoming, unpredictable events and be in a better position to embrace and exploit those developments. This Business of Film is of particular use to filmmakers working both inside and outside the studio system; producers and distributors of movies made for theaters, television, video, and DVD; animators; motion-picture investors and financiers; sales agents, both domestic and foreign; talent agents and managers; theatrical exhibitors; and the thousands of vendors providing the services required to create and market these movies. Jam-packed with the most current, pertinent information available, and readily appreciated by cinema tyros and experts alike, This Business of Film masterfully provides the tools necessary to generate film-industry success.

About the AuthorSTEPHEN R. GREENWALD has served as an executive, financier, consultant, and lawyer within the motion-picture industry. He is currently president of Aurelius Capital PLC and has worked in almost every capacity imaginable in the movie business at: Presto Productions, a film-and-television development and production company; GH Media, a business-and financial-consulting firm for the film-and-television industry; Odyssey Pictures Corporation and Vision International, worldwide film distributors; and De Laurentiis Entertainment Group, a production and distribution company where he served as chairman and CEO. While he was an executive at De Laurentiis, the company released more than twenty films, including Blue Velvet and Crimes of the Heart. Mr. Greenwald has also worked as an independent syndicator and dealmaker for real-estate and motion-picture ventures. His production credits include Snowboard Academy and Amityville II: The Possession. From 1999 to 2007, he was president of the Metropolitan College of New York, where he launched an innovative graduate business program in media management, the first of its kind in the country. PAULA LANDRY is a film and music producer who creates commercials, multimedia concerts, films both short- and long-form, and branded videos for the Internet. Her movies have premiered at Sundance and gone on to win awards worldwide. Ms. Landry is currently president of Idea Blizzard Productions, a media-consulting company, and also heads a commercial-music enterprise, FireStorm Productions. She has produced media projects for American Health and Fitness, Fit TV, the Odyssey Channel, Pearson Television, and several Fortune 500 companies. Landry has also consulted on media projects for Carnegie Hall, Christies auction house, Details magazine, Entertainment Weekly, GH Media, Loosely Translated Productions, Mullen Company, Tribe Pictures, and numerous political campaigns. Additionally, she is an adjunct professor in film at the Metropolitan College of New York.