
INDUSTRY ALERT

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www.screenaustralia.gov.au

Working the X-factor forum videos now online

Friday 2 July 2010: Presentations by some of the guest speakers at Screen Australia's *Working the X-factor* market intelligence forums are available for viewing at www.screenaustralia.gov.au/xfactor

The one-day market intelligence seminars were designed for both senior and emerging filmmakers and included high-level input. The forum covered:

- an update on the complex and changing US market – from both the studio and independent distributor perspectives
- a look at market landscapes in the UK and Australia
- a checklist of *dos* (and *don'ts*) for producers taking their projects to the marketplace
- a buyer's POV of the world and the latest on what they're looking for
- a mini crash course on demystifying deals
- the exhibition environment, including market segmentation and social media
- festival strategies for independent films.

Watch:

Kathleen Drumm, Screen Australia's Head of Marketing, introduce the day.

Presentations by **Jane Schoettle**, Senior Programmer at the Toronto International Film Festival, which selected 17 Australian features in 2009 and **James Brown**, Head of Acquisitions for UK distribution & production company, Metrodome.

An interview with **Andrew Mackie**, Joint Managing Director of Transmission Films, a Sydney-based acquisitions and distribution company.