

## IFTA® FAQs

### What exactly is an independent film?

**An independent film is any motion picture produced with at least 51% financed from sources other than the U.S. major studios.** A film that has been majority financed by companies and/or individuals that operate outside of the six major U.S. Studios. An Independent film typically has an independent company attached as a film financier, production company, foreign distribution sales agent, and/or domestic theatrical distributor. Independent films range from small alternative films to big-budget features such as “The Hunger Games” and “Million Dollar Baby”.

### How big are the independents?

Independent film production each year exceeds that of the major studios and creates considerably more job opportunities worldwide than the majors. IFTA’s members constitute the majority of the world’s most important companies in the independent film and television industry. Independents produce at least 500 films and countless hours of television programming each year generating more than \$4 billion in distribution revenues annually.

### What is the Independent Film & Television Alliance?

The Independent Film & Television Alliance (IFTA) is the trade association for the independent film and television industry worldwide. **IFTA’s mission is to provide the independent film and television industry with high-quality market-oriented services and worldwide representation of industry interests.** IFTA is a non-profit organization that represents more than 150 members from over 20 countries consisting of independent production and distribution companies, sales agents, television companies, studio-affiliated companies and institutions engaged in film finance.

### Who are some of Independent Film & Television Alliance members?

IFTA members include (to name just a few) such well-known names in the independent film and TV industry as Lionsgate, The Weinstein Company, Starz Media, Lakeshore International, Focus Features, Foresight Unlimited, Icon Entertainment International, Kimmel International, Mar Vista Entertainment, Morgan Creek International, New Horizons Picture Corp., New Line International, Kathy Morgan International, Nu Image/Millennium Films, Pathé Distribution, StudioCanal, TF1, and Troma Entertainment.

### What does the Independent Film & Television Alliance do on behalf of the independent industry?

IFTA increases public awareness of the major issues facing independents, including media consolidation and net neutrality, or open access to the Internet. As the voice and advocate for the independent industry worldwide, IFTA executives meet regularly with Washington

lawmakers on behalf of reasonable and limited regulations to restore balance in the television and cable marketplace. For instance, IFTA expressed its support for FCC chairman Julius Genachowski's commitment to initiate rule-making proceedings to expand net neutrality protections to ensure non-discriminatory delivery of content over the Internet and transparency in network management practices.

IFTA successfully lobbied for production tax incentives in California and a federal credit in the U.S. In the EU, IFTA advocates against multi-territorial licensing or any framework that would undermine its members' financing, licensing and distribution models; and, as an NGO at WIPO, IFTA advocates on intellectual property matters.

IFTA reached an agreement with Comcast Universal to provide independent producers with improved access to the company's network and cable programming process, video on demand and new media platforms.

IFTA delivers an ever-widening array of services to assist independents to compete effectively in today's marketplace –

***IFTA Arbitration*** is available to resolve trading disputes without costly international court proceedings.

***IFTA Collections*** gives participants an effective mechanism to collect non-contractual copyright royalties and has paid its 140-plus participating companies more than \$90 million in the last 10 years.

***IFTA's model licensing agreements*** are in standard use around the world and have been enhanced to define and reflect digital rights and distribution models.

IFTA manages The Film Catalogue, a comprehensive online resource with details on nearly 7,000 independent motion pictures. The Catalogue, available in English, Italian, Spanish, German, French, Portuguese, Japanese, Mandarin and Korean, has become the world's most extensive global online resource for distributors and buyers. It allows users to seek films by language, budget, director, cast, company, title, genre, production status, and year of completion. The Catalogue, which operates on a year-round basis, highlights market line-ups for key film markets like the AFM, EFM, FILMART and Cannes.

IFTA offers its members on-site support at major film and television markets as well as other services including ongoing legal services, market research, publications, and seminars for industry professionals.

### What is the main difference between a market and a festival?

A Market is a **forum** that attracts industry executives from around the globe for the sole purpose of doing business. Markets are where deals are made, films are financed, packaged, licensed and green-lit. A Festival is an **event** overseen by a curator and often has a cultural or civic focus. Festivals are community cultural events, have a submission and selection process, as well as an emphasis on awards, prizes and talent.

### What is the AFM?

The American Film Market (AFM) is the largest film market in the world and a pivotal destination for independent filmmakers and industry executives. The annual eight-day market takes place in Santa Monica, California, screens more than 400 films and is attended by approximately 8,000 international film and television executives from around the globe. Established in 1981, the AFM is the only major film or television market created by film and television entrepreneurs.

### Why is the AFM important?

The AFM offers sellers an ideal venue to showcase their programming to the international marketplace. Acquisition and development executives, producers, distributors, agents, attorneys, buyers and film financiers attend the AFM for eight days of meetings, networking and business.

### What is the IFTA Foundation?

Established in April 2003, the Foundation's mission is to strengthen, diversify and otherwise serve the needs of the independent film and television's industry and its local and creative communities. The Foundation provides industry education and career opportunities to individuals who demonstrate an interest in arts and entertainment. The IFTA Foundation's Internship Program places qualified individuals at Member Companies. The Foundation also works on other important projects focused on the future of our industry, such as developing educational curricula on intellectual property principles and distribution fundamentals, and working with other organizations to offer workplace training, educational programs, and charitable support.

### What are some independent films that the public would know?

Since 1980, IFTA Members have produced and distributed more than half of the films that have won the "Best Picture" Academy Award:

<i>Gandhi</i>	<i>Chicago</i>
<i>Amadeus</i>	<i>The Lord of the Rings: Return of the King</i>
<i>Platoon</i>	<i>Million Dollar Baby</i>
<i>The Last Emperor</i>	<i>Crash</i>
<i>Driving Miss Daisy</i>	<i>The Departed</i>
<i>Dances with Wolves</i>	<i>No Country for Old Men</i>
<i>The Silence of the Lambs</i>	<i>Slumdog Millionaire</i>
<i>Braveheart</i>	<i>The Hurt Locker</i>
<i>The English Patient</i>	<i>The King' s Speech</i>
<i>Shakespeare in Love</i>	<i>The Artist</i>

IFTA Members produce, distribute, and finance some of the world's most prominent films:

*Elysium*

*The American*

*Edge of Darkness*

*The Expendables*

*Hugo*

*The Hunger Games*

*The Kids are All Right*

*Legion*

*Letters to Juliet*

*Machete, Margin Call*

*My Week With Marilyn*

*Rush*

*Step Up 3D*

*The Twilight Saga: Breaking Dawn - Part 1*

### Why was I under the impression that studios produced the films listed above?

Confusion arises because many prominent films were released or distributed in the U.S. by a studio. However, the copyright continued to be held by the film's independent producer/distributor who also retained the worldwide distribution rights outside of the U.S. Note too, that many of the films were sold at the American Film Market.

### Do the independents and the studios ever work together in other ways?

Yes, they do. Increasingly, the major Hollywood studios are reducing the number of films they produce in-house and are relying more on independents to deliver completed pictures to feed their domestic distribution pipelines. The major studios have gradually become more marketing and distribution specialists in the U.S. marketplace than production entities.

### How does IFTA differ from the MPAA and why is there a need for two film trade organizations?

Where the Independent Film & Television Alliance speaks for the independents, the MPAA (Motion Picture Association of America) represents the **non-independent** film industry, i.e., the six major Hollywood studios. The film industry is not homogenous – the major studios and the independents have two different business models for the development, financing, production, marketing and distribution of feature film and television product. What's good for the studios – large, vertically and horizontally integrated multi-national corporations – isn't necessarily good for the independents who continue to embody the entrepreneurial spirit of Hollywood's original film pioneers.

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