



The Producer's Business Handbook (American Film Market Presents)

John J. Lee Jr.

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The Producer's Business Handbook delivers filmmakers a comprehensive examination of the business of entertainment and provides the information and tools required to engage all related aspects of global production and exploitation. Together with its companion CD-ROM, this handbook presents both instruction and worksheet support to independent producers at all levels of experience.

The handbook also provides a global orientation to the relationships that the most successful producers have with the various participants in the motion picture industry. This includes how producers direct their relationships with domestic and foreign studios, agencies, attorneys, talent, completion guarantors, banks, and private investors. It provides a thorough orientation to operating production development and single purpose producing companies, from solicitation of literary properties through direct rights sales, and the management of global distribution relationships. Also presented is an in-depth discussion of the team roles needed to operate these companies, as well as how to attach and direct them.

Worksheets and instructions are included for the business processes of development and production financing operations that are used by many of the industry's consistently profitable companies. The companion CD-ROM features extremely valuable spreadsheets available nowhere else, including the bank financing worksheet and the producer's share analysis and internal greenlight summary, the development and production activity projection spreadsheet, the development and production cash flow projection worksheet, and other breakthrough forms. This interactive CD-ROM also provides examples and exercises using the various worksheets provided.

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