

AMERICAN FILM MARKET®

AFM® ANNOUNCES PROGRAMMING & SPEAKERS, LOCATIONEXPO® PARTICIPANTS AND REVEALS OFFICIAL POSTER FOR IN-PERSON RETURN NOVEMBER 1-6

The AFM Sessions to Feature 100 Industry Leaders, Including Roadside Attractions' Howard Cohen, Picture Perfect Federation's Ashley Stern, Constantin Film's Martin Moszkowicz, Legion M's Jeff Annison, Millennium Media's Jeffrey Greenstein, Protagonist Pictures' George Hamilton & Many More

LocationEXPO to Feature Film Commissions, Agencies and Production Service Companies from 30 Countries

LOS ANGELES – October 14, 2022 – The American Film Market (AFM®) today announced new details for its 43rd edition, including The AFM Sessions lineup and speakers, LocationEXPO exhibit participants and Premiere Sponsors set for the market's in-person return after two years online. The AFM will commence in Santa Monica, CA at the Loews Beach Hotel and theatres throughout the city, Tuesday, November 1 and run for six days through Sunday, November 6.

Also today, the AFM revealed its official poster design for the 2022 show created by DESIGNWORKS. Download the Hi-Res Poster [HERE](#).

Continuing its renowned programming initiative, **The AFM Sessions** presented by Cast & Crew and Spcine will feature a lineup of 30+ sessions that will bring over 100 speakers to its two stages over four days, Nov. 2-5, including global thought-leaders **Howard Cohen**, *Roadside Attractions*, **Ashley Stern**, *Picture Perfect Federation*, **Martin Moszkowicz**, *Constantin Film*, **Jeff Annison**, *Legion M*, **Jeffrey Greenstein**, *Millennium Media*, and **George Hamilton**, *Protagonist Pictures*. Programming highlights include:

- **Finance: Strategies for Today's VOD Dominated World**
Maxime Cottray, *XYZ Films* (EVP, Production and Finance), **Peter Graham**, *120 dB Films* (Principal), **Deirdre Owens**, *Cast & Crew* (VP, Production Incentive Financing) and **Jeremy Kay**, *Screen International* (Americas Editor).
- **Forecasting the Future for Independent Film**
David Fannon, *Chicken Soup for the Soul Entertainment / Screen Media Ventures* (EVP, Distribution / President), **Martin Moszkowicz**, *Constantin Film* (President and Chairman) **Ashley Stern**, *Picture Perfect Federation / Federation Entertainment of America* (President) and **Patrick Frater**, *Variety* (Asia Editor).
- **Theatrical Marketplace Recovery for Independent Films**
Howard Cohen, *Roadside Attractions* (Co-President & Co-Founder), **Jeffrey Greenstein**, *Millennium Media* (President), **Scott Shooman**, *IFC Entertainment* (SVP, Acquisitions) and **Diana Lodderhose**, *Deadline*, (International Features Editor).
- **Demystifying the Global VOD Landscape**
Nick Isaak, *Gravitas Ventures* (VP of Sales), **Peter Jarowey**, *Vertical Entertainment* (Partner / CEO), **Jason Pfordrescher**, *Well Go USA* (EVP Digital Distribution), **Kent Sanderson**, *Bleecker Street/ DECAL* (President, Acquisitions & Ancillary Distribution/ Co-President) and **Stephanie Prange**, *Media Play News* (Editor in Chief).
- **Inspiration is Everywhere: Accessing & Adapting Existing IP for the Screen**
Margaret Boykin, *Ubisoft Film & Television* (VP of Development, Film & Television), **Charles Hopkins**, *Concord Originals* (Director of Development & Production) and **James Vanderbilt**, *Project X Entertainment* (CCO).

- **Independent Features with Big Profit Potential**

Miranda Bailey, *Cold Iron Pictures* (CEO), **Brian Beckmann** *Arclight Films* (CFO) **George Hamilton**, *Protagonist Pictures* (CCO), and **Pip Ngo**, *XYZ Films* (SVP of Sales & Acquisitions).

- **The Producer / Sales Agent Dynamic**

Clay Epstein, *Film Mode Entertainment* (President), **Delphine Perrier**, *Highland Film Group* (COO), Mary Jane Skalski, *Echo Lake Entertainment* (President of Production / Producer), and **Mimi Steinbaur**, *Radiant Films International* (President & CEO).

- **The Innovators**

Jeff Anison, *Legion M* (Co-Founder & President), **Lindsey Ramey**, *Wattpad WEBTOON Studios* (Head of Global Film), **Richard Botto**, *Stage 32* (Founder) and **Alex Ferrari**, *Indie Film Hustle* (Founder).

As previously announced, AFM's programming will kick off with the Finance Conference session **The Risk Takers**, featuring **Jason Cloth**, *Creative Wealth Media*, **Basil Iwanyk**, *Thunder Road Pictures*, **Laura Lewis**, *Rebelle Media*, **Milan Popelka**, *FilmNation* and **Erich Schwartzel**, *The Wall Street Journal*.

All sessions will take place at the Loews Hotel. The current schedule and speakers can be viewed [HERE](#).

Alongside the sales activity, screenings and sessions, **LocationEXPO at AFM** will welcome Film Commissions, Government Agencies and Production Service Companies from more than 30 countries. Organizations participating in LocationEXPO hail from the U.S. and as far as Egypt, Kauai, Malaysia, Malta, Sao Paolo, Thailand, and Tokyo.

In addition to connecting with Film Commissions and organizations, who collectively are offering millions of dollars in production incentives, AFM participants can also attend panels and presentations from LocationEXPO exhibitors and partners, including The Italian Trade Agency, The Polish Film Institute, The North Finland Film Commission, and the Louisiana Office of Entertainment Industry Development. Visit the [Exhibitor List](#) to view the full lineup of LocationEXPO participants with more still being added.

Premiere Sponsors of AFM 2022 are Cast & Crew, Deadline Hollywood, Department of International Trade Promotion (DITP), National Film Development Corp. Malaysia (FINAS), the Polish Film Institute, Screen International, Spcine, The Hollywood Report, and Variety.

About the American Film Market® (AFM®)

The **AFM** is where the business of film comes to life every November. One of the world's preeminent film events and the only independently produced international sales market, hundreds of production, sales and distribution companies and thousands of buyers and professionals from every segment of the industry, convene at AFM in Santa Monica for six days of discovery, development, deal making, networking, marketplace discussions and world-class conferences. More than US\$1 billion in finance, production and distribution deals are closed each year on completed films and projects in every stage of development and spanning every genre, budget and language. The AFM is produced by the Independent Film & Television Alliance® (IFTA®) and serves as the annual fundraiser for the association.

About the Independent Film & Television Alliance® (IFTA®)

IFTA is the global trade association for independent film and television production, finance, distribution, and sales companies. The organization represents the independent sector before governments and international bodies and provides significant entertainment industry services to independent companies from 22 countries.