

AMERICAN FILM MARKET®

AFM® 2024 WRAPS MARKET WITH ATTENDANCE EXCEEDING 2023 AND FIVE-DAYS OF SESSIONS FEATURING LEADING INDUSTRY EXECUTIVES FROM AROUND THE WORLD

LOS ANGELES, CA – November 15, 2024 - The American Film Market® (AFM®) concluded its 45th edition on Sunday, November 10, marking its first first-ever show in Las Vegas. The market, which took place at Palms Casino Resort, brought together sales and production companies, buyers, financiers, film commissions, and representatives from every sector of the independent film industry from 87 countries for a dynamic week of deal-making, screenings, conferences, networking and parties.

The total number of attendees that visited the AFM was 5,522. Exhibition space sold out in September and included 286 registered companies from 34 countries, with the largest number of exhibitors after the **United States** (113) coming from the **United Kingdom** (23), **France** (19), **Romania** (17), **Italy** (16), **Thailand** (16) and **China** (10).

Nearly 500 Buying companies from 63 countries representing every avenue of distribution were present at the market, the majority sending multiple representatives. The number of Buyers in attendance this year exceeded 2023 and 2022 with the highest number coming from the **United States** followed by **Germany**, the **Republic of South Korea**, the **United Kingdom**, **China**, **France**, **Spain**, **Japan**, **Italy**, **Canada**, **Brazil**, the **Netherlands**, **Australia**, **Mexico**, **Turkey** and the **Ukraine**.

Continuing its renowned conference program, **The AFM Sessions presented by Wrapbook and Film Hawaii**, took place alongside the market on two stages at Palms Casino Resort and presented a lineup of 29 sessions. Featuring nearly 120 industry thought-leaders, the sessions provided attendees a wealth of timely film financing, production, sales, distribution, screenwriting, DEI, social impact and sustainability topics.

AFM's long-running Pitch Conference reunited award-winning producer **Cassian Elwes**, *Elevated Film Sales*, **Lee Jessup**, leejessup.com and **Lorelle Lynch**, *AGC Studios* on stage on Saturday, Nov. 9 where they listened and provided feedback on pitches from over 20 attendees. Writer/producer **Ashley Bratcher** was awarded top honors for her feature film **Pharma** based on the true story of Dr. Frances Kelsey.

A four-part series showcasing **Spanish Producers** presented by **Festival De Malaga – Spanish Screenings On Tour** also took center stage.

Included among the many speakers were **Mary Aloe**, *Aloe Entertainment / Partners in Kind*, **Brian Beckmann**, *Arclight Films*, **Kyle Bowser**, *NAACP*, **Matt Brodlie**, *Upgrade Productions*, **Ryan Broussard**, *Wrapbook*, **Karin Chien**, *Art & Action Productions*, **Clay Epstein**, *Film Mode Entertainment*, **Heather Fipps**, *Hollywood Climate Summit/The Redford Center*, **Stuart Ford**, *AGC Studios*, **Julian Franco**, *Fox Entertainment*, **Arianne Fraser**, *Highland Film Group*, **Alexis Garcia**, *CAT5*, **Jonathon Glucksman**, *Wondermind*, **Emily Gotto**, *Shudder*, **Jeffrey Greenstein**, *A Higher Standard*, **George Hamilton**, *Protagonist Pictures*, **Charles Hopkins**, *Concord Originals*, **James Huntsman**, *Blue Fox Entertainment*, **Katie Irwin**, *WME Independent*, **Lloyd Kaufman**, *Troma Films*, **Chris McGurk**, *Cineverse*, **Michael Musante**, *Cherokee Film*, **Amos Newman**, *Fifth Season*, **Brian O'Shea**, *The Exchange*, **Paula Paizes**,

Pressman Films, Miguel Palos, AGC Studio, Sébastien Raybaud, Anton, Robert Rippberger, SIE Society, Patrick Rizzotti, Blue Fox Financing, Sav Rodgers, Transgender Film Center, Alex Schmider, GLAAD, Jay Torres, Collectivo, Peter Van Steenburg, XYZ Films.

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About the American Film Market® (AFM®)

The [AFM](#) is where the global film and television business comes to life every November. The only independently produced international sales market, hundreds of finance, production, sales and distribution companies and thousands of professionals from every segment of the industry, convene at AFM for six days of discovery, development, deal making, networking, marketplace discussions and world-class conferences. 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 around the world.