



AMERICAN FILM MARKET ELEVATES MARKET SCREENINGS WITH NEW AMC A-LIST COLLABORATION AND EXPANDED THEATRICAL OPPORTUNITIES FOR AFM SALES COMPANIES & PRODUCERS

With Two Months Until AFM, More Than 215 Global Exhibitors Already Confirmed, Including 193, AGC Studios, Altitude, Anton, Capstone, Charades, Embankment Films, Gaumont, HanWay Films, Lionsgate, Manifest, MK2, NEON, Pathé Films, Protagonist Pictures, and STUDIOCANAL, with Additional Companies Joining Daily

LOS ANGELES, September 21, 2026 — The **American Film Market® (AFM®)** today announced an expanded slate of Market Screening opportunities for 2026, giving sales and production companies as well as producers new ways to premiere films, showcase upcoming projects, create enhanced screening events and engage audiences at the state-of-the-art **AMC Century City 15**, directly across from the AFM Headquarters, the Fairmont Century Plaza.

New this year, AFM is collaborating with **AMC A-List** and the fan-driven **B-List Movie Club** to give select films the opportunity to reach an engaged community of frequent moviegoers alongside the buyers and industry professionals attending the Market. Through this offering, the over 5,000 members of the Los Angeles chapter of the B-List Movie Club will have access to screenings and slate presentations from exhibiting companies that are looking for audience feedback from a group of dedicated moviegoers. The B-List Movie Club will work directly with filmmakers and companies to bring in select audience members for the AFM during the week. B-List Movie Club members will have access to sign up for screenings organized directly within The B-List Movie Club Discord Server.

AFM is also introducing a more flexible menu of screening options and enhancements, including **World and Market Premieres, Slate Showcases, Amplified Screenings** incorporating hospitality and concessions, and red-carpet moments with talent and photo opportunities. All AFM Screenings will take place at AMC Century City 15 November 10–13.

The announcement comes nearly two months ahead of AFM's 47th edition, **November 10–15, 2026**, with more than 215 Exhibiting companies already confirmed. Among them are **193, A Higher Standard, AGC Studios, Altitude, Angel, Anton, Architect, Beta Cinema, Blue Fox Entertainment Group, Capstone, Capture, Charades, Cornerstone Films, Embankment Films, Film Mode Entertainment, Fantawild, Filmax, Gaumont, HanWay Films, Highland Film Group, Kinology, Lionsgate, Manifest, Millennium Media, Mister Smith Entertainment, MK2, NEON, Pathé Films, Protagonist Pictures, SND M6 Group, STUDIOCANAL, STUDIO TF1, The Playmaker Munich, Playtime, The Pool Films, TrustNordisk, The Veterans, Voltage Pictures and XYZ Films**, with additional companies continuing to join the Market.

Buyer registration is also tracking ahead of last year, with companies from 55 countries registered to date, representing all forms of distribution.

"We're seeing tremendous participation from across the global industry, and all signs point to a very strong AFM this November," said **Jackie Brenneman, President & CEO of the Independent Film & Television Alliance® (IFTA®)**. "AMC A-List has become a powerful model for theatrical audience engagement, and our collaboration creates a unique opportunity for participating films to connect with frequent moviegoers and gain valuable audience response as they're introduced to the global marketplace. Together with our expanded screening options, it's another way we're creating greater value for the companies and filmmakers who come to AFM."

"AMC A-List members are among the most passionate moviegoers in the industry, and we're always looking for new ways to connect them with unique theatrical experiences," said **Carrie Trotter, Senior Vice President of Marketing at AMC Theatres**. "We're excited to collaborate with AFM and engage communities like The B-List Movie Club to give movie fans access to special screenings, discover upcoming films, and experience content that isn't typically available to general audiences."

"The B-List Movie Club is honored and excited to bring this limited access to moviegoers in Los Angeles and to have real audiences come together for the AFM and respond to its slate of future films to be released. Moviegoing is and should always be community oriented, and The B-List Movie Club members are some of the most passionate movie fans around. Inviting our members to the AFM will help filmmakers see how a real audience responds to a film and will provide valuable insight into the direction of a future theatrical release," said **Brett Gaffney, Founder**, and **Jenna Webster, Vice President, of The B-List Movie Club**.

The expanded screening opportunities are part of a broader evolution of AFM in 2026 under the theme **The New Global Screen Economy**. AFM 2026 takes place **November 10–15 at the Fairmont Century Plaza in Los Angeles, the AMC Century City 15 and The Pavilion**, which will host **The AFM House and Innovation Hub**.

###

About the American Film Market® (AFM®)

The AFM is where the global film and television business comes to life every November. As the only independently produced international sales market, AFM brings together hundreds of finance, production, sales and distribution companies and thousands of professionals from every segment of the industry 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 convention 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.

About AMC Theatres

AMC is the largest movie exhibition company in the United States, the largest in Europe and the largest throughout the world with approximately 850 theatres and 9,500 screens across the globe. AMC has propelled innovation in the exhibition industry by: deploying its signature power-recliner seats; delivering enhanced food and beverage choices; generating greater guest engagement through its loyalty and subscription programs, website, and mobile apps; offering premium large format experiences and playing a wide variety of content including the latest Hollywood releases and independent programming. For more information, visit amctheatres.com

About The B-List Movie Club

The B-List Movie Club is a rapidly growing community of film lovers and movie fans across the west coast. What originally started as an impromptu invite over social media to bring strangers together to see a movie very quickly evolved into a devoted community of moviegoers. A community focused around watching films in theaters is the ticket to the future of cinemas, and The B-List Movie Club is a fun and easy way to make new friends at the movies.

Media Contact for AFM: Jennifer Garnick – jgarnick@ifta-online.org | 310-945-8572