



THE INDEPENDENT FILM & TELEVISION ALLIANCE AND THE NUMBERS ANNOUNCE OFFICIAL DATA PARTNERSHIP

New Strategic Collaboration Will Bring Expanded Data, Research and Industry Insights to IFTA Members and The Global Independent Sector

Los Angeles, CA – September 1, 2026 — **The Numbers**, a leading provider of film industry data, box office analysis, and market research, and the **Independent Film & Television Alliance (IFTA)**, the global trade association representing the independent sector, today announced a new strategic collaboration naming The Numbers IFTA's official data partner.

The partnership brings together The Numbers' extensive film market data and research capabilities with IFTA's global network of independent production, finance, distribution and sales companies, to provide the independent industry with expanded access to market intelligence, educational programming, and data-driven resources.

"IFTA Members are driving change in the film industry," said **Bruce Nash, founder of The Numbers and President of Nash Information Services, LLC**. "We're excited to be working with IFTA to leverage our data and experience to help producers, financiers, sales agents, and distributors make more informed decisions in a complex and growing marketplace. Through this partnership, we're also looking forward to supporting IFTA Members with data and educational resources to navigate 'The New Global Screen Economy' before, during, and after AFM."

Together, The Numbers and IFTA will introduce a series of initiatives designed to help IFTA's Members better understand and navigate today's rapidly evolving marketplace. The two organizations will also work on year-round original research and analysis examining key trends across the independent sector.

Other initial initiatives include:

- Preferred access for IFTA Members to The Numbers' custom Comp Analysis Reports and research services.
- Educational webinars focused on film financing, market positioning, sales, distribution strategy, and the effective use of comparable film data.
- Collaborative articles and industry research examining trends in the independent film marketplace.
- Data, charts, and research support for AFM educational programming and presentations.
- Expanded market intelligence and resources developed specifically for independent filmmakers, producers, distributors, and sales agents.

"Having access to reliable data and meaningful market intelligence has never been more important to making smart business decisions," said **Jackie Brenneman, CEO of IFTA**. "Our collaboration with The Numbers will give our Members and the broader independent community greater insight into what is happening across the marketplace, help them put that information to work as they finance, produce, sell and distribute content around the world, and better understand the trends shaping where the business is headed."

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About The Numbers®

The Numbers is a leading source of film industry data, providing comprehensive information on box office performance, production budgets, financial analysis, and market trends. Through its proprietary databases and custom research services, The Numbers supports producers, investors, distributors, financiers, and other entertainment professionals with data-driven insights that inform business decisions across every stage of the film lifecycle.

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 industry services to independent companies around the world. IFTA's most visible industry service is the American Film Market® (AFM®), which takes place every November in Los Angeles and is one of the global industry's most important annual business events, bringing together companies and professionals from around the world to finance, license, buy, and sell film and television projects.