AMERICAN FILM MARKET ANNOUNCES INAUGURAL OPENING-DAY SUMMIT AND UNVEILS EXPANDED 2026 CONFERENCE PROGRAM

New Global Screen Economy Summit to Explore Federal Production Incentive, Creator Economy, New IP Sources and The New Studio System, Featuring Evan Shapiro, Wesley Wang, Tyler Chou and Leaders from Angel Studios, Kynetic Media Ventures, the MPA, Spotter, UTA and More on November 10

45+ Sessions Across Three Stages Spotlighting Artists Equity's Amy Baer, AGC's Stuart Ford and Industry Leaders from Alamo Drafthouse, Ashland Hill, Cineverse, Crunchroll, Gersh, Lionsgate, Range Select, Rentrak, Spooky Pictures, Project X, Wrapbook and More

LOS ANGELES, October 15, 2026 — The **American Film Market® (AFM®)** today announced the launch of its inaugural **New Global Screen Economy Summit**, taking place opening day of AFM, **Tuesday, November 10**, along with an initial lineup of featured speakers for more than 45 sessions across three stages, including the new **AFM House Stage**. The announcement comes as AFM prepares for its 47th edition, November 10–15, at the Fairmont Century Plaza in Los Angeles, AMC Century City 15 and The Pavilion.

Reflecting AFM 2026's overarching theme, **The New Global Screen Economy**, the Summit and AFM Sessions will bring together leading executives, innovators, creators and dealmakers from across entertainment, technology, finance, production and distribution to explore the changing business models, emerging opportunities and forces shaping the future of the global content industry.

"Our industry is undergoing a fundamental transformation, and while the pace of change can feel overwhelming, the opportunities are incredibly exciting," said **Jackie Brenneman, President & CEO** of the **Independent Film & Television Alliance**, which produces AFM. "From how stories are discovered and what gets made to how content reaches audiences and the renewed excitement around the theatrical experience, nearly every part of our business is being reimagined. We're expanding AFM to bring new voices and perspectives into the conversation alongside the industry leaders and innovators driving this change. This complements the tremendous business and dealmaking activity at the heart of the Market while creating more opportunities to connect, exchange ideas and discover new opportunities together."

THE NEW GLOBAL SCREEN ECONOMY SUMMIT | NOVEMBER 10

Opening AFM on Tuesday, November 10, the inaugural **New Global Screen Economy Summit** will bring together the people and companies defining the new business models shaping today's content ecosystem and the future of storytelling across screens of all sizes.

The half-day Summit will open with a keynote address by **Jackie Brenneman,** and feature a second keynote by **Evan Shapiro**, Media Cartographer and Industry Analyst, along with conversations exploring the convergence of entertainment, technology, capital, creators and audiences. **Featured Summit panels and participants include:**

The New Federal Production Incentive: A Turning Point for U.S. Production
Tuesday, Nov. 10 at 9:55AM – 10:30AM
Speakers include **Scott Karol,** President, *SP Media Group;* **Steven Paul**, Chairman & CEO, *SP Media Group*; *a*nd **Josh Rogin,** SVP of Federal Affairs, *Motion Picture Association (MPA).*

The New IP Value Chain: How Stories & Storytellers are Finding New Paths to the Screen
Tuesday, Nov. 10 at 11:00AM – 11:35AM
Speakers include **Jeremy Kay**, Americas Editor, *Screen International*; **Jordan Lonner**, Agent & Co-head of Motion Picture Literary Department, *United Talent Agency;* **Christian Mercuri**, CEO, C*apstone Pictures*; and **Brett Rosen**, Talent Manager, *TFC Management.*

The New Studio System
Tuesday, Nov. 10 at 11:40AM – 12:15PM
Speakers include **Jared Geesey**, EVP of International, *Angel Studios*; **Jon Leland,** CEO and Co-Founder, *Popular Demand Studios;* and **Wesley Wang**, Director/Founder, *Wesley Wang Media.*

Where the New Hits Begin: The New Rules of Discovery & Audience Building
Tuesday, Nov. 10 at 1:00PM – 1:35PM
Speakers include **Tyler Chou**, Founder & CEO, *Tyler Chou Law for Creators* and Creator, *Arq M&A Advisory*; **Aaron DeBevoise,** Founder, S*potter*; **David Freeman**, Founder & CEO, *Kynetic Media Ventures*; and **Joel Savitt,** Founder & CEO, *Bamboo Bridge.*

Tickets for the inaugural Summit are available now. Access requires a separate ticket and capacity is limited.

<u>THE AFM SESSIONS | NOVEMBER 11–14</u>
Building on the conversations launched at the Summit, **The AFM Sessions** will feature four days of discussions across two conference stages, bringing together leading executives, producers, financiers, distributors, creators and industry innovators from around the world. The program will explore the issues, opportunities and business strategies shaping independent film and television, from financing and production to distribution, audience engagement, emerging technologies and new models for bringing content to market. **Initial highlights include:**

Finance I: Where the Money is in the New Global Screen Economy
Wednesday, Nov. 11 at 9:30AM – 10:30AM
Speakers include **Adrian Ward,** CEO, *1919 Film Finance*, LLC; **Miguel Palos Jr**., COO & Co-Founder, *AGC* St*udios*; **Cory Lynch**, Partner and EVP, *Manifest Pictures*; and **Ryan Webb**, Partner, *Greenberg Glusker LLP.*

Finance II: The New Math of Independent Film
Wednesday, Nov 11 at 11:00AM – 12:00PM
Speakers include **Miranda Bailey,** Founder, *Cold Iron Pictures*; **Ryan Broussard,** Vice President of Sales and Production Incentives, *Wrapboo*k; **Juliana Lubin,** Producer & Senior Vice President of Investments, *Ashland Hill Media Finance***;** and **Paul Scanlan,** Co-Founder & CEO, *Legion M*.

The Innovators
Wednesday, Nov 11 at 12:30PM – 1:30PM
One-on-one conversations with **Amy Baer**, President of Film & Television, *Artists Equity*; and **Stuart Ford**, Chairman & CEO, *AGC Studios.*

What Makes Financiers, Buyers & Talent Say Yes*?*
Thursday, Nov 12 at 4:30PM – 5:30PM
Speakers include **Jake Carter,** Partner and Co-Head, *Range Select;* **Jess Lacy**, Partner and Head of Film Finance and Distribution, *Gersh;* **Charlotte Koh**, EVP Acquisitions & Co-Productions, *Lionsgate; and* **Bill Way**, CEO, *FVV Media.*

Friday the 13th: Why Horror Never Dies
Friday, Nov 13 at 11:00AM – 12:00PM
Speakers include **Paul Neinstein**, Co-Chief Executive Officer, *Project X;* **Yolanda Macias,** Chief Motion Pictures Officer, *Cineverse; a*nd **Steven Schneider,** Co-Founder, *Spooky Pictures.*

Access to the AFM Sessions Main Stage requires a Platinum or +Sessions Badge. Both badge options provide access to the Main Stage and Constellation Stage. For badge options and registration, visit https://americanfilmmarket.com/attendee-badges/.

THE AFM HOUSE | NOVEMBER 11–14

Expanding AFM's programming beyond its traditional conference stages, **The AFM House** will feature four days of conversations, presentations and live demonstrations exploring innovation and emerging technologies. Home to the expanded **AFM Innovation Hub**, presented in partnership with **Marché du Film's Cannes Next**, The AFM House will also host the **North American debut of the Cinemas Club**, bringing together industry leaders to explore the future of theatrical exhibition and moviegoing.

The New Global Screen Economy: Box Office, Windows, and the Merger
Wednesday, Nov. 11 at 11:00AM – 12:00PM
Speakers include **Patrick von Sychowski**, International Editor-in-Chief, *Cine Group;* **Jackie Brenneman**, President & CEO, *Independent Film and Television Alliance***; Paul Dergarabedian**, Senior Media Analyst, *Rentrak***;** and **Lela Meadow-Conner**, Executive Director, *Art House Convergence.*

Beyond the Movie: Anime, Concerts, Faith and the 'Fourth Category'
Thursday, Nov 12 at 2:00PM – 3:00PM
Speakers include **Patrick von Sychowski**, International Editor-in-Chief, *Cine Group;* **Mitchel Berger**, EVP Global Commerce & Theatrical, *Crunchyroll;* **Josh Frank**, *Silents Syncd;* **Kymberli Frueh,** EVP Programming and Content Acquisition, *Trafalgar Releasing; a*nd **Jake Isgar**, Director, Alternative Content & Specialty Programming, *Alamo Drafthouse.*

AI in the Screen Ecosystem: Utility Rather than Tilly - How Non-generative AI is Helping Already
Saturday, Nov 14 at 2:00PM – 3:00PM
Speakers include **Patrick von Sychowski**, International Editor-in-Chief, *Cine Group;* **Stan Ruszkowski**, CEO, *The Boxoffice Company / Webedia; a*nd **Tobias Queisser**, CEO & Co-founder, *The Cinelytic Group.*

The AFM House programming is open to all AFM badge holders.

Additional speakers and sessions across all three stages will be announced in the coming weeks.

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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. 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.