

## **2010 AMERICAN FILM MARKET WRAPS WITH ATTENDANCE UP 6%**

### **Strong Films, More Buyers and Fewer Sellers Create Upbeat, Dynamic Market**

**Santa Monica, CA, Nov. 10, 2010**—The upbeat 2010 American Film Market wrapped today with overall attendance climbing 6% to 7,695, versus 7,246 the previous year. Buying companies rose 1% to 664 from 658 last year, while buying executives at the AFM remained nearly on par with last year at 1,417 (vs. 1,419 in 2009).

“The positive feeling in the halls is a direct result of production levels that are now in balance with marketplace demand,” said AFM Managing Director Jonathan Wolf, who also serves as executive vice president of the Independent Film & Television Alliance. “Buyers are pre-buying, assuring they will have a steady flow of films, which in turn assures producers that their films have been pre-accepted by the marketplace.”

Attendance among Exhibitor-affiliated participants (including their executives, producers, talent and guests) finished at 3,321, down 1% from last year. Industry Attendees, a category that includes all non-buyers/sellers, jumped 23% to a record 1,988. Rounding out the other categories are Guests (government officials, NGOs, AFI FEST filmmakers, etc.), up 11% to 753, and Press, also 11% higher to 216.

Countries with more buyers at the AFM this year included Italy (+23%; 53 in 2010 vs. 43 in 2009), Sweden (+133%, 14 vs. 6), Russia (+31%, 42 vs. 32), China (+64%, 23 vs. 14) and Singapore (+32%, 25 vs. 19). Fewer buyers came from Netherlands (-18%, 27 vs. 33), Spain (-18%, 33 vs. 40), Argentina (-25%, 18 vs. 24) and Brazil, (-19%, 26 vs. 32).

A full analysis of the 2010 AFM buyers is attached.

Sellers, meanwhile, decreased 7% to 343, an across-the-board decline with no major shifts among countries.

Others AFM highlights included:

- 427 films
- 43 world premieres
- 306 market premieres
- 21 films screened in 3D
- Films from 36 countries
- More than 700 total screenings

### **About the American Film Market**

The business of independent motion picture production and distribution -- a truly collaborative process -- reaches its peak every year at the AFM when more than 8,000 industry leaders converge in Santa Monica for eight days of deal-making, screenings, seminars, premieres, networking and parties. Participants come from more than 70 countries and include acquisition and development executives, agents, attorneys, directors, distributors, festival directors, financiers, film commissioners, producers, writers, the world's press and all those who provide services to the motion picture industry.

Founded in 1981, the AFM has become the premier global marketplace where Hollywood's decision-makers and trendsetters all gather under one roof. Unlike a film festival, the AFM is a marketplace where production and distribution deals are closed. In just eight days, more than \$800 million in deals will be sealed -- on both completed films and those that haven't started shooting yet -- making AFM the must-attend industry event.

The AFM is produced by the Independent Film & Television Alliance (IFTA), the trade association representing the world's producers and distributors of independent motion pictures and television programs. More information can be found at [www.ifta](http://www.ifta)

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CONTACTS:

Jim Benson/Elizabeth Wolfe  
The Lippin Group  
[jbenson@lippingroup.com](mailto:jbenson@lippingroup.com)  
[ewolfe@lippingroup.com](mailto:ewolfe@lippingroup.com)  
818-795-3894