

# **NOUVEL HAY** MAGAZINE

*SANS FRONTIÈRES*

**American Film Market (AFM) à  
Santa Monica du 31 oct. au 7 nov.  
2018**



AMERICAN FILM MARKET®

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## LocationEXPO Returns To AFM



When you attend LocationEXPO you will meet with 100+ Film Commissions, Production Facilities and Service Companies from around the world that can quickly get your film moving. Together they offer billions of dollars in production incentives.

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## Pitch Conference Speakers Confirmed



AFM's Pitch Conference will be back again. Tobin Armbrust, Virgin Produced, and Cassian Elwes, Independent Producer/Agent, will be joined by On The Page's Pilar Alessandra. @OnThePage @TobinArmbrust @CassianElwes.

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To help you get ready for the 2018 [American Film Market](#), we are posting a research article every few weeks on a topic that is important to producers, filmmakers and industry professionals. Today's post is:

### **What the Data Says: Producing Low-Budget Family Films**

Those looking to create films in the Family genre need to focus on how their audience will perceive their work. Not just with lack of negative content but with the inclusion of family themes such as roles models, religious messages and, of course, dogs. Our data resulted in important takeaways, including the surge in animation and the importance of positive messages

See the full report plus the conclusion at [AmericanFilmMarket.com/what-the-data-says-producing-low-budget-family-films](http://AmericanFilmMarket.com/what-the-data-says-producing-low-budget-family-films).

Plan now to connect with the global industry, learn more to grow your business or career, and discover 2,000+ new films and projects, at **AFM 2018, October 31 - November 7, in Santa Monica**. [Register today for best rates](#).

Best regards,

source : Team AFM

"To help you get ready for the 2018 [American Film Market](#), we are posting a research article every few weeks on a topic that is important to producers, filmmakers and industry professionals. Today's post is:

### **What the Data Says: Producing Low-Budget Horror Films**

Smart, data-driven decisions can help independent producers succeed so we have crunched the numbers on what to make and how to make it. For this article, we looked at the horror genre. Specifically, horror films budgeted between \$500,000 and \$5 million, released in North America 2000 - 2016.

Our data, statistics and modelling resulted in five quick takeaways on the horror genre. They are:

1. Horror movies are the most profitable genre
2. ...but also the riskiest genre

3. Quality doesn't matter all that much
4. Your release will either be very wide or very small
5. Horror audiences are more likely to be working class

See the full report plus the important conclusions at [AmericanFilmMarket.com/what-the-data-says-producing-low-budget-horror-films](http://AmericanFilmMarket.com/what-the-data-says-producing-low-budget-horror-films).

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Best regards,

Team AFM "

look forward to welcoming you to the [American Film Market & Conferences](#) in less than two months!

On AFM's beachfront campus you will...

- Access 1,000+ production and distribution companies
- Connect with 7,000+ participants - producers, writers and filmmakers, plus marketing, distribution and finance professionals from 80+ countries
- Hear 100+ international thought leaders during six days of [Conferences, Workshops and Roundtables](#)
- Discover 2,000+ new films and projects

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Register now to get the best rates and your preferred hotel at [www.AmericanFilmMarket.com/attendee](http://www.AmericanFilmMarket.com/attendee).

See you in Santa Monica!

source : AFM